

Bombora Audience Segments

Business-to-Business (B2B) Intent data collection methodology








Bombora is the largest aggregator of B2B Intent data, an indicator of research activity for business purchase intent. Through our trusted publisher cooperative, we monitor the content consumption and research activities of almost three million organizations. These activities include downloading whitepapers, attending webinars, sharing articles and registering for specialized information. These activities are aggregated into over **60 bundled intent segments, called predictive signals.**

B2B demographic and firmographic data collection methodology

Bombora aggregates B2B demographic and firmographic data to provide targetable segments such as revenue, organization size, professional group, functional area, industry and seniority. The data is collected from a combination of anonymized publisher registration data, proprietary IP-to-Company mapping technology and offline data sources.

Refreshed every 24 hours, the scale of Bombora's demographic, firmographic and Intent data allows sales and marketing teams to access deep insights across a broad range of B2B areas in real-time.

B2B demographic segments

 <h3>Professional Groups</h3> <ul style="list-style-type: none"> • Business Professional • Business Travelers • Finance Professionals • Fortune 500 Employees • Human Resources Professionals • IT Professionals • Marketing Professionals • Small Business Professionals 	 <h3>Industry</h3> <ul style="list-style-type: none"> • Accounting • Advertising/Marketing • Agriculture • Banking • Business Services • Construction • Consumer Services • Cultural • Education • Energy • Finance • Gaming • Government • Healthcare • Hospitality • Insurance • Legal • Manufacturing • Media & Internet • Non-Profit • Real Estate • Recreation • Resource Extraction • Retail • Software • Sports • Telecommunication • Transportation & Travel • Utilities • Wholesalers 	 <h3>Functional Area</h3> <ul style="list-style-type: none"> • Account Management • Accounting • Administration • Advertising • Branding • Business Development • Change Management • Compliance • Consultants • Creative • Dentist • Engineering • Government • Health Professional • HR Benefits • HR Diversity • HR Recruiting • Information Technology • Legal • Marketing • Medical/Health • PR • Product • Recruiting • Sales • Software • Surgeon • Systems & Business Analysts • Wealth Management • Web Development
 <h3>Organization Revenue</h3> <ul style="list-style-type: none"> • <\$1M • \$1M • \$10M - \$50M • \$50 - \$100M • \$100M - \$200M • \$200M - \$1B • \$1B+ 	 <h3>Seniority</h3> <ul style="list-style-type: none"> • Board & Ownership • Non-management • C-Suite • Management 	
 <h3>Organization Size</h3> <ul style="list-style-type: none"> • 1 - 9 • 10 - 29 • 50 - 199 • 200 - 499 • 500 - 999 • 1000 - 4,999 • 5,000 - 9,999 • 10,000+ 	 <h3>Decision Makers</h3> <ul style="list-style-type: none"> • Finance • Healthcare • Human Resources • Information Technology • Marketing 	

Predictive signals

Reach the stakeholders that are most engaged with the content area you're looking to reach. Predictive Signals allow you to get to the dynamic, behavioral heart of digital consumption and increase the relevance of your messages.



Predictive signals

Understand what software, hardware, and technologies your current and potential target audiences have installed and deployed. The range of data available spans across the following areas:



B2B manufacturing firmographics

Bombora provides account-level manufacturing data that represents businesses of all sizes in the industry. Through our manufacturing segments, you can reach an influential audience of professionals working in the various segments of the U.S. manufacturing and industrial sector.



Manufacturing

- Adhesives, Tapes & Sealants
- Aerospace & Aircraft
- Animal & Veterinary
- Apparel
- Appliances
- Arts & Crafts
- Audio Equipment & Supplies
- Audio Visual Equipment & Supplies
- Automation Systems & Components
- Baby Care Products
- Banking
- Bed & Bathroom Supplies
- Books & Manuals
- Business Services
- Candle making Equipment & Supplies
- Carpeting
- Cellular Phones Products
- Chemicals
- Cleaners & Cleaning Equipment
- Computer Supplies
- Consumer Medical Products
- Consumer Vehicles & Components
- Cookware, Kitchenware & Tableware
- Cosmetic Manufacturing
- Customer Manufacturing Services
- Displays & Exhibits
- Electrical & Electronic Components
- Facility Equipment & Supplies
- Flags
- Fluid Control & Components
- Food & Food Products
- Furniture & Accessories
- Guns & Ammunition
- Hardware & Fasteners
- Hotel & Restaurant Equipment
- Jewelry
- Law Enforcement Equipment & Supplies
- Lawn & Garden
- Machinery, Tools & Supplies
- Manufacturing Equipment
- Marine Products
- Marketing
- Messaging Boards
- Metal & Metal Products
- Military Equipment
- Mining
- Musical Instruments
- Oil & Gas Exploration Equipment & Accessories
- Packaging & Materials Handling
- Painting Supplies
- Pet Accessories
- Photography
- Polymers & Polymer Products
- Printers
- Promotional
- Railroad
- Recreation & Sports Equipment
- Religious Supplies
- Signs
- Studio Supplies
- Test, Measurement & Positioning
- Textiles
- Toys
- Traffic Control
- Vending Machines
- Video Systems & Accessories

For further information, please visit bombora.com/contact or email info@bombora.com.

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