# **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.

HR Diversity

Legal

Marketing

• Product

Sales

Recruiting

Software

Medical/Health

# **B2B** demographic segments



## **Professional Groups**

- Business Professional Human Resources
  - Professionals
- Business Travelers
- IT Professionals
- Finance Professionals
- Marketing Professionals
- Fortune 500 **Employees**
- · Small Business Professionals



# Organization Revenue

**Organization Size** 

- <\$1M
- \$100M \$200M
- \$1M
- \$200M \$1B

• 500 - 999 • 1000 - 4,999

• 5,000 - 9,999

• 10,000+

• \$10M - \$50M

• 10 - 29

50 - 199 200 - 499

- \$1B+
- \$50 \$100M



# Industry

- Accounting
- Advertising/Marketing
- Banking
- Construction
- Consumer Services
- Education
- Energy
- Finance
- Gaming
- Government
- Healthcare

- Agriculture
- · Business Services

- Cultural

- Hospitality

- Insurance
- Legal
  - · Manufacturing
  - Media & Internet
  - · Non-Profit

  - Real Estate
  - Recreation
  - Resource Extraction
  - Retail
  - Software

  - Sports
  - Telecommunication
  - Transportation & Travel
  - Utilities
  - Wholesalers

# Functional Area

- Account Management
- Accounting
  - HR Recruiting · Information Technology
- Administration
- Advertising
- Branding
- Business Development
- Change Management
- Compliance
- Consultants
- Creative
- Dentist
- · Engineering
- Government
- · Health Professional
- HR Benefits
- Web Development

· Wealth Management



# Seniority

- Board & Ownership
- Non-management
- C-Suite
- Management

• Systems & Business Analysts



# **Decision Makers**

- 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.

### **Business**

- Budgeting
- Planning & Strategy
- Capital Procurement
- Caloc
- Compliance & Government

#### **Human Resources**

- Benefits
- Diversity
- Employee Services
- · Hiring & Onboarding
- Legal & Regulatory
- Payroll & Compensation
- Performance
- Policy & Culture
- Recruitment
- Training & Development

#### Construction

- Tools & Electronics
- Construction Management

#### Energy

- Emissions
- · Green Energy
- Renewables

### Marketing

- Agencies & Branding
- Content
- Creativity Software
- CRM & Marketing Automation
- Demand Generation
- Email Marketing
- Online Advertising
- Programmatic Advertising
- Search Marketing
- Social Networks
- Strategy & Analysis
- Website Publishing

### Manufacturing

- Materials
- Plan Management
- · Supply Chain
- Personal Protective Equipment

#### **Finance**

- Accounting
- Corporate Finance
- Finance IT
- Personal Finance
- Trading & Investment

#### Healthcare

- Administration
- Disease Control
- Health Insurance
- Health Tech
- Medical Research
- Patient Management

#### Technology

- Application & Software Dev.
- Business Analytics
- Cloud Computing
- Data Centers
- Databases & Storage
- Graphics
- Multimedia & Web Design
- Hardware

- Mobility & Wireless
- Networking & VOIP
- Operating Systems
- Productivity Software
- Security
- Servers
- Smartphone & Mobile
- Virtualization

# **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:

### **Cloud Service**

- Cloud Infrastructure Computing
- Infrastructure As A Service
- Platform As A Service

# Software (Basic)

- Server Technologies (Software)
- Hardware
- Mobility & Wireless
- Networking & VOIP
- Operating Systems
- Productivity Software

# Productivity Solutions

- Collaboration
- Productivity Solutions

### Communication Tech.

- Mobile Enterprise Management
- Telephony

# Data Center Solutions

- Data Archiving Back-Up & Recovery
- Data Management & Storage (Hardware)
- Database Management Software
- Disaster Recovery
- IT Infrastructure & Ops Management
- Security Information & Event Management
- System Analytics & Monitoring
- System Security Services

### Customer Relationship Management

- Contact Center Management
- Customer Relationship Management
- Help Desk Management

# **Enterprise Applications**

- Business Process Management
- Commerce
- Enterprise Business Solutions
- Enterprise Performance Management
- Enterprise Resource Planning
- HR Management Systems/ Human Capital Management

#### **Enterprise Content**

- Case Management
- Enterprise Content Management
- Information Technology ManagementProduct Lifecycle Management

# Networking Computing

- Middleware Software
- Network Management (Hardware)
- Network Management (Software)

# Web-Oriented Architecture

- Hypervisor
- Virtualization:
   Platform Management
   Remote Computer/Server Solutions
- Virtualization:
   Application & Desktop
   Web & Portal Technology
   Web Content Management Systems

# Hardware (Basic)

- Mainframe Computers
- Server Technologies (Hardware)

# Marketing Performance Management

- Business IntelligenceMarketing Performance Measurement

# IT Governance

- Application Development &
- Management
   Software Configuration Management

# Vertical Markets

- Construction
- Manufacturing/Engineering

# **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
- Printer
- 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.

