

Business-to-Consumer (B2C) Demographic Segments

Bombora is the premiere provider of Demographic and Predictive Intent data solutions for leading marketers and advertisers.

Methodology for data collection:

Bombora monitors online content consumption and buyer interactions across our trusted publisher partner network and works with other online and offline sources for data collection. Bombora aggregates the data collected into B2C segments for targeting and media activation. These segments include age, gender, education, language, household income, personal interests and lifestyles.

Data for B2C demographic segments are collected from the following sources:

- Online content consumption across publisher partners
- Annual consumer tax filings on the zip+4 level
- Offline data sources such as direct mail, contact information databases and business card data

B2C demographic data segments include:



Age, Gender, & Ethnicity



Education



Language



Household income & Net Worth



Personal Interest & Lifestyle

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

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