# Bombora Verticals

**Business**

Intent data pertaining to business-related content consumption, including Budgeting, Planning & Strategy, Compliance & Governance, Funding & Loans, Operations, Other, Sales

**Brand**

Intent data pertaining to Fortune 500 and other brands across: Aerospace, Business Services, Education, Entertainment, Financial, Health, Insurance, Manufacturing, Media & Advertising, Other, Retail, Social, Technology, Telecommunications

**Consumer Technology**

Intent data pertaining to consumer-level content consumption, including: Device Connectivity, Gadgets, Gaming Consoles, Mobile, Personal Computer, Productivity Software, Search Engine, Security, Smartphone, Social, Storage, Tablets & Readers, Trends, Video, Web Browser
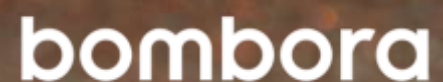
**Energy/ Construction/ Manufacturing**

Intent data pertaining to the energy, construction and manufacturing industries, including: Energy, Construction, Manufacturing, Personal Protective Equipment, Standards & Regulatory, Supply Chain, Tools & Electronics

**Events & Conferences**

Intent data pertaining to event-related content consumption, including: Event Management, Events & Conferences

**Finance**

Intent data pertaining to finance industry-related content consumption, including: Accounting, Business Finance, Commodity, Corporate Finance, Finance IT, Other, Personal Finance, Professional Services, Trading & Investing, Transactions & Payments

**Government**

Intent data pertaining to agencies or other entities that operate as a part of the government at any level, including: Agency/Dept, Other, Urban Planning

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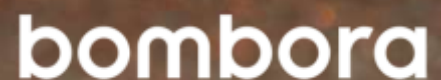
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# Bombora Verticals

**Healthcare**

Intent data pertaining to healthcare industry-related content consumption, including: Administration, Benefits, Disease Control, Government Regulations, Health Insurance, Health Tech, Medical Association, Medical Education, Medical Research, Medical Specialty, Medical Treatment, Patient Management

**Human Resources**

Intent data pertaining to human resources industry-related content consumption, including: Benefits, Diversity, Employee Services, HR Tech, Labor Relations, Leadership & Strategy, Legal & Regulatory, Payroll & Comp, Performance, Place of Work, Policy & Culture, Programs and Services, Recruitment, Hiring & Onboarding, Staff Administration, Staff Departure, Training & Development, Wellness & Safety

**Marketing**

Intent data pertaining to marketing industry related-content consumption, including: Ad Tech, Agencies, Branding, Campaigns, Channels & Types, Content, Creativity Software, CRM, Demand Generation, Email Marketing, Other, Search Marketing, Social, Strategy & Analysis, Website publishing

**Technology**

Intent data pertaining to business technology related-content consumption, including: Analytics & reporting, APIs & Services, Business Solutions, Certifications, Cloud, Data Center, Data Management, Database, Desktop, Document Management, eCommerce, Email, Emerging Tech, Enterprise, Gaming, Hardware, IT Management, Messaging, Mobile, Networking, Operating System Other, Product Development & QA, Programming Languages, Security, Servers, Software Engineering, Storage, Telecommunications, Video, Virtualization, Web, Wireless

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