

ASSESSING INTENT DATA PROVIDERS

- ✓ The Bombora Data Co-op is a proprietary, exclusive collective of premium vendors, analysts, and content syndication businesses that contribute website data. In return, they access a massive pooled data set that details business firmographics and purchase intent across the B2B web at massive scale.
- ✓ Co-op Intent data is based upon content consumption on a company level to detect when businesses are in market for a particular product or service.
- ✓ Bidstream data is collected only from websites that run advertising, and is only compiled from the ads that are auctioned or bid upon.

Data Co-op

Bidstream data

Data sources

Highly curated collection of 3,500+ websites containing content-rich publishers, marketers, research sites, technology providers, agencies, and more.

Public data that is passed from ad exchanges to targeting platforms and is collected from sites that run auctioned advertising inventory.

Exclusivity

Members must opt-in and then implement an exclusive tag that collects 100% of the content and information on participating websites, including those that do not have ads.

Collected data is public domain, and is collected from any website with advertising space that programmatic buyers bid on.

Data characteristics

Timestamp, IP, URL, *anonymized* user, content consumption, contextual data and engagement metrics such as topics consumed, scroll velocity and dwell time.

Timestamp, IP, URL, and location. Often used by programmatic buyers to determine if an ad opportunity fits targeting needs.

Deriving intent

Intent signals and topics are gathered through billions of monthly content consumption events. Proprietary deep-learning technology digests context, relevance, and density of the content to identify applicable business topics¹. Then, it gathers an understanding of a business' normal interest in that topic, and surfaces the changes to measure if that level of interest has increased, decreased, or stayed the same compared to the historical norm. The higher the interest (a Surge Score in Bombora's terms), the more likely that a business is in-market for the related product or service it is researching.

Intent is surfaced when businesses interact with keywords that are scraped from content on webpages, without any notion of context or cadence of the interactions with a keyword. Historical norms are not gathered over time, so no baseline consumption is created. When bidstream is used to determine a person or business' interest in products, it comes with shortcomings. While scale is large due to the billions of daily advertising bid requests, only a fraction of the events contain a robust data set, and an even smaller fraction of the data is accurate² due to location ambiguity.

Content categorization

There are 4,000+ topics in the Bombora taxonomy. A topic is added when a significant number of historical occurrences of business users engaging with the topic can be digested and learned through proprietary technology.

Once keywords are scraped, it does not require any context or a historical engagement of that same word or phrase to be logged within bidstream. This leads to unlimited granularity or quantity of keywords, but also causes false positives.

Privacy

Standard customer terms reflect the relevant data processor commitments under GDPR guidelines, and end user opt-in and consent is directly acquired. Vendor and Co-op partner terms have also been updated to address GDPR requirements.

It is unclear whether bidstream data is GDPR compliant due to the indirect relationship between the user and the data aggregator, and these providers do not have direct end user opt-in or consent.

HOW IS YOUR INTENT PROVIDER COLLECTING DATA?

¹ There are 4,000+ topics in the Bombora taxonomy, which is updated quarterly

² Sourced from the *Streetfight Mag* and President of Foursquare, Steven Rosenblatt