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Methodology and definitions for 'COVID-19 impact on B2B Intent data'

1. The charts titled 'Total active business users observed across Bombora's dataset (weekends excluded)' and 'Content consumption activity by topic theme for all active business users' are based on Bombora's database of persistent active users globally.
2. Intent topic theme describes a macro grouping of topics that exist in Bombora's Intent topic taxonomy that fit within a prescribed hierarchy. For the purposes of this analysis and relevance of research, some themes have been grouped together and others have been omitted.
3. Active business user describes a unique ID associated with a domain.
4. The charts titled 'Company Surge® activity for the F1000 across 2019 and 2020 (weekly comparison)' and 'Total Company Surge® activity by industry for 'Technology', 'Finance' and 'Business' Intent topics' analysis is based on Bombora's Company Surge® data.

Company Surge® data indicates when content on a topic across an industry is being consumed much more than normal according to Bombora's industry benchmarks. Company Surge® scores range from 0 to 100 - the higher the score, the more significant consumption of content.

The results for the charts titled 'Company Surge® activity for the F1000 across 2019 and 2020 (weekly comparison)' and 'Total Company Surge® activity by industry for 'Technology', 'Finance' and 'Business' Intent topics' were selected based on these businesses having a Company Surge® score greater than 60. A score of 60 or greater is when a domain is considered to be significantly consuming more content on a given Intent topic that compared to its usual baseline of content consumption.

5. Analysis in the chart titled 'Company Surge® activity for the F1000 across 2019 and 2020 (weekly comparison)' uses a sample of the Fortune 1000 (F1000). This sample was selected based on its industry-wide recognition as a list of businesses from which to assess business impact of COVID-19 on content consumption. The F1000 list is based on businesses that are incorporated to operate in the US, ranked by revenue generated from core operations, discounted operations, and consolidated subsidiaries. Bombora monitors 92% of the businesses represented in the F1000.
6. The dataset in the chart titled 'Total Company Surge® activity by industry for 'Technology', 'Finance' and 'Business' Intent topics' is based on Bombora's dataset of ~5 million domains.
7. The data in the above charts is refreshed on an ongoing weekly basis.

