INTENT DATA CORE VALUES

INTENT DATA CORE VALUE	HOW BOMBORA DOES IT WELL	KEY QUESTIONS
Data cooperative	Our data comes from over 4,000+ B2B publishers, where a majority of B2B buying research actually happens. 70% of these publisher agreements are exclusive, which means that the buying research that takes place on their sites is not available from any other Intent data provider. By working with Bombora, you benefit from more complete coverage of buying signals and research.	• Does the vendor have access to relevant B2B research sources? • Can they show them to you? • Does the vendor have permission from those sources? • After the vendor explains where their data comes from, could you re-explain it to your boss?
Quality	Bombora's patented data science methodology identifies increased or decreased intent for your products or services compared to historical baselines. Research frequency, depth of engagement and content relevancy all contribute to measuring an organization's interest in topic(s). An NLP engine reads, deciphers and understands content across a taxonomy of 6,900+ topics that grows monthly. Bombora's three-prong methodology to resolve devices to domains and its use of a persistent unique identifier means optimal coverage even with employees working remotely.	• Can you provide the vendor with your target account list to test a sample of the data? • Are you willing to invest in Intent data before you know for a fact it works? • What size businesses do you target, and can the vendor track those businesses with employees working from home (WFH)? How do they do it?
Compatibility	Bombora is easy to implement no matter what your tech stack looks like or what use cases you want to deploy. Activate Bombora's data across multiple use cases through direct integrations and partners. Use in existing workflows for faster time-to-value and fewer process changes.	• How are you trying to deploy Intent data? *(Sales prioritization, Lead scoring/acceleration, email marketing, Lead generation, Paid Social, ABM ad campaigns)* • How do you plan to grow? Can this Intent data source scale operationally across all your tools and use cases? • Can you quantify the cost of any necessary manual work in deploying the data and/or incremental fees for enacting additional use cases? (Credits, etc.)
Privacy & Compliance	Bombora is the industry's de facto standard for Intent data according to Forrester. End user opt-in and consent is directly acquired through direct relationships with every member in the co-op. No personally identifiable information is collected, the data follows the guidelines of GDPR and is CCPA Compliant, brand anonymous, and data is on visitor's content consumption only.	• Think about your programs: Are they US only? Or are you targeting businesses internationally? (Some vendors don't have INTL coverage, bidstream is non-viable in the EU) • Will the data still be viable as privacy and compliance regulations continue to progress?

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