

# Bombora Digital Audience Targeting for EMEA

## Premier, scalable B2B targeting in EMEA

Bombora is the leading provider of Intent data for B2B marketers and agencies in EMEA (Europe, Middle East, and Africa). With over 400+ taxonomized off-the-shelf targeting options and a limitless amount of customized targeting options through ABM and Company Surge®, Bombora offers privacy-compliant and granular B2B targeting at scale in EMEA through integrations with every major DMP and DSP.

## Reach in-market prospects in EMEA with Intent data

Bombora monitors online content consumption and buyer interactions across the largest source for B2B Intent data, the Data Co-op. This first-of-its-kind Data Co-op is GDPR and CCPA compliant, with opt-in from 4,000+ websites including EMEA-specific publishers, to aggregate online business research consumption activity. Additional online and offline sources are used to augment digital audiences with demographic and firmographic information. This data is then aggregated into B2B segments for targeting and media activation.

## Target business devices in EMEA across the funnel

Bombora's dataset can be activated across the entire funnel from awareness to demand generation, allowing for refined targeting based on your business' ideal customer profile (ICP), content optimization for specific product researchers' interests, and greater website engagement/lead capture through Intent data-driven retargeting. Through Bombora, you can:



Select from 400+ **firm-level and persona-level attributes**. Top B2B targets in EMEA include professionals and decision makers in security, technology, IT, marketing, healthcare, and small/medium-sized businesses.



Use an **Account-Based Marketing (ABM) target list** or a **Company Surge® net-new list** of accounts demonstrating active intent on topics of interest. Layer additional firm-level and persona-level attributes from the Bombora segment taxonomy, if desired.



Select **B2B topics of interest** from our topic taxonomy of 9,000+ topics. Create segments based on these topics of interest for search and programmatic display/video efforts.

For further information, please contact *Mahmood Butt*, Senior Director of Audience Solutions at [mbutt@bombora.com](mailto:mbutt@bombora.com) and the Audience Solutions Desk at [AudienceDesk@bombora.com](mailto:AudienceDesk@bombora.com).

## Bombora's digital audience targeting features:



4.3B+ average monthly B2B interactions captured in EMEA



111M+ average monthly B2B profiles tracked in EMEA



Millions in B2B device scale for top EMEA segments



Multi-channel activation, including display, video, paid social, mobile (web, in-app, video), native, audio, advanced TV, and search

**bombora**

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