

# B2B2C Digital Audience Targeting

## Business-to-Business-to-Consumer (B2B2C) data

Now available in Oracle Data Cloud, these 50 audience segments utilize Bombora's premier B2B firmographic data combined with 100% deterministic real-world, location-based data from Gravy Analytics to create scalable, accurate, and actionable B2B2C audiences.

### B2B2C Segments

Segment	Sub-segment	Description
Large Business Employee		This audience looks at people who qualify as both Large Business Employee and have other Interests by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
C-Suite and Management Level		This audience looks at people who qualify as both C-Suite and Management Level and have other Interests by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Business Professional		This audience looks at people who qualify as a Business Professional and have other Interests by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Non-Management Level		This audience looks at people who qualify as both Non-Management Level and have other Interests by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Small Medium Business Employee		This audience looks at people who qualify as both Small Medium Business Employee and have other Interests by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
C-Suite and Management Level	Auto Buying Interest	This audience looks at people who qualify as both C-Suite and Management Level and have an Auto Buying Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
C-Suite and Management Level	New Home Interest	This audience looks at people who qualify as both C-Suite and Management Level and have a New Home Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
C-Suite and Management Level	Travel Enthusiasts	This audience looks at people who qualify as both C-Suite and Management Level and Travel Enthusiasts by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
C-Suite and Management Level	Health and Wellness Interest	This audience looks at people who qualify as both C-Suite and Management Level and have a Health and Wellness Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.

Segment	Sub-segment	Description
C-Suite and Management Level	Dads	This audience looks at people who qualify as both C-Suite and Management Level and Dads by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
C-Suite and Management Level	Moms	This audience looks at people who qualify as both C-Suite and Management Level and Moms by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
C-Suite and Management Level	Commuters	This audience looks at people who qualify as both C-Suite and Management Level and Commuters by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
C-Suite and Management Level	Coffee Shop Lovers	This audience looks at people who qualify as both C-Suite and Management Level and Coffee Shop Lovers by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
C-Suite and Management Level	New Furniture Interest	This audience looks at people who qualify as both C-Suite and Management Level and have a New Furniture Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Large Business Employee	New Furniture Interest	This audience looks at people who qualify as both Large Business Employee and have a New Furniture Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Large Business Employee	Auto Buying Interest	This audience looks at people who qualify as both Large Business Employee and have an Auto Buying Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Large Business Employee	New Home Interest	This audience looks at people who qualify as both Large Business Employee and have a New Home Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Large Business Employee	Travel Enthusiasts	This audience looks at people who qualify as both Large Business Employee and Travel Enthusiasts by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Large Business Employee	Health and Wellness Interest	This audience looks at people who qualify as both Large Business Employee and have a Health and Wellness Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Large Business Employee	Dads	This audience looks at people who qualify as both Large Business Employee and Dads by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.

Segment	Sub-segment	Description
Large Business Employee	Moms	This audience looks at people who qualify as both Large Business Employee and Moms by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Large Business Employee	Commuters	This audience looks at people who qualify as both Large Business Employee and Commuters by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Large Business Employee	Coffee Shop Lovers	This audience looks at people who qualify as both Large Business Employee and Coffee Shop Lovers by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Small Medium Business Employee	New Furniture Interest	This audience looks at people who qualify as both Small Medium Business Employee and have a New Furniture Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Small Medium Business Employee	Auto Buying Interest	This audience looks at people who qualify as both Small Medium Business Employee and have an Auto Buying Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Small Medium Business Employee	New Home Interest	This audience looks at people who qualify as both Small Medium Business Employee and have a New Home Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Small Medium Business Employee	Travel Enthusiasts	This audience looks at people who qualify as both Small Medium Business Employee and Travel Enthusiasts by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Small Medium Business Employee	Health and Wellness Interest	This audience looks at people who qualify as both Small Medium Business Employee and have a Health and Wellness Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Small Medium Business Employee	Dads	This audience looks at people who qualify as both Small Medium Business Employee and Dads by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Small Medium Business Employee	Moms	This audience looks at people who qualify as both Small Medium Business Employee and Moms by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Small Medium Business Employee	Commuters	This audience looks at people who qualify as both Small Medium Business Employee and Commuters by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.



Segment	Sub-segment	Description
Small Medium Business Employee	Coffee Shop Lovers	This audience looks at people who qualify as both Small Medium Business Employee and Coffee Shop Lovers by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Business Professional	New Furniture Interest	This audience looks at people who qualify as both Business Professional and have a New Furniture Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Business Professional	Auto Buying Interest	This audience looks at people who qualify as both Business Professional and have an Auto Buying Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Business Professional	New Home Interest	This audience looks at people who qualify as both Business Professional and have a New Home Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Business Professional	Travel Enthusiasts	This audience looks at people who qualify as both Business Professional and Travel Enthusiasts by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Business Professional	Health and Wellness Interest	This audience looks at people who qualify as both Business Professional and have a Health and Wellness Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Business Professional	Dads	This audience looks at people who qualify as both Business Professional and Dads by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Business Professional	Moms	This audience looks at people who qualify as both Business Professional and Moms by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Business Professional	Commuters	This audience looks at people who qualify as both Business Professional and Commuters by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Business Professional	Coffee Shop Lovers	This audience looks at people who qualify as both Business Professional and Coffee Shop Lovers by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Non-Management Level	New Furniture Interest	This audience looks at people who qualify as both Non-Management Level and have a New Furniture Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.



Segment	Sub-segment	Description
Non-Management Level	Auto Buying Interest	This audience looks at people who qualify as both Non-Management Level and have an Auto Buying Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Non-Management Level	New Home Interest	This audience looks at people who qualify as both Non-Management Level and have a New Home Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Non-Management Level	Travel Enthusiasts	This audience looks at people who qualify as both Non-Management Level and Travel Enthusiasts by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Non-Management Level	Health and Wellness Interest	This audience looks at people who qualify as both Non-Management Level and have a Health and Wellness Interest by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Non-Management Level	Dads	This audience looks at people who qualify as both Non-Management Level and Dads by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Non-Management Level	Moms	This audience looks at people who qualify as both Non-Management Level and Moms by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Non-Management Level	Commuters	This audience looks at people who qualify as both Non-Management Level and Commuters by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.
Non-Management Level	Coffee Shop Lovers	This audience looks at people who qualify as both Non-Management Level and Coffee Shop Lovers by combining Bombora's industry leading B2B metrics with Gravy Analytics' deterministic location data.

For more information about Bombora's B2B data and audience targeting solutions, email your Audience Solutions Account Executive or the Audience Desk at: [audiencedesk@bombora.com](mailto:audiencedesk@bombora.com)