

# Supply-side platform (SSP) audience activation with Bombora Digital Audience Targeting

## Learn how Bombora is expanding into SSP activation starting in 2022

Bombora's programmatic advertising efforts have historically involved audience activation through demand-side platforms (DSPs) and various technology partners. Starting in 2022, Bombora is expanding audience activation capabilities to include integrations with industry-leading SSPs. These scalable audiences are delivered via PMP Deal IDs in order to provide maximum scale at the ad server layer, while also optimizing for publisher-direct ABM and firmographic media tactics.

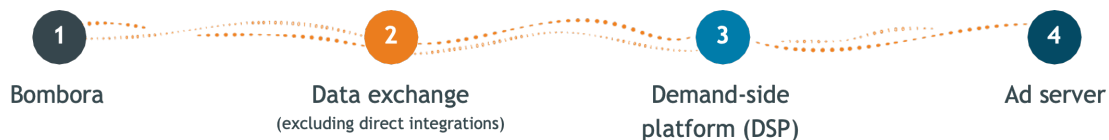
### The key advantages of SSP audience activation with Bombora

- **Faster activation speed of Deal IDs** due to fewer links in the data supply chain
- **Increased scale** at the ad server layer by folding targeting into media inventory
- **Enhanced media matching** through direct cookie matching into SSP profiles and additional identifiers such as IPs and MAIDs
- **Ability to forecast impressions**

### Direct matching into RTB through SSP activation means greater scale at the ad serving layer

#### Demand-side platform (DSP) audience activation

- Bombora cookies match into various DSP identifiers, such as cookies and MAIDs, via direct or indirect integration and crosswalk mapping
- DSP IDs match for the real-time bidding (RTB) process at the ad server
- **Result:  $\geq 2$  degrees of match separation** between Bombora audiences and RTB



#### Supply-side platform (SSP) audience activation

- Bombora identifiers match into SSP IDs via direct or indirect integration
- SSP IDs match for RTB process at the ad server
- **Result: Only 1 degree of match separation** between Bombora audiences and RTB



For further information and a breakdown of our B2B targeting options, please contact your Audience Solutions Account Executive or email the Audience Solutions Desk at [AudienceDesk@bombora.com](mailto:AudienceDesk@bombora.com).