Bombora Audience Segments

The Business-to-Business (B2B) Intent data standard

A co-operative approach to B2B data

B2B decision makers purchase decisions are influenced by a broad range of content sources across the B2B web. From downloading whitepapers, attending webinars, sharing articles, and registering for specialized information, B2B decision makers provide signals that indicate potential intent to take action.

Bombora captures these intent signals across the B2B web through a data co-operative. From the largest business media businesses on the planet to the most niche special interest destinations, cooperative members contribute privacy compliant, brand anonymous, visitor consumption data that can be used by Bombora’s clients for ad targeting.

Unparalleled scale of the B2B web

Bombora’s B2B data Co-op is the largest of its kind, ensuring a valid historical baseline delivering scale exponentially greater than any one site:

- **7.1 million** companies content consumption monitored
- Across almost **four thousand** websites
- **21.7 billion** average monthly consumption events
- **450+** B2B audience segments

Capturing business buying globally

Bombora collects intent signals from across the world. More than a third of our data is sourced outside of the United States.

For further information, please contact us at AudienceDesk@bombora.com
# B2B Demographic & Firmographic

Bombora aggregates B2B demographic and firmographic data to provide segments such as revenue, company size, professional group, functional area, industry, and seniority to reach your B2B audience online.

## Professional Groups
- Business Professionals
- Finance Professionals
- Fortune 500 Employees
- High Income Professionals
- Marketing Professionals
- Small Business Professionals
- Health Professionals
- Human Resources Professionals
- IT Professionals

## Industry
- Accounting
- Advertising/Marketing
- Agriculture
- Banking
- Business Services
- Construction
- Consumer Services
- Cultural
- Education
- Energy
- Finance
- Gaming
- Government
- Healthcare
- Hospitality
- Insurance
- Legal
- Manufacturing
- Media & Internet
- Non-Profit
- Resource Extraction
- Retail
- Software
- Sports
- Telecommunication
- Transportation & Travel
- Utilities
- Wholesalers

## Functional Area
- Account Management
- Accounting
- Administration
- Advertising
- Branding
- Building & Grounds Maintenance
- Business Development
- Change Management
- Compliance
- Consultants
- Creative
- Dentist
- Engineering
- Education
- Government
- Health Professional
- HR Benefits
- HR Diversity
- HR Recruiting
- Information Technology
- Legal
- Marketing
- Medical/Health
- PR
- Product
- Recruiting
- Sales
- Software
- Surgeon
- Systems & Business Analysts
- Wealth Management
- Web Development

## Company Revenue
- <$1M
- $1M
- $10M - $50M
- $50 - $100M
- $100M - $200M
- $200M - $1B
- $1B+

## Company Size
- 1 - 9
- 10 - 29
- 50 - 199
- 200 - 499
- 500 - 999
- 1,000 - 4,999
- 5,000 - 9,999
- 10,000+

## Seniority
- Board & Ownership
- Non-management
- C-Suite
- Management

## Decision Makers
- Finance
- Healthcare
- Human Resources
- Information Technology
- Marketing
- Small Business
### B2B Interest Groups

Content consumption activity aggregated from the B2B web are bundled into segments called B2B Interest Groups. B2B Interest Groups help you reach engaged stakeholders in the content areas most relevant to your business.

<table>
<thead>
<tr>
<th>Business</th>
<th>Construction</th>
<th>Marketing</th>
<th>Finance</th>
<th>Healthcare</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Budgeting</td>
<td>• Tools &amp; Electronics</td>
<td>• Agencies &amp; Branding</td>
<td>• Accounting</td>
<td>• Administration</td>
</tr>
<tr>
<td>• Planning &amp; Strategy</td>
<td>• Construction Management</td>
<td>• Content</td>
<td>• Corporate Finance</td>
<td>• Disease Control</td>
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<tr>
<td>• Capital Procurement</td>
<td></td>
<td>• Creativity Software</td>
<td>• Finance IT</td>
<td>• Health Insurance</td>
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<tr>
<td>• Sales</td>
<td></td>
<td>• CRM &amp; Marketing Automation</td>
<td>• Personal Finance</td>
<td>• Health Tech</td>
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<tr>
<td>• Compliance &amp; Gov.</td>
<td></td>
<td>• Demand Generation</td>
<td>• Trading &amp; Investment</td>
<td>• Medical Research</td>
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<td></td>
<td></td>
<td>• Email Marketing</td>
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<td>• Patient Management</td>
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<td>• Online Advertising</td>
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<td>• Programmatic Advertising</td>
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<td></td>
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<td>• Search Marketing</td>
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<td>• Social Networks</td>
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<td></td>
<td>• Strategy &amp; Analysis</td>
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<td></td>
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<td>• Website Publishing</td>
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</tbody>
</table>

### Install Data

Know what software, hardware and technologies your current and potential target audiences have installed and deployed. Install data can be used to upsell current customers or conquest competitive technologies.

<table>
<thead>
<tr>
<th>Cloud Service</th>
<th>Data Center Solutions</th>
<th>Enterprise Content</th>
<th>Hardware (Basic)</th>
<th>Marketing Performance Management</th>
<th>IT Governance</th>
<th>Vertical Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Cloud Infrastructure Computing</td>
<td>• Data Archiving Back-Up &amp; Recovery</td>
<td>• Case Management</td>
<td>• Mainframe Computers</td>
<td>• Application Development &amp; Management</td>
<td>• Application Development &amp; Management</td>
<td></td>
</tr>
<tr>
<td>• Infrastructure As A Service</td>
<td>• Database Management Software</td>
<td>• Enterprise Content Management</td>
<td>• Server Technologies (Hardware)</td>
<td>• Marketing Performance Measurement</td>
<td>• Software Configuration Management</td>
<td>• Construction</td>
</tr>
<tr>
<td>• Platform As A Service</td>
<td>• Disaster Recovery</td>
<td>• Information Technology Management</td>
<td>•</td>
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<td></td>
<td>• Manufacturing/Engineering</td>
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<td></td>
<td>• IT Infrastructure &amp; Ops Management</td>
<td>• Product Lifecycle Management</td>
<td>• Middleware Software</td>
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<td></td>
<td>• Security Information &amp; Event Management</td>
<td>• Business Intelligence</td>
<td>• Network Management (Hardware)</td>
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<td></td>
<td>• System Analytics &amp; Monitoring</td>
<td>• Marketing Performance Measurement</td>
<td>• Network Management (Software)</td>
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<td></td>
<td>• System Security Services</td>
<td>• Web-Oriented Architecture</td>
<td>• IT Administration</td>
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<table>
<thead>
<tr>
<th>Productivity Solutions</th>
<th>Enterprise Applications</th>
<th>Customer Relationship Management</th>
<th>Networking Computing</th>
<th>Web-Oriented Architecture</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Collaboration</td>
<td>• Business Process Management</td>
<td>• Contact Center Management</td>
<td>• Middleware Software</td>
<td>• Hypervisor</td>
</tr>
<tr>
<td>• Productivity Solutions</td>
<td>• Commerce</td>
<td>• Customer Relationship Management</td>
<td>• Network Management (Hardware)</td>
<td>• Virtualization:</td>
</tr>
<tr>
<td></td>
<td>• Enterprise Business Solutions</td>
<td>• Help Desk Management</td>
<td>• Network Management (Software)</td>
<td>Platform Management</td>
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<tr>
<td></td>
<td>• Enterprise Performance Management</td>
<td></td>
<td></td>
<td>Remote Computer / Server Solutions</td>
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<td></td>
<td>• Enterprise Resource Planning</td>
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<td></td>
<td>Virtualization:</td>
</tr>
<tr>
<td></td>
<td>• HR Management Systems/ Human Capital Management</td>
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<td>Application &amp; Desktop Web &amp; Portal Technology</td>
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<td></td>
<td></td>
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<td>Web Content Management Systems</td>
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</tbody>
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B2B Manufacturing Firmographics

Bombora provides company-level manufacturing data that represents businesses of all sizes in the industry. Through our manufacturing segments, you can reach an influential audience of professionals working in the various segments of the U.S. manufacturing and industrial sector.

Manufacturing

- Adhesives, Tapes & Sealants
- Aerospace & Aircraft
- Animal & Veterinary
- Apparel
- Arts & Crafts
- Baby Care Products
- Banking
- Cellular Phones Products
- Computer Supplies
- Cosmetic Manufacturing
- Electrical & Electronic Components
- Flags
- Furniture & Accessories
- Jewelry
- Manufacturing Equipment
- Marine Products
- Messaging Boards
- Military Equipment
- Musical Instruments
- Oil & Gas Exploration Equipment & Accessories
- Painting Supplies
- Pet Accessories
- Photography
- Promotional
- Textiles
- Traffic Control
- Vending Machines

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