

# Cookieless targeting with new identifiers using Bombora Digital Audience Targeting

## Access the same high-performing B2B audiences with new identifiers

Bombora's firmographic and ABM digital audiences are now available without 3rd party cookies through new identifiers—using IP addresses, mobile advertising IDs (MAIDs), and hashed emails (HEMs) in the United States. Bombora's expansion from traditional demand-side platform (DSP) activation and technology partners into supply-side platform (SSP) activation allows B2B brands and agencies with additional avenues for audience targeting and activation.

### Bombora's new identifiers include:

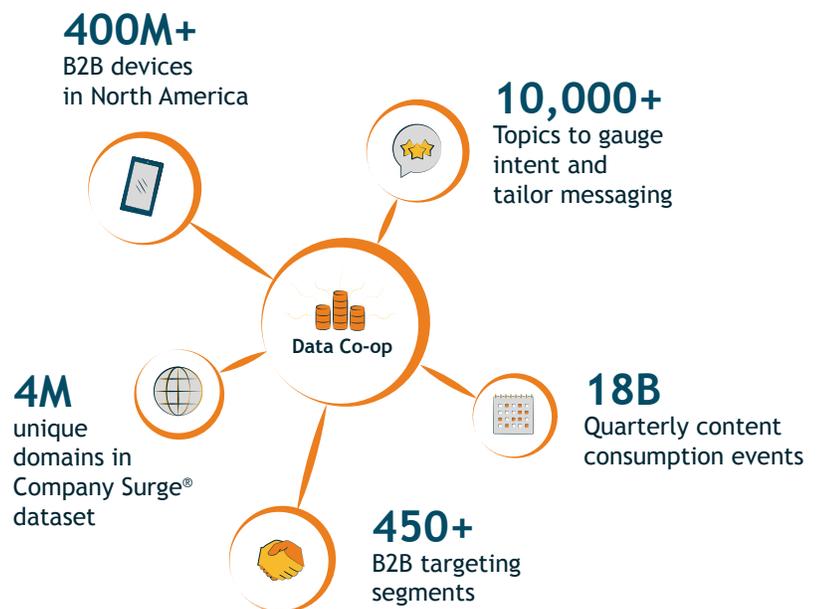
- IP addresses, which can be activated through SSPs and technology partners
- MAIDs, which can be activated through DSPs, SSPs, and technology partners
- HEMs, which can be activated through DSPs and technology partners

### Create reliable B2B segments at scale

Bombora Audience Solutions is the preferred choice of B2B marketers and agencies in every vertical, combining the precision and quality of Account-Based Marketing (ABM) with the scale and reach of the world's largest B2B publisher Data Co-op.

### Reach in-market prospects with intent through Bombora's unique Data Co-op

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 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.



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).