

Digital Audience Targeting for Facebook

Activate B2B digital audiences

Bombora's direct integration with Facebook helps you reach highly targeted B2B custom audiences in the United States. Create custom audiences based on your Account-Based Marketing (ABM) target account list or any of the below firmographic or demographic attributes, professional profile, and active Intent. With Bombora, you can:

- Increase brand awareness by reaching your prospects on Facebook with greater scale & efficiency
- Optimize messaging to increase product consideration by utilizing ABM or Company Surge® audiences
- Drive greater engagement among your ideal customer profile (ICP) using personalized advertising on Facebook

Custom audiences for Facebook

Bombora enables the creation of custom audiences for Facebook in two ways:



Use ABM or a Company Surge® list of businesses demonstrating active Intent on topics of interest. Layer additional firm-level and persona-level attributes from below if desired.



Select firm-level and persona-level attributes from our expansive list of options below to build a custom audience.



Interest and Company Surge®

- Target profiles at organizations with dramatically increased topics demand
- Select from 12,000+ topics
- Powered by the Data Co-op of 5,000+ websites



Company Size (employees)

- 1 - 9
- 10 - 49
- 50 - 199
- 200 - 499
- 500 - 999
- 1,000 - 4,999
- 5,000 - 10,000
- 10,000+



Company Revenue

- <\$1M
- \$1M - \$10M
- \$10M - \$50M
- \$50M - \$100M
- \$100M - \$200M
- \$200M - \$1B
- \$1B+



Industry

- Agriculture
- Business Services
- Construction
- Consumer Services
- Cultural
- Education
- Energy, Utilities, & Waste
- Finance
- Gaming
- Government
- Healthcare
- Hospitality and Hotels
- Insurance
- Legal
- Manufacturing
- Media and Internet
- Military
- Non-Profit
- Real Estate
- Recreation
- Resource Extraction
- Retail
- Software
- Sports
- Telecommunications
- Transportation and Travel
- Wholesalers



Job Function

- Building & Grounds Maintenance
- Compliance, Governance, & Risk
- Consultants
- Creative
- Education
- Engineering
- Finance
- Government
- HR
- Information Tech
- Legal
- Marketing
- Medical/Health
- Operations
- Public Interest
- Research
- Sales
- Scientists
- Service Industry



Other Attributes

- Seniority
- NAICS and SIC codes
- Software Installation

For more information, please visit bombora.com.