Debunking the 3 most common myths about Bombora's Intent data in 2023

Hey, in case you didn't know, Bombora's Intent data is actually called Company Surge®!
But for brevity, we'll reference it as 'Bombora's Intent data' throughout this graphic.

✗ Myth 1

Bombora's Intent data is powered primarily by third-party cookies, and we'll be minced to dust once Google Chrome and Mozilla Firefox enable their 2024 cookieless tracking.

✓ Reality

Bombora's Intent data comes from our unique privacy-compliant Data Co-op of 5,000+ of the most highly trafficked, top publishers and websites in the B2B space. Many of these publishers provide first-party identity signals, which enrich Bombora's Intent data in ways impossible for third-party and bidstream-based solutions to replicate. In addition, Bombora uses a unique combination of behavioral and deterministic IP address resolution, allowing us to identify both in-office and remote-work activities of business professionals. Lastly, Bombora's solution incorporates a number of other identity signals, including deterministic data. Third-party cookies are responsible for only a fraction of the reach in our identity resolution. Unlike our competitors, Bombora's identity resolution system is uniquely resilient to the upcoming changes in our industry, and we look forward to seeing who still has both good reach and accuracy when those changes occur.

✗ Myth 2

Bombora's Intent data is noisy.

✓ Reality

The impact of our data can yield double- and triple-digit marketing growth because we focus on the 'abnormal' search behaviors within our Data Co-op of B2B (consented) sites. Company Surge® insights come from privacy-compliant and ethically sourced data, which is more focused than the bidstream and cuts the noise multiple-fold. Additionally, we create topic clusters that compile multiple topics into a single signal. On top of the individual signals being super focused, the group of signals provides companies with insights into accounts with the highest intent, making them highly precise and predictive. Not to mention, you can use our Historical Buyer Journey Analysis (HBJA) tool to prove its effectiveness and quality.

✗ Myth 3

Creating new and adjusting existing topics is complicated, along with customizing the data for your sales and marketing workflows.

✓ Reality

It takes a few *seconds* to add or remove topics from your topic clusters using the Bombora app, UI, or desktop interface. Customers can do it themselves or ask their customer support managers (CSMs) to do it — but we're here for support if you don't have a CSM. It usually takes less than a minute to make the change. Additionally, Bombora's Intent data products are designed to show our customers the spike in research — i.e., random acts of event browsing are not logged. Bombora very consciously builds a profile of each of the topics and domains, and historically monitors their behavior to create a baseline to measure the real Intent in customer activity.

All existing taxonomy topic changes and new topic additions happen every quarter, and Bombora frequently and effectively communicates these updates with customers.
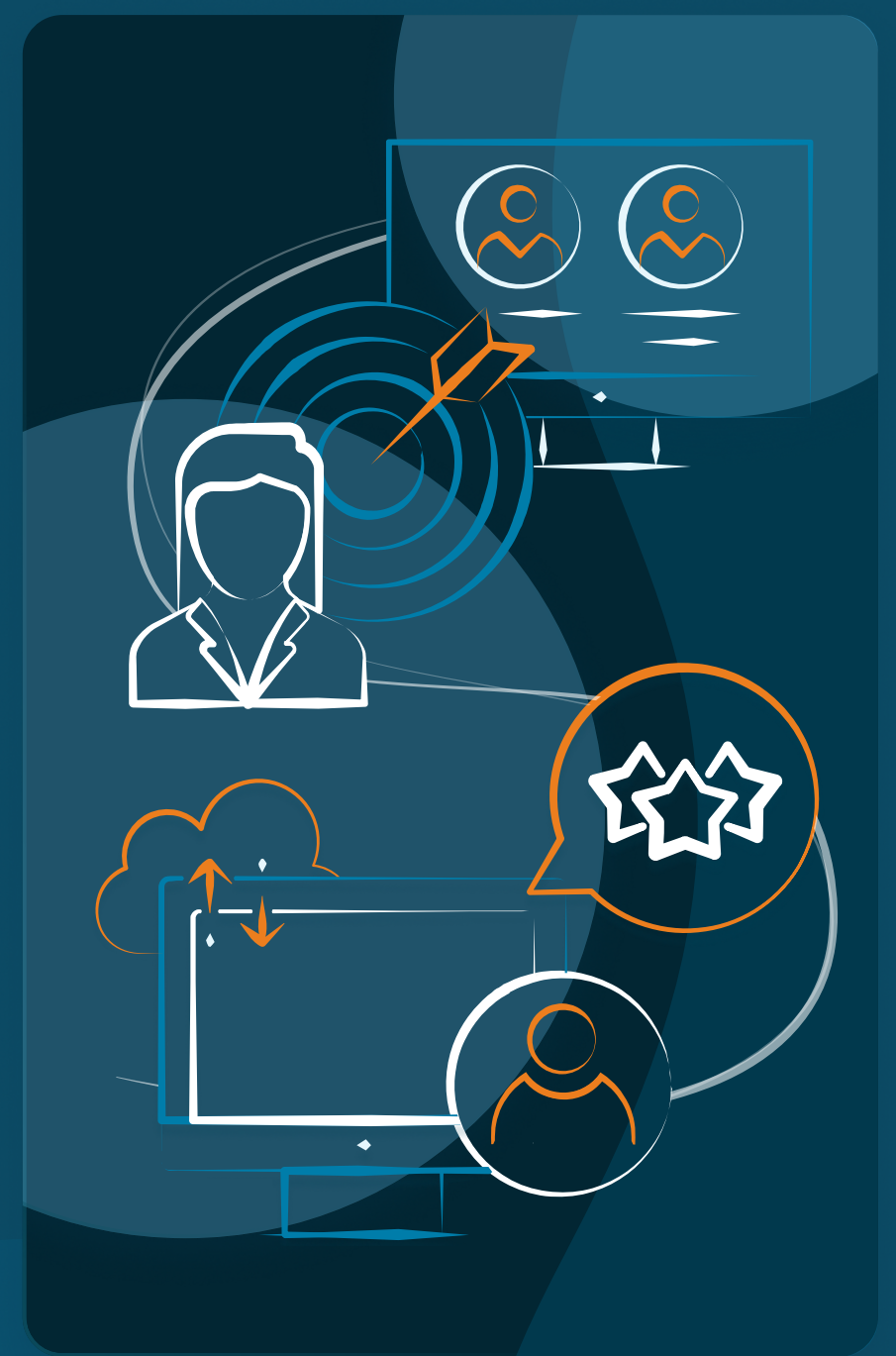
? How do these topic clusters work?

Let's say you operate a winery in California's Napa Valley, and you're looking for new soil-analysis software to improve your grapevine yield. You'll buy this software from an agricultural technology firm in the biotech sector.

Bombora anticipates that you'll research this software online long before you buy. Its topic list includes your software's relevant subcategories plus a one-sentence description of soil analysis (assessing nutrient content and other factors).

When you visit one of **Bombora's 5,000+ co-op websites** to learn more about soil-analysis software, Bombora gets a signal revealing the pages you visited, the topics you've read about, and other data points that provide a clearer picture of the buyers' journey.

! This is where things get interesting:

Bombora's high-powered NLP machine-learning algorithms use these co-op data signals to help soil-analysis software vendors target their marketing messages to people like you — not casual web surfers but those who want to buy their products.

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