

How to scale your publishing business with Intent data

The four most significant barriers to maximizing the value of your online visitors, and how to overcome them with an enhanced audience solution and Intent data.

Publishers who build great content and products cultivate valuable audiences.

...but while your audience may be great in number, the true value lies in identifying who's in your audience and how they're relevant to your advertising customers.

Advertisers place their ads with publishers who can show that they're getting the right kind of views and attention from motivated prospects in the target demographics at organizations with the right firmographics.

With most advertisers attempting to mitigate risk by simply sticking to the publishers they know, how can you earn additional revenue and new advertisers by proving the true worth of your online audience?

Here's a breakdown of the four biggest barriers to monetizing more of your visitors and how an enhanced audience solution and Intent data can help you reach your goals.

Problem one: 60-80% of B2B site visitors are unknown and transient.

Most visitors to the average publisher's website don't log in, are transient, or are otherwise unidentifiable.

This means that you can only provide your advertisers granular data based on the small subset of your total audience you can identify.

So, while you might get hundreds of thousands of visitors per month, you only have actual data on a small percentage of them, making your overall numbers (and, therefore, your overall value) seem lower.



A true numbers game:

Using your own first-party data, you might be able to discern that you have 100k visitors per month, 30% of whom (30,000 monthly visitors) have C-Suite titles.

With Intent data, you can count, describe, and serve ads to far more of your online audience to advertisers. Perhaps now you'll be able to prove that your total viewership is closer to 200k visitors per month with 50% of your visitors (100,000 monthly visitors) being in the C-Suite!

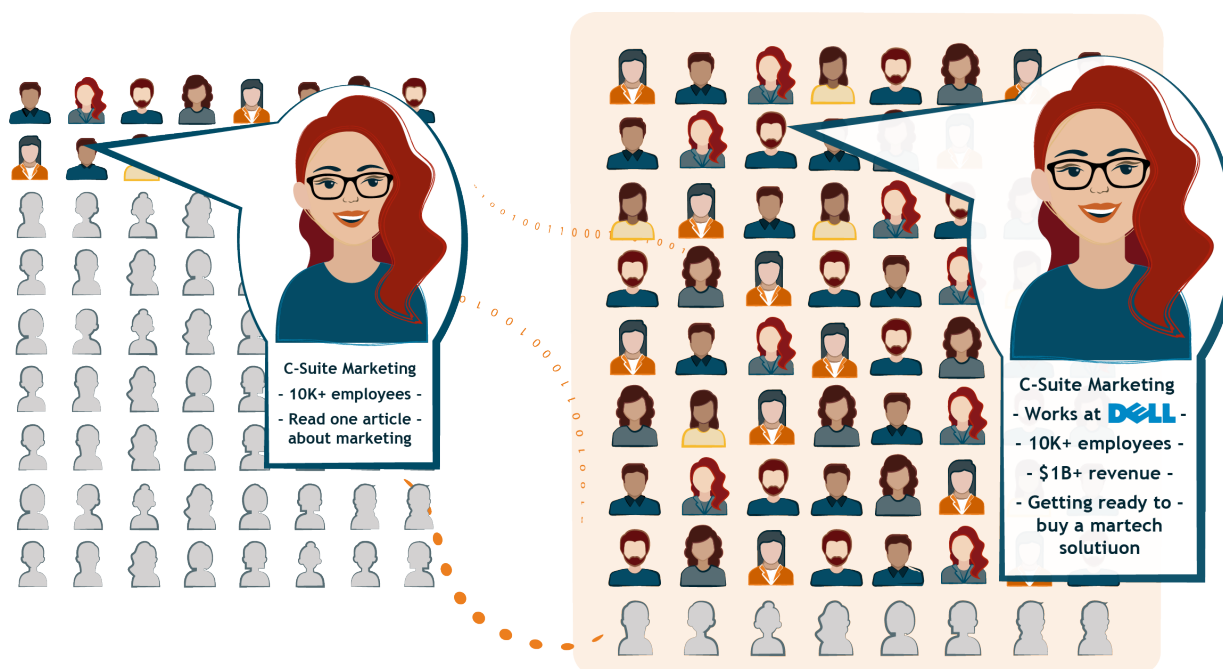
Which number stands out more to you?

While showing your increased reach and demographic details should enable you to justify additional advertising spend on your platform, the benefits don't stop there.

Using Intent data, you could, for example, show your advertisers that 20% of your visitors have C-level titles and work for 10,000+ employee businesses in healthcare and are currently in-market for their technology.

Demonstrating this level of detail means that advertisers can better target their ads and ultimately close more deals, again, making you more valuable in their eyes.

Bombora's data reveals your unknown visitors



Problem two: You can only run small campaigns when advertisers provide a target account list.

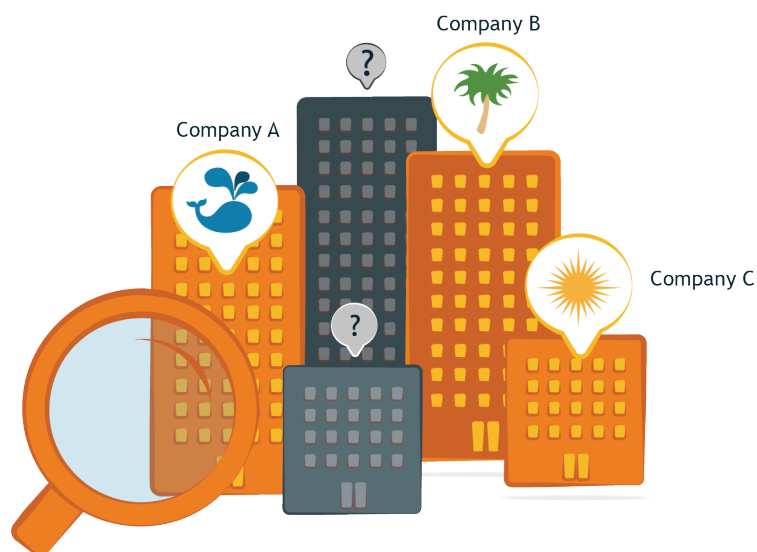
When an advertiser approaches with a campaign and a list of target accounts, you can only run these ads against known users (e.g. If an advertiser wants to target employees from Dell, you must first identify that your visitor is from Dell).

...but with only 20-50% of your total visitors being identifiable, you're likely missing most of your advertiser's target audience!

Using enhanced audience and Intent data to identify all of your visitors allows you to earn more revenue through ad spend by:

1. Uncovering additional, previously unknown visitors from the named target accounts
2. Discovering more target accounts who visit your site, but for which you previously had no logged-in data, and
3. Finding and recommending additional accounts that your advertiser hadn't even identified but meeting their demographic criteria and displaying actual buying Intent.

This allows you to scale your advertisers' reach and chances for conversion by serving their ads to a larger relevant audience. The result is likely an increase in your ad revenue.



Problem three: First-party-only data strategies often fail to predict who's in-market.

Just because a logged-in user reads one article about finance on your site doesn't mean that's what they're mostly reading about across the B2B internet. Single content consumption events do a poor job of predicting buying Intent. So showing ads to this visitor has a minimal chance of effectiveness.

With Intent data, you don't have to rely solely on your first-party data for visibility. You can use B2B-profile and Intent to:

- Better identify and quantify *all* of the content across *all* of your site properties that correspond to a particular topic
- Know *exactly* what businesses and how many visitors are consuming content by topic, regardless of their logged-in status, and
- More effectively target the businesses and individuals who are *actually* interested in an advertiser's topic by seeing what these businesses and individuals are consuming across the greater B2B internet—not just what's on your site



This will allow you to provide more accurate visitor counts to advertisers with greater granularity, serve ads to a larger volume of relevant pages and visitors, and gain a more holistic view of your advertisers' target prospects.

Problem four: Your post-campaign reporting lacks the full value of engagement to advertisers.

“How’d the campaign perform?”

Demonstrating the effectiveness of their campaigns is imperative to impressing and retaining your advertisers, but most publishers are limited to only being able to report clicks, landing page visits, and conversion rates from their known audiences. That reporting will likely become more limited as services like Google Ads move to end last-click attribution.

Using campaign-level tags means you can level up your reporting by providing your advertisers:

- A complete list of *business* names
- Enhanced demographic and firmographic information, and
- *Their level of purchase Intent*

...for a much bigger percentage of the target audiences who engaged with their campaigns, whether they were logged into the site or not.

This level of detail allows your advertisers to prioritize their follow-up and close more business, and it’s far more actionable than if you have to rely solely on your first-party data.

***Also, demonstrating your capability to provide reporting data with this amount of detail is a great way to attract new advertising clients.**

Grow your value by proving your worth.

As we've seen, scaling and enhancing your first-party data strategy has many benefits for your advertisers. From improved visibility into their potential audience and better-placed ads to wider relevant exposure and more comprehensive reporting, first-party data and Intent data work hand-in-hand.

...but, just as importantly, it helps these advertisers realize the true value of your content and online audience, ultimately increasing their confidence in you as a partner. Don't settle for only knowing a fraction of your audience. Attract more advertisers and increase your revenue with Intent data!

“The ability to show the actual business makeup of our entire audience is invaluable.”

- Alyson Williams

Bombora's Planning & Measurement Suite uses Bombora's industry-leading, proprietary, and privacy-compliant Data Co-op to help publishers gain an up-to-date and much deeper understanding of their audiences' purchase Intent than they've ever had before.

- **Audience Insights** provides a set of visualized reports that unveil demographic and firmographic attributes as well as topics of interest for a customer's web visitors
- **Market Insights** reveals broad content trends across the business internet around topics, industries, accounts, and much more
- **Campaign Insights** allows publishers to easily build post-campaign reports on unique users, impressions, business domains, and topic Intent that were exposed to a client's display advertising campaign

These insights enable publishers to identify their unknown users; prepare thorough media kits and sales collateral; identify segments for media planning; and research interests for editorial, audience development, and events - all requiring no specialized knowledge to understand.

“The ability to show the business makeup of our entire audience is invaluable,” says Alyson Williams, SVP of Digital Operations & Strategy at Forbes. “We can easily identify whether or not our campaigns over-index on C-suite, enterprise or public-sector professionals; which categories particularly interest that audience; where the Intent trends are, by company or industry; and more. This enables us to build out thoughtful, data-driven programs for our clients and reassures them of the value of working with Forbes.”

Contact coopteam@bombora.com to learn more and test out Bombora's Company Surge® Insights for Publishers.

About Bombora

Bombora tells businesses which accounts are researching their products and services. With this understanding, sales and marketing teams can be more relevant and consistent and improve performance across all activities. This Intent-driven approach revolutionizes the way businesses market and sell to other businesses through transparent data built on an ecosystem of quality, collaboration, and innovation. With direct integrations with dozens of leading data and media-buying platforms, Bombora is building a world in which business buyers value sales and marketing for its relevance, timeliness, and accuracy.

To learn more, visit bombora.com.