

Bombora B2B2C Audiences, powered by Gravy Analytics

Reach millions of B2B targets using new segments that incorporate Bombora's most popular B2B seniority and functional areas with real-world consumer interests like luxury lifestyle, health and wellness, and more. Professional categories are a direct proxy for disposable income, and B2B2C applies a professional lens to traditional B2C digital advertising. Use these new segments to further refine your audience strategies and provide deeper insights for your advertisers.

Now available exclusively within LiveRamp Marketplace and other LiveRamp downstream platforms. These carefully crafted audience segments combine B2B Intent data from Bombora's Company Surge® and location-based consumer insights from Gravy Analytics.

Gravy
ANALYTICS

Benefits

- Reach the right B2B prospects using **multi-dimensional intelligence**
- Increase campaign engagement through more **impactful personalization of B2B messaging** using known real-world interests of prospects
- Improve campaign performance and increase your return on campaign spend with more **precise B2B targeting at scale**

Example

Sample B2B2C Audience



Large Business Employee >
Health and Wellness Interest

Description: Employee devices for large businesses that visit places and events related to health and wellness.

Campaign scenario

A business offering health advocacy services would like to reach professionals at large organizations who decide on new employee benefits programs.

That business could target the “Large Business Employee > Health and Wellness Interest” audience with a digital advertising campaign promoting the unique benefits of their services ahead of open enrollment season.

The organizations message will reach the decision makers at many large businesses who are already engaging with health and wellness activities in their everyday lives.

B2B2C audiences are available for activation in LiveRamp by searching “Bombora > B2C Interest + B2B Demo & Firmo”.

Bombora Segments:

- Large Business Employee
- C-Suite and Management Level
- Business Professional
- Non-Management Level
- Small Medium Business Employee



Gravy B2C Interests:

- Auto Buying Interest
- Coffee Shop Lovers
- Commuters
- Dads
- Dinner Restaurant Diners
- Fast Food Diners
- Health and Wellness Interest
- In-Market Home Office Supplies and Furniture
- Local Mass Transit Commuter
- Luxury Lifestyle
- Moms
- New Furniture Interest
- New Home Interest
- Ride Share User
- Sports Fan
- Travel Enthusiasts
- Gym Goers
- Tech Retail Shoppers

Data Marketplace Segments Showing 90 out of 90 rows
Browse and request Data Marketplace segments so that you can distribute them to destination platforms.

Search: B2B Demo & Firmo | REQUESTED STATUS (0/2) | PROVIDERS (1/842) | MORE FILTERS | DOWNLOAD FULL CATALOG

Segment Name	Provider	Requested ...	CPM	Program...	CPM Cap	Advertiser ...	Cookie R...	IOS Reach	Android ...
Bombora > B2C Interest + B2B De...	Bombora		\$1.00	-	-	15%	7,200,000	7,600,000	8,000,000
Bombora > B2C Interest + B2B Demo & Firmo > Auto Buying Interest + Business Professional									
Bombora > B2C Interest + B2B De...	Bombora		\$1.00	-	-	15%	2,700,000	2,900,000	3,000,000
Bombora > B2C Interest + B2B De...	Bombora		\$1.00	-	-	15%	2,800,000	2,900,000	3,100,000
Bombora > B2C Interest + B2B De...	Bombora		\$1.00	-	-	15%	3,500,000	3,700,000	3,900,000
Bombora > B2C Interest + B2B De...	Bombora		\$1.00	-	-	15%	3,100,000	3,300,000	3,400,000
Bombora > B2C Interest + B2B De...	Bombora		\$1.00	-	-	15%	6,000,000	6,300,000	6,500,000

To get started, search “Bombora > B2C Interest + B2B Demo & Firmo” in LiveRamp.