

FORRESTER®

The Total Economic Impact™ Of Bombora For Publishers

Cost Savings And Business Benefits
Enabled By Bombora

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Executive Summary

In the publishing industry, proven viewership is more important than ever. Having an incomplete audience understanding means missing out on revenue, but profiling transient viewers can be incredibly costly to scale. Bombora Company Surge data provides publishers with a highly scalable way to identify and track business audiences both firmographically and behaviorally, which helps them optimize their content strategies and enhance and prove their value to advertisers and customers to grow.

As economic headwinds soften the advertising market, Forrester predicts that media companies will be forced to focus and fortify their revenue streams in 2023.¹ Media planners will consolidate their ad spend into fewer, stronger channels or partners, and they face internal pressure to demonstrate ROI on their marketing investments, which makes it imperative for publishers to prove their value.

Understanding and analyzing their audiences can help publishers demonstrate real value and beat out competition. For business publishers, real-time data about viewers' company profiles, business concerns, buying-team rosters, and behaviors in addition to general visitor data is especially valuable as B2B marketing continues to evolve digitally and as account-based marketing (ABM) moves into the mainstream.² Knowing what, when, and why a prospect account is interested in purchasing enables more customized advertising and content delivery. Pre- and post-campaign reporting with this kind of detail about audiences can deliver specific business-audience value to advertisers or content creators.

[Bombora](#) provides behavioral data to digital publishing organizations to help them understand their audiences' profiles and behaviors across the business internet. Bombora sources its data from a proprietary consent-based data cooperative that includes more than 4,000 B2B websites to provide intent data and purchase insights at scale. Eighty two percent of the co-op publisher logos provide data exclusively to Bombora, and all member sites follow industry-standard data-compliance measures.

KEY STATISTICS



Return on investment (ROI)
337%



Net present value (NPV)
\$3.37M

In the cooperative model, member websites receive value in exchange for contribution to the shared data pool. In addition to identifying demographic and firmographic metrics, Bombora's Company Surge data also identifies accounts that are actively researching relevant topics, and this allows publishers to provide advertising spaces while knowing they can track businesses that show active purchase intent. In addition to providing the data itself, Bombora also offers data enrichment and insights solutions that include guidance on data strategy and analysis as well as additional insights and ad hoc content support.

Bombora commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) publishing organizations may realize by deploying Bombora.³ The purpose of this study is to provide publishers with a framework to evaluate the potential financial impact of Bombora on their organizations.

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed two representatives of a business news publication that utilizes Bombora's data. Forrester used this experience to project a three-year financial analysis.

The organization began working with Bombora's data via a third party. However, its data at the time lacked both in-depth B2B insights and trending data. The organization greatly deepened its relationship with Bombora in late 2020 when Bombora demonstrated the full scope of its data and insights offerings.

With a renewed and stronger investment in Bombora, the interviewees' organization gained access to deeper insights about its audience and site visitors, both point-in-time and over time. It used this data and these insights to deliver additional value for its clients and, with the additional value, the organization won more advertising deals, successfully raised prices, and saw its partner and client retention rise.

“What Bombora has allowed us to do is really provide in-depth insights and answer almost any question that one of our partners may have on their audience.”

Director of partnerships, business news publication

KEY FINDINGS

Quantified benefits. Three-year, risk-adjusted present value (PV) quantified benefits include:

- **A 200% increase to cost per mille (CPM).** With Bombora's data, the interviewees' organization optimized advertising toward viewers from advertisers' account-based-marketing (ABM) customer lists. After a campaign, the organization proved it achieved page views from individuals at the organizations its clients targeted. Selling guaranteed views from a target audience allowed the organization to successfully increase the prices on ads. Over three years, the increased CPMs are worth \$2.0 million to the organization.
- **A 10% improvement in both partner and campaign retention.** Interviewees said Bombora helped their teams to access more data and provide more of it to the organization's content and advertising partners. With that data, the organization's content team delivered recommendations to clients on how to prioritize audiences and content based on what topics their client's target accounts were interested in. The data also proved that the organization was reaching their client's ideal audience. These recommendations and proof increased the value they provided partners and advertisers and thus improved partner and campaign retention. After three years and with more than 200 additional content partners or campaigns renewed, this increased retention delivers almost \$2.3 million in profit to the organization.
- **A higher advertising-campaign win rate.** With Bombora's data and insights to inform precampaign reporting, the organization was better able to showcase its audience to potential customers and it thus won a higher percentage of new content-partnership and advertising-campaign deals. Over three years, this increased win rate delivers more than \$63,000 of profit to the organization.
- **Improved team productivity amounting to 425 recaptured hours annually.** Bombora helped employees to receive relevant data immediately and to analyze data and reach insights faster. With Bombora's dashboards, not only could employees answer client questions more quickly, but they could also answer questions that they previously weren't able to answer at all. Teams also increased their collaboration and distributed

insights to wider groups across the organization more efficiently, which cut down on individual clarification and unanswered questions. The saved time is worth more than \$57,000 to the interviewees' organization over three years.

Unquantified benefits. Benefits that are not quantified in this study include:

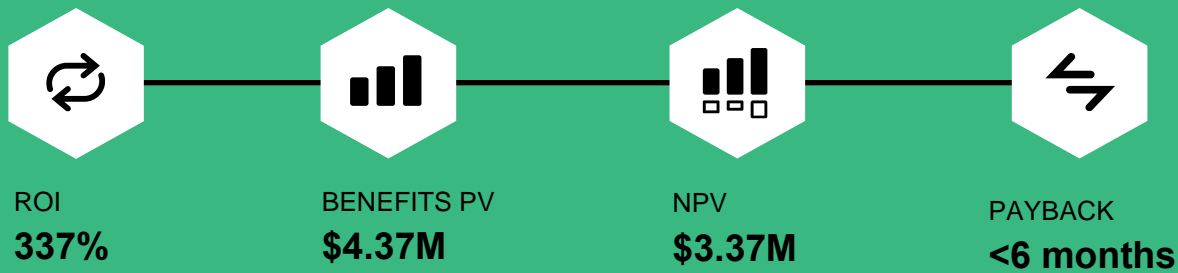
- Access to data and insights to improve the organization's own content strategy.
- Data to enable report automation.
- Improved customer and employee satisfaction.
- Premiums on products beyond ABM CPM.
- Strategic and innovation partnership.

Costs. Three-year, risk-adjusted PV costs include:

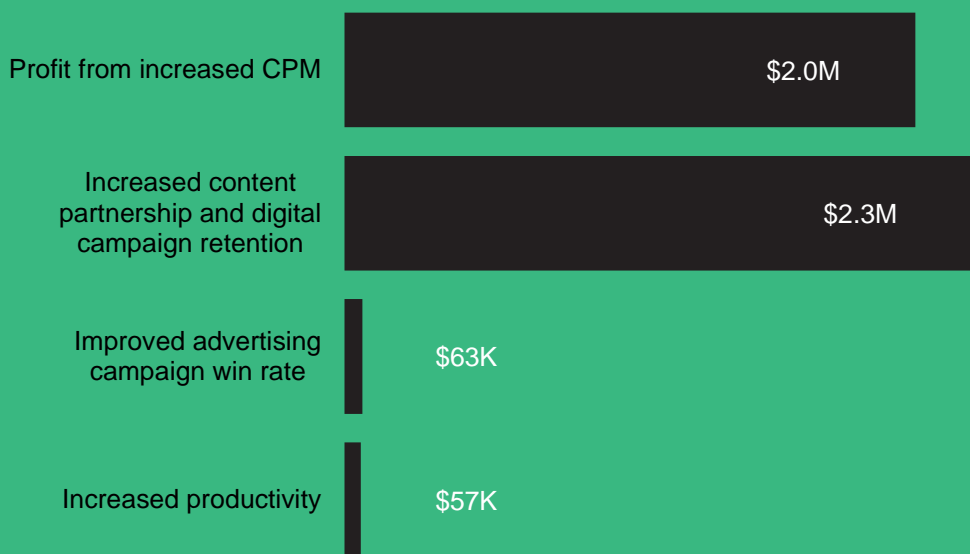
- **Bombora licensing totaling \$240,000.** The interviewees' organization pays both for access to Bombora's data and it separately pays for optional services in addition to the data itself. Bombora's services include hands-on data strategy and analysis as well as guidance and insights for sales, customer-success, events, and content teams. The organization pays Bombora \$120,000 annually for data and \$120,000 annually for services.
- **Implementation and management costs totaling \$37,000.** Typically, planning and implementation effort would take about six weeks. Eighteen employees at the organization also spent 2 hours each learning how to interpret and analyze Bombora's data. Interviewees noted that once fully set up, Bombora's data delivery required very little labor and oversight to maintain. Two team leads each spent 4 hours per month overseeing the Bombora relationship and administration in Year 1, and this decreased to 3 hours per month in Years 2 and 3.
- **Increased time spent on data analysis and reporting totaling \$336,000.** The organization's

sales-operations and campaign-reporting teams increased their headcounts by one additional employee in Year 1 and by another in Year 2 to spend additional time with the data. With more team members using the data, they extracted more value from new customers and delivered more value to existing customers. The three-year cost of this increase in headcount is \$336,000.

The interviews and financial analysis found that the representatives' organization experiences benefits of \$4.37 million over three years versus costs of \$1.0 million, adding up to a net present value (NPV) of \$3.37 million and an ROI of 337%.



Benefits (Three-Year)



“[Bombora] provided incredible insights that have allowed us to really deepen our relationships with our advertisers and even with internal team members. Just the efficiency that it’s created in their jobs has made a huge impact.”

– Director of partnerships, business news publication

TEI FRAMEWORK AND METHODOLOGY

From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for publishing organizations considering an investment in Bombora.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that Bombora can have on publishing organizations.

DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Bombora and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Bombora.

Bombora reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Bombora provided the customer name for the interview but did not participate in the interview.



DUE DILIGENCE

Interviewed Bombora stakeholders and Forrester analysts to gather data relative to Bombora.



INTERVIEW

Interviewed two representatives of an organization using Bombora to obtain data with respect to costs, benefits, and risks.



FINANCIAL MODEL FRAMEWORK

Constructed a financial model representative of the interview using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewee.



CASE STUDY

Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

The Bombora For Publishers Customer Journey

■ Drivers leading to the Bombora investment

INTERVIEWEES' ORGANIZATION

Forrester interviewed two decision-makers at a large business news publication that operates globally. For the purposes of the study, Forrester applied an operating profit margin of 8%.

KEY CHALLENGES

The interviewee's organization began utilizing Bombora's data through a third party, and it received a flat file of visitor insight data every 24 hours. At the time, the data focused on audience segments and did not have trend data (i.e., looking at how audiences and their interests change over time) or deeper-level B2B insights (e.g., segmentation data by role). The interviewees also said that at the time, they struggled to integrate Bombora's data with other tools at the organization and they found Bombora's interest categories to be limited.

INVESTMENT OBJECTIVES

Interviewees described that their organization was excited by Bombora's focus on continuous improvement and its demonstration of increased value during renewal conversations, which led it to increase the value of its partnership with Bombora in 2020. The main goals for the investment were to improve post-campaign analytics reporting for clients

“Bombora is an industry-standard data provider recognized by many of our clients. They know they can trust the data to be accurate and that we're delivering on what we promised up front.”

Director of sales, business news publication

Key Assumptions

- **Business news publication**
- **Global operations**
- **8% operating profit margin**

and to increase the organization's sales opportunities through access to deeper B2B insights.

USE CASE DESCRIPTION

When the organization deepened its relationship with Bombora, its content and sales operations teams gained direct access to Bombora's data instead of needing to go through a third party, and it used dashboards in Looker to visualize the data and distribute insights. The organization also invested in Bombora's optional services to help it better understand and extract the most valuable insights from its data.

Forrester interviewed two representatives of the organization from teams that heavily utilize Bombora: the sales operations team (which works on presale campaigns) and the content partnerships team (which is responsible for analytics reporting tied to its brand content offering). The presale phase commits to delivering advertisers a specific audience, and the content partnerships team provides in-depth analytics reports to advertisers to prove that it did reach the specified audience based on their job titles, job functions, and topics of interest. Bombora provides that data to make those audiences identifiable, which let the organization prove it reached the right people.

For this use case, Forrester has modeled benefits and costs over three years.

Analysis Of Benefits

■ Quantified benefit data

Total Benefits						
Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Profit from increased CPM	\$768,000	\$806,400	\$844,800	\$2,419,200	\$1,999,339
Btr	Increased content partnership and digital campaign retention	\$478,720	\$941,594	\$1,385,402	\$2,805,716	\$2,254,250
Ctr	Improved advertising-campaign win rate	\$17,280	\$25,920	\$34,560	\$77,760	\$63,096
Dtr	Increased productivity	\$23,077	\$23,077	\$23,077	\$69,231	\$57,389
	Total benefits (risk-adjusted)	\$1,287,077	\$1,796,991	\$2,287,839	\$5,371,907	\$4,374,074

PROFIT FROM INCREASED CPM

Evidence and data. With Bombora’s data, the organization optimized advertising toward viewers from advertisers’ ABM customer lists. After each campaign, the organization’s sales and content teams returned to their advertising clients and proved they achieved page views or impressions from individuals at the organizations their clients targeted. These guaranteed targeted audience views allowed the organization to successfully increase the prices on the ads it sold.

The organization’s sales director told Forrester: “We’re able to get CPMs that are 200% to 300% higher than third-party display ads would be if we add ABM targeting because that data is a lot more valuable to clients, and they’re willing to pay a premium for that specific targeting.”

The sales director also noted that if their organization offered typical C-suite targeting from a third party or even used a third-party partner to target technology firms, it would not be able to get the CPMs it does with Bombora when it uses a specific ABM list and reaches the exact companies that its partners want to reach.

Modeling and assumptions. Forrester modeled this benefit for the organization over a three-year span based on the following information:

- The organization’s website receives an average of 200 million page views per month in Year 1, and this increases by 10 million in both Year 2 and Year 3.
- Each page hosts an average of five ads.
- 2.5% of all page views are by visitors who are on the targeted account lists of the organization’s customers.
- Before using Bombora, the organization charged a \$20 CPM on the ad views by targeted accounts.

“We can definitely only get those CPMs through this Bombora ABM segment.”

Director of sales, business news publication

- With Bombora's data, the organization raises the prices of those ad views by 200% to a price of \$60 CPM.
- The organization has a profit margin of 8%.

Risks. The expected financial impact of additional revenue derived from a higher CPM is subject to risks and variation based on several factors including the organization's:

- Website traffic and ad saturation per page.
- Average CPM and profit structure before using Bombora.
- Utilization of Bombora's data to target specific organizations and post-sale reporting process to demonstrate its value.

- Willingness and ability to adjust CPM prices to optimize revenue.
- Revenue structure and operating profit margin of advertisements.

Results. To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$2.0 million.

Profit From Increased CPM					
Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Total average page views per month	Company	200,000,000	210,000,000	220,000,000
A2	Percentage of page views by targeted accounts	Interview	2.5%	2.5%	2.5%
A3	Average number of ads per page	Company	5	5	5
A4	Average CPM for targeted account ad views before using Bombora	Company	\$20	\$20	\$20
A5	Percentage increase in targeted account CPM with Bombora	Interview	200%	200%	200%
A6	Average CPM for targeted account ad views with Bombora	$A4 * A5 + A4$	\$60	\$60	\$60
A7	Total additional revenue with Bombora	$((A1 * A3 * A2) / 1000) * (A6 - A4) * 12$	\$12,000,000	\$12,600,000	\$13,200,000
A8	Profit margin	Company	8%	8%	8%
At	Profit from increased CPM	$A7 * A8$	\$960,000	\$1,008,000	\$1,056,000
	Risk adjustment	↓20%			
Atr	Profit from increased CPM (risk-adjusted)		\$768,000	\$806,400	\$844,800
Three-year total: \$2,419,200			Three-year present value: \$1,999,339		

INCREASED CONTENT PARTNERSHIP AND DIGITAL CAMPAIGN RETENTION

Evidence and data. Bombora helped teams at the organization access and provide more data to their organization's content and advertising partners. With Bombora's data and insights, the organization delivered recommendations about how to prioritize audiences and content based on what topics its target accounts were interested in, and it ensured partners and advertisers reached their ideal audiences. With the increased value that these recommendations delivered to partners and advertisers, the organization's partner and campaign retention improved.

- Content partners looked to the organization to understand the interests of their different target segments to inform their content strategies. The organization's director of partnerships said: "A lot of our partners come to us when they want to reach the C-suite, and we say, 'If you want to reach C-suite within the tech industry, these are the things that you should be writing about.' And we're utilizing the Bombora data to say what topics are really spiking in terms of intent, and then we're providing content recommendations about those topics." The interviewee noted that many of the valuable conversations they have with partners happen when reviewing the reports based on Bombora's data.

"Data is a really big part of what we do, and the Bombora platforms have allowed us to provide even more data than we [were able to] previously."

Director of sales, business news publication

- The sales director said when it comes to advertising campaigns, their organization utilizes data in both pre- and post-renewal conversations to improve retention. They said: "[Bombora's data] allows us to dig deeper into business-focused audiences and make better recommendations on segments to offer based on what we're seeing [in the data], sponsorships to offer based on placements on our site, and different types of audiences to target to fulfill [partners'] campaign KPIs."
- The director of partnerships described benefits from the services Bombora provided as well as from just the data. Often, the Bombora team provided insights it thought would be useful to the organization, including visitors' topics of interest on the organization's website. The director told Forrester: "From the post-sale end, [the Bombora team] provides a ton of great insights into specific partners that they choose to spotlight. They take a deeper look to see company information and audience insights based on companies that are engaging with specific sections and channels within our site, and we can take those insights and provide them directly to our partners to let them know that finance professionals are reading this, and IT professionals are reading this section more than any other section on [our website]."
- The director explained that consistently delivering those deep insights led to a lot of retained business with advertisers because they appreciated knowing what to write about to reach their target audiences when they're responsible for publishing content.

Modeling and assumptions. Forrester modeled this benefit for the organization over a three-year span based on the following information:

- Prior to using Bombora, the organization had 250 content partners that each generate average revenues of \$150,000 annually.

- Prior to using Bombora, the organization contracted 800 digital campaigns per year with average revenues of \$70,000 per campaign.
- Bombora's data increases the organization's content partner and digital campaign retention rate of 80% by 10%, up to 88%.
- The organization has a profit margin of 8%.

Risks. The expected financial impact of additional revenue from improved retention is subject to risks and variation based on several factors including the organization's:

- Customer or partner retention rates before investing in Bombora.
- Internal investment to using Bombora's data to deliver increased value to customers and/or clients.
- Average revenue per customer.
- Average revenue structure.
- Average operating profit margin.

Results. To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a three-year, risk-adjusted total PV of \$2.3 million.

“[Bombora] plays a large hand in the retention of almost all of our partners because our audience insights are really what move the needle and get people excited about the partnerships and show success.”

— Director of partnerships, business news publication

Increased Content Partnership And Digital Campaign Retention					
Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	Number of content partnerships before using Bombora	Company	250	250	250
B2	Number of content partnerships with Bombora	B1+B6 of prior year	250	270	290
B3	Content partner retention before using Bombora	Company	80%	80%	80%
B4	Increase in content partner retention	Interview	10%	10%	10%
B5	New additional content partners retained with Bombora	B2*B3*B4	20	22	23
B6	Cumulative additional content partners retained with Bombora	B5+(B6 of prior year*0.88)	20	40	58
B7	Average annual revenue per content partner	Company	\$150,000	\$150,000	\$150,000
B8	Subtotal: Additional revenue from improved content partner retention	B5*B7	\$3,000,000	\$5,940,000	\$8,677,200
B9	Number of annual digital campaigns before using Bombora	A4	800	800	800
B10	Number of digital campaigns with Bombora	A5	800	864	933
B11	Digital campaign retention before using Bombora	Company	80%	80%	80%
B12	Increase in digital campaign retention with Bombora	Interview	10%	10%	10%
B13	Number of additional campaigns retained with Bombora	B10*B11*B12	64	69	75
B14	Cumulative retention (including retention from previous new campaigns)	B13+(B14 of prior year*0.88)	64	125	185
B15	Average annual revenue per campaign	Company	\$70,000	\$70,000	\$70,000
B16	Subtotal: Additional revenue from improved digital campaign retention	B14*B15	\$4,480,000	\$8,772,400	\$12,969,712
B17	Profit margin	A8	8%	8%	8%
Bt	Increased content partnership and digital campaign retention	(B8+B16)*B17	\$598,400	\$1,176,992	\$1,731,753
	Risk adjustment	↓20%			
Btr	Increased content partnership and digital campaign retention (risk-adjusted)		\$478,720	\$941,594	\$1,385,402
Three-year total: \$2,805,716			Three-year present value: \$2,254,250		

IMPROVED ADVERTISING-CAMPAIGN WIN RATE

Evidence and data. With Bombora’s data and insights to inform pre- and post-campaign reporting, their organization won a higher percentage of new content-partnership and advertising-campaign deals.

- The sales director said: “We have so many different types of users. But, with the Bombora data, we’re able to hone in on the audience that our clients are looking for and prove that they’re on [our site], they’re engaged, [and that] they have a high intent for what they’re looking for. That helps the buy-in.”
- The sales director also noted that when their team is struggling to work on niche or complicated campaigns, they send the RFPs to the Bombora team, and it helps their team look into the data more deeply. They said, “That’s definitely been helpful with the trickier RFPs.”

Modeling and assumptions. Forrester modeled this benefit for the organization over a three-year span based on the following information:

- The organization generates \$24 million from new content partnerships and digital campaigns annually before the Bombora renewal.
- Using Bombora’s data and insights, the organization wins additional deals amounting to 1% of its previous revenue in Year 1, 1.5% of its

“We use [Bombora] data for pretty much every single media plan that goes out.”

Director of sales, business news publication

previous revenue in Year 2, and 2% of its previous revenue in Year 3.

- The organization has a profit margin of 8%.

Risks. The expected financial impact of this benefit is subject to several factors including the organization’s:

- Annual number of content partners or customers and average revenue per campaign or customer.
- Access to visitor insights and intent data and win rate for campaigns and partnerships before investing in Bombora.
- Internal investment in using Bombora’s data to inform pre- and post-campaign reporting.
- Revenue structure and operating profit margin.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of \$63,000.

Improved Advertising-Campaign Win Rate					
Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	Content-partnership and advertising-campaign revenue from new business	Organization	\$24,000,000	\$24,000,000	\$24,000,000
C2	Percentage increase in new business revenue	Interviews	1.0%	1.5%	2.0%
C3	Additional new revenue with Bombora	C1*C2	\$240,000	\$360,000	\$480,000
C4	Profit margin	A8	8%	8%	8%
Ct	Improved advertising-campaign win rate	C3*C4	\$19,200	\$28,800	\$38,400
	Risk adjustment	↓10%			
Ctr	Improved advertising-campaign win rate (risk-adjusted)		\$17,280	\$25,920	\$34,560
Three-year total: \$77,760			Three-year present value: \$63,096		

INCREASED PRODUCTIVITY

Evidence and data. Bombora helped employees at the interviewees' organization to receive relevant data immediately and to analyze data and reach insights faster. With Bombora's dashboards, they gained the ability to answer client questions faster, and answer questions that they previously weren't able to answer at all. Teams also increased their collaboration and distributed their insights to wider groups of people more efficiently, which cut down on individual clarification and unanswered questions.

- The director of partnerships described efficiencies their organization realized with Bombora's data dashboards. They said: "We've saved time by saving all of the links to the data pulls in the dashboards and sharing them across our team. So, we're not recreating the same data exports because the team does utilize a lot of the same filters for different advertisers. All we're changing is the advertiser filter and a date range versus applying all of those layers."
- The director of sales noted that their organization's employees could answer client questions faster, either immediately or in less than a day. They described: "It requires less digging or searching through multiple platforms. Usually, what we're looking for is available on Bombora." The director mentioned that previously, they frequently had to email Bombora with a question, wait for a response, and then relay it back. The ease of use of the dashboards and Bombora's expanded data capabilities removed the middleman.
- The director of sales acknowledged that Bombora made their team's jobs easier. In addition to increasing their speed, they gained the ability to always provide clients with answers and they didn't need to waste time looking for data they didn't have. They said: "Whenever we get a data question from a client now, we're always able to answer [it]. There's always some

"It has made [the partnership team's] jobs more efficient because the dashboard is very self-serving. It's very easy."

Director of partnerships, business news publication

way to pull the data or get what we and the client are looking for."

- The director of partnerships also spoke of time savings from receiving insights directly from Bombora. They explained, "We take the information [Bombora pulls] and drop it directly into our reports or say it in conversations. We don't have to pull or analyze that data on our end."
- Both interviewees spoke of improved collaboration between Bombora and the organization's account-management team about what to propose to partners and clients and with the content team about what content to publish.

Modeling and assumptions. Forrester modeled this benefit for the organization over a three-year span based on the following information:

- The organization's analytics team generates 500 post-sale reports for clients per year after campaign completion. With Bombora's data availability and aggregation, employees save 10 minutes on the creation of each report.
- 200 sales and marketing employees access Bombora's data to respond to client questions and ideate presale opportunities. Improved communication and data access with Bombora saves them each 20 minutes on average.

- The organization’s sales and marketing employees earn an average annual salary of \$85,000. This translates to a fully burdened hourly salary of \$55 with a burden adjustment of 35%.
- The employees can recapture 50% of the saved time for added productivity.

Risks. The expected financial impact of saved time is subject to risks and variation based on several factors, including the organization’s:

- Scope of engagement with Bombora and the number of affected employees who might experience task efficiencies.

- Structure and efficiency of its reporting process before using Bombora.
- Internal investment in building regular reports or documents to distribute information to teams and to enable employees to self-serve with visitor data.
- Compensation amounts for employees and the recapture rates of productivity in saved time.

Results. To account for these risks, Forrester adjusted this benefit downward by 5%, yielding a three-year, risk-adjusted total PV of \$57,000.

Increased Productivity					
Ref.	Metric	Source	Year 1	Year 2	Year 3
D1	Post-sale reports created annually	Interviews	500	500	500
D2	Minutes saved per post-sale report	Interviews	10	10	10
D3	Subtotal: Annual hours saved on post-sale report creation	D1*D2/60	83	83	83
D4	Sales and marketing employees	Organization	200	200	200
D5	Minutes saved per month per sales and marketing employee	Interviews	20	20	20
D6	Subtotal: Annual sales and marketing team hours saved	D4*D5*12/60	800	800	800
D7	Total hours saved	D3+D6	883	883	883
D8	Average hourly fully burdened salary of a sales or marketing employee	TEI Standard	\$55	\$55	\$55
D9	Time savings recapture rate	TEI Standard	50%	50%	50%
Dt	Increased productivity	D7*D8*D9	\$24,292	\$24,292	\$24,292
	Risk adjustment	↓5%			
Dtr	Increased productivity (risk-adjusted)		\$23,077	\$23,077	\$23,077
Three-year total: \$69,231			Three-year present value: \$57,389		

UNQUANTIFIED BENEFITS

The interviewees mentioned the following additional benefits that their organization experienced but that they were not able to quantify:

- **Access to data and insights to improve the organization's own content strategy.** With Bombora's intent data, the organization's content and design editors used Bombora's dashboards to optimize their own content strategies around the interests of their target audience.
- **Data to enable report automation.** Before Bombora's dashboard integration, the organization's teams manually built out repetitive reports for partners and customers. With Bombora, the teams gained the ability to build out in-depth reports to automate future report creation. The director of sales told Forrester: "It's allowed us to build that [reporting] out, which is something we've been wanting to do for years. But now, with this new data, it made sense to do it."
- **Improved customer and employee satisfaction.** In addition to the direct revenue impact of improved customer retention, partners and customers were happier with the recommendations and insights the organization could provide using Bombora's data. Improvements in customer satisfaction likely had downstream positive downstream impacts on customer-success and customer-support employees.
- **Premiums on products beyond ABM CPM.** The director of partnerships noted that in addition to raising the CPM charged on ABM advertising, their organization was able to increase the prices of other products. They said: "The deeper audience insights are a contributing factor as to why we could raise prices for our products overall. ... The evolution of our audience insights has played a factor in our willingness to increase our product prices."

- **Strategic and innovation partnership.** The same director told Forrester that they view the Bombora team as a strategic partner. They said: "We work with very sophisticated, very intelligent teams. They are consistently providing us with new ways to look at things. ... It's been exciting to see what they bring us because it's allowed us to analyze data and provide insights in a new way that we hadn't been able to prior to this development of our relationship. When we would say, 'Our partner is really interested in x,' they would say, 'You could also look at it this way' or 'It might be helpful to show them this.' That was very helpful. It was that extra mile of assistance and value and consultation."

“[Bombora has] been really receptive to all of the feedback we’ve given them, and we’ve challenged them to go deeper in some cases or to analyze things differently based on how we know clients would like to see them. And they’ve always been receptive to that and delivered on that, which is a testament to the platform as well. I don’t think we’ve ever asked them something [and] they said they couldn’t provide it.”

Director of partnerships, business news publication

FLEXIBILITY

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement Bombora and later realize additional uses or business opportunities, including:

- **Improved business resiliency and flexibility.** Bombora provides its customers with access to continuously updated data that will scale as they grow without being cost-prohibitive. Increased access to first-party data will rise in the flexibility value it provides as cookie blocking becomes more prevalent.
- **A solution that innovates for your organization.** Bombora continues to improve its data and services offerings, and the interviewees said they look forward to evolving elements of their organization's partnership with Bombora based on new offerings Bombora will develop. The director of partnerships said, "[Bombora is] constantly evolving, really innovating, and adding things to their dashboards or refiguring things on their dashboard based on feedback."

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in [Appendix A](#)).

**We love [Bombora's team].
We like working with them.
They are a very sophisticated,
very intelligent group.**

– Director of partnerships, business news publication

Analysis Of Costs

Quantified cost data

Total Costs							
Ref.	Cost	Initial	Year 1	Year 2	Year 3	Total	Present Value
Etr	Bombora data and services costs	\$0	\$252,000	\$252,000	\$252,000	\$756,000	\$626,687
Ftr	Implementation, management, and training labor	\$19,389	\$8,611	\$6,458	\$6,458	\$40,917	\$37,407
Gtr	Data analysis and reporting	\$0	\$82,620	\$165,240	\$165,240	\$413,100	\$335,818
	Total costs (risk-adjusted)	\$19,389	\$343,231	\$423,698	\$423,698	\$1,210,017	\$999,912

BOMBORA DATA AND SERVICES COSTS

Evidence and data. Bombora licenses its product on a subscription model with pricing options that flex based on organizations' data quantity, use cases, and countries of operation. The interviewees' organization pays both for access to Bombora's data and separately pays for services in addition to the data itself. Bombora's services include hands-on data strategy and analysis as well as guidance and insights for sales, customer-success, events, and content teams. The services investment is optional, and most publishers do not take advantage of Bombora's services offering.

Modeling and assumptions. The organization pays Bombora \$120,000 annually for data and another \$120,000 annually for services.

Risks. Actual licensing costs vary per organization depending on factors including the organization's:

- Volume of intent data needed.
- Preferred integrations or partner platforms.
- Level of support needed to get started with Bombora.

Results. To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$627,000.

Bombora Data And Services Costs						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
E1	Data costs	Organization	\$0	\$120,000	\$120,000	\$120,000
E2	Services costs (optional)	Organization	\$0	\$120,000	\$120,000	\$120,000
Et	Bombora data and services costs	E1+E2	\$0	\$240,000	\$240,000	\$240,000
	Risk adjustment	↑5%				
Etr	Bombora data and services costs (risk-adjusted)		\$0	\$252,000	\$252,000	\$252,000
Three-year total: \$756,000			Three-year present value: \$626,687			

IMPLEMENTATION, MANAGEMENT, AND TRAINING LABOR

Evidence and data. The interviewees' organization incurs internal costs in the following categories related to its Bombora investment:

- **Internal implementation labor.** The organization had set up data integrations with Bombora prior to renewing the relationship, and the interviewees were unable to estimate the level of internal investment required for initial setup. Internal implementation labor includes time spent on internal planning and process setup as well as technical implementation of data transfers.
- **Internal training labor.** The interviewees said eight people on their organization's content-partnerships team (including the vice president of the team) heavily utilize Bombora's data in client reporting. Five members of the organization's editing team and five members of its sales-operations team are active dashboard users. The organization conducted in-depth training sessions for these team members during the early rollout to show them the back end of the dashboards and how to pull data.
- **Ongoing management, maintenance, and optimization.** The interviewees said once Bombora is in place, it requires very little labor and oversight to maintain. Much of the organization's ongoing Bombora relationship consists of tactical conversations with Bombora team members and contract renewal. Management labor dropped slightly after Year 1 when the team became more comfortable with how to best utilize the dashboards. The director of partnerships told Forrester, "At the beginning, we would send [Bombora] the pulls we were doing and say, 'Did we pull this right? How would we read this? How would we assess that?'"

"The administration of [Bombora] is not heavy at all. It's the contract negotiations every once in a while, where we have to renew our partnership. That's pretty much it."

Director of partnerships, business news publication

Modeling and assumptions. Forrester modeled these costs for the organization over three years based on the following information:

- The organization initially implements Bombora long before it renews its investment in Bombora's newer offerings.
- The organization dedicates 1.5 FTE employees over four weeks to planning and implementation work associated with Bombora technical and operational setup.
- The average annual salary of an implementation resources is \$95,000. This translates to a fully burdened hourly salary of \$62 with a burden adjustment of 35%.
- 18 regular Bombora data users each spend 2 hours in training to learn how to interpret and analyze the data.
- The average annual salary of a trained resource is \$85,000. This translates to a fully burdened hourly salary of \$55 with a burden adjustment of 35%.
- During Year 1, two team leads each spend 4 hours per month overseeing the Bombora relationship and administration. This time decreases to 3 hours per month in Years 2 and 3.

- The average annual salary of a team lead is \$120,000. This translates to a fully burdened hourly salary of \$78 with a burden adjustment of 35%.

Risks. Actual internal implementation and management costs will vary per organization depending on factors including the organization's:

- Scope of Bombora deployment and implementation complexity, including the maturity and fragmentation of existing data architecture.
- Training investment level and the number of resources to be trained.

- Level of involvement that team leads take in solution management.
- Burdened cost for each employee to be trained or involved with the implementation and ongoing management work.

Results. To account for these risks, Forrester adjusted this cost upward by 15%, yielding a three-year, risk-adjusted total PV of \$37,000.

Implementation, Management, And Training Labor						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
F1	Planning and implementation labor	Interviews	240	0	0	0
F2	Average fully burdened hourly salary of an implementation resource	TEI Standard	\$62	\$0	\$0	\$0
F3	Bombora data users	Interviews	18	0	0	0
F4	Hours of training per user	Interviews	2	0	0	0
F5	Average fully burdened hourly salary of a user	TEI Standard	\$55	\$0	\$0	\$0
F6	Subtotal: Implementation and training	$F1 \times F2 + F3 \times F4 \times F5$	\$16,860	\$0	\$0	\$0
F7	Team leads involved in management of Bombora	Interviews	0	2	2	2
F8	Monthly hours per team lead	Interviews	0	4	3	3
F9	Average fully burdened hourly salary of a team lead	TEI Standard	\$0	\$78	\$78	\$78
F10	Subtotal: Ongoing management	$F7 \times F8 \times F9 \times 12$	\$0	\$7,488	\$5,616	\$5,616
Ft	Implementation, management, and training labor	$F6 + F10$	\$16,860	\$7,488	\$5,616	\$5,616
	Risk adjustment	↑15%				
Ftr	Implementation, management, and training labor (risk-adjusted)		\$19,389	\$8,611	\$6,458	\$6,458
Three-year total: \$40,917			Three-year present value: \$37,407			

DATA ANALYSIS AND REPORTING

Evidence and data. The organization’s sales operations and campaign-reporting teams used the potential value of Bombora’s data to make the case to leadership for the expansion of their teams. With more team members using the data in internal conversations with sales teams and providing audience insights to potential advertisers, they could extract more value from new customers. And with additional time spent incorporating the data into external conversations with advertisers and providing more audience insights to partners, they could deliver more value to the organization’s existing customers.

The director of sales told Forrester, “This platform allowed my team to expand and grow and add a new headcount just because we have access to so much data and it’s something that we want to spend more time with.”

While the interviewees said their organization chose to spend the additional time with the data, hiring additional employees is not necessary to work with Bombora.

Modeling and assumptions. Forrester modeled this cost for the organization over three years based on the following information:

- The teams utilizing Bombora’s data increases their headcounts by one employee in Year 1 and by another in Year 2.
- Each of the new team members spends 60% of their time working with Bombora’s data.
- A new team member has an average fully burdened annual salary of \$114,750.

Risks. Actual data analysis and reporting costs vary per organization depending on factors including the organization’s:

- Planned level of investment to support the fullest utilization of Bombora’s data.
- Structure and efficiency of its data analysis and reporting process.
- Compensation amounts for employees.

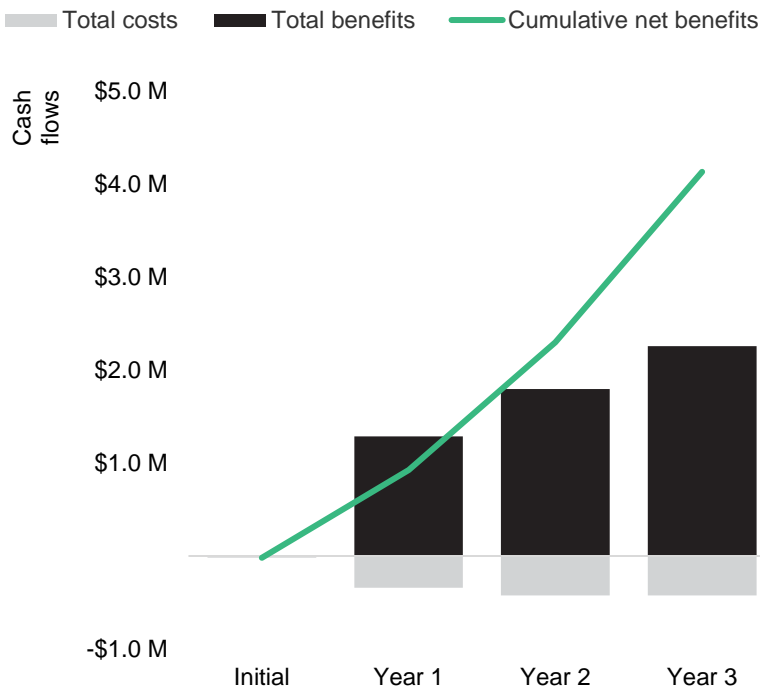
Results. To account for these risks, Forrester adjusted this cost upward by 20%, yielding a three-year, risk-adjusted total PV of \$336,000.

Data Analysis And Reporting						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
G1	Additional employees hired	Interviews	0	1	2	2
G2	Percentage of time spent on Bombora data analysis and reporting	Interviews	0%	60%	60%	60%
G3	Average fully burdened annual salary of a new team member	TEI Standard	\$0	\$114,750	\$114,750	\$114,750
Gt	Data analysis and reporting	G1*G2*G3	\$0	\$68,850	\$137,700	\$137,700
	Risk adjustment	↑20%				
Gtr	Data analysis and reporting (risk-adjusted)		\$0	\$82,620	\$165,240	\$165,240
Three-year total: \$413,100			Three-year present value: \$335,818			

Financial Summary

CONSOLIDATED THREE-YEAR RISK-ADJUSTED METRICS

Cash Flow Chart (Risk-Adjusted)



The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

Cash Flow Analysis (Risk-Adjusted Estimates)

	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	(\$19,389)	(\$343,231)	(\$423,698)	(\$423,698)	(\$1,210,017)	(\$999,912)
Total benefits	\$0	\$1,287,077	\$1,796,991	\$2,287,839	\$5,371,907	\$4,374,074
Net benefits	(\$19,389)	\$943,846	\$1,373,292	\$1,864,141	\$4,161,890	\$3,374,162
ROI						337%
Payback						<6 months

Appendix A: Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

TOTAL ECONOMIC IMPACT APPROACH

Benefits represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organization.

Costs consider all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.



PRESENT VALUE (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.



NET PRESENT VALUE (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made, unless other projects have higher NPVs.



RETURN ON INVESTMENT (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.



DISCOUNT RATE

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.



PAYBACK PERIOD

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

Appendix B: Supplemental Material

Related Forrester Research

“The Forrester Wave™: B2B Marketing Data Providers, Q3 2018 (Updated),” Forrester Research, Inc., February 24, 2020

“Evaluate Your Approach To Successful B2B Content Marketing,” Forrester Research, Inc., April 19, 2021

“Marketing Automation And ABM Technologies Are Converging — Will You Need To Pick A Side?” Forrester Research, Inc., December 16, 2020

“Now Tech: B2B Marketing Data Providers, Q1 2021,” Forrester Research, Inc., January 11, 2021

“B2B Sales Executives: Planning Assumptions 2022,” Forrester Research, Inc., September 8, 2021

Appendix C: Endnotes

¹ Source: “Predictions 2023: Media And Advertising,” Forrester Research, Inc., October 27, 2022.

² Source: “The Forrester New Wave™: ABM Platforms, Q2 2020,” Forrester Research, Inc., June 9, 2020.

³ Total Economic Impact is a methodology developed by Forrester Research that enhances a company’s technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

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