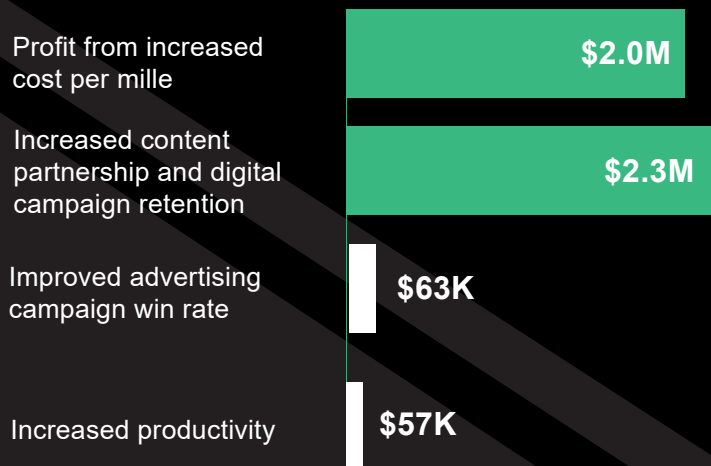


The Total Economic Impact™ Of Bombora For Publishers

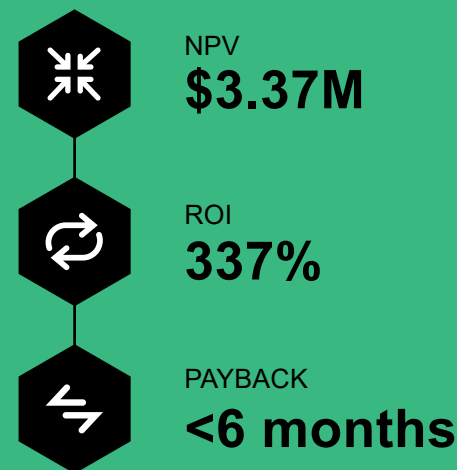
Through two customer interviews with a large business news publication, Forrester concluded that Bombora had the following three-year financial impact for the organization.

SUMMARY OF BENEFITS

Three-year risk-adjusted




FINANCIAL SUMMARY




VOICE OF THE CUSTOMER

“[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*

“[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 COST PER MILLE

200%



IMPROVEMENT IN PARTNER AND CAMPAIGN RETENTION

10%



ADDITIONAL CONTENT PARTNERS OR CAMPAIGNS RENEWED

200+



HOURS SAVED ANNUALLY BY IMPROVED TEAM PRODUCTIVITY

425



Read the full study

This document is an abridged version of a case study commissioned by Bombora titled: The Total Economic Impact Of Bombora For Publishers, March 2023.

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