

Bombora Taxonomy - Topic Suggestions

How to Submit a Topic

Step 1

- Please fill out the template for topic suggestions.
 - » Find the .csv template here: bombora.com/topic-suggestions-form.
- Note the required fields and their instructions listed in the table below.

Column	Column Name	Instructions	Example
A	Topic Name	Topic should be a unique B2B concept or business or product that is new to the taxonomy.	Bombora, Inc.
B	Description	In the description, please define the topic. Is it a company, product, event, finance concept, government regulation, or retail term? In 1-2 sentences, describe the concept, business, or product. Within an NLP model, this description helps Bombora and the natural language process model to learn and understand the unique topic. You may reference the language in a website or definition online.	Bombora, Inc. is an Intent data company that provides insights to B2B marketing and sales teams about which prospect businesses are actively researching their services and products, and the intensity of that research. Bombora products include Company Surge.
C	Website	If the topic is a company or product, include their website domain.	bombora.com
D	HQ Location	If the topic is a company, include their headquarters location.	New York, NY, USA
E	Aliases (Company Topics)	If the topic is a company, include their aliases. Aliases are any other name a company might go by, including stock tickers. In the case of Bombora, this would include “Bombora, Inc.,” “Bombora”, etc. If the topic is a product, include the product’s company.	Bombora
F	Your Bombora Contact	Do you have a Bombora contact? If so, please include their first name, last name, and email. If not, please write “N/A.”	bomboraname@bombora.com
G	Partner Name	If activating data primarily via a partner, please add your partner name.	partnername@partner.com
H	Notes	Add any additional notes you have.	

Step 2

- Email the spreadsheet to topics@bombora.com.
- Please also include your company, number of topic suggestions, and your Bombora contact (if applicable).

Topic Timeline

Submission

- You have submitted your topic suggestions to topics@bombora.com.
- Topics are waiting for support.
- The topic process can take four to six months for data collection and quality assurance before the topic can be added to the taxonomy.
 - » You can find the release dates and deadlines for the next taxonomy release here: customers.bombora.com/crc-brand/releases.

Waiting for Customer

- If additional information is needed from the customer, the topic team will await customer response before moving forward in the activation process.
- Requests missing information may be subject to denial and will require resubmission in a new ticket.

Under Review

- Topic suggestions are first reviewed for volume of content across the Bombora Co-op.
- You will receive a status update if your topic suggestion is accepted OR denied for further processing.
- Activation is not guaranteed at this point.

Processing Further

- Topic suggestions are further processed.
- You will receive a status update if your topic suggestion has passed OR failed testing.
- Activation is not guaranteed at this point.

Resolved

- Approved topics have passed all activation steps successfully and will be released to the taxonomy.
- Approved topics will be released in the taxonomy in Company Surge, Integrations, Planning & Measurement Suite, and Partner platforms according to the release schedule.
- All customers and partners will receive an email on the day the taxonomy is released.
 - » You can find the dates for the next taxonomy release here: customers.bombora.com/crc-brand/releases.

Resources

Selecting topics and creating clusters

- customers.bombora.com/crc-brand/choose-topics.

Help

- Please contact topics@bombora.com for any questions or concerns.