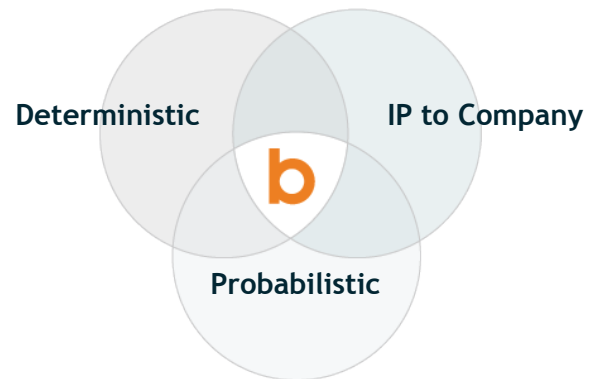# What makes Bombora's Visitor Insights different?

## Our patented methodology

Using patented identity resolution capabilities, Visitor Insights surpasses basic IP-to-domain matching. By leveraging a composite approach which layers deterministic data and probabilistic techniques with IP-to-company matching, Bombora delivers a comprehensive B2B visitor identification solution needed to drive the success.

Deterministic

IP to Company

Probabilistic

## Portability and flexibility

In contrast to other providers, Bombora's identity resolution data is delivered seamlessly into your sales and marketing tech stack, like CDPs, CMS tools, chatbots, for easy activation.

## Speed

Compared to other identity resolution providers, Bombora boasts of **3x faster load times**, so you can deliver optimized experiences without compromising site performance.

## High-quality

Bombora weeds out non-business traffic (e.g., ISPs, bots), allowing our customers to focus on *real* people at *real* businesses visiting their site.

## Comprehensive

Bombora's Visitor Insights is the gold standard for visitor identification and enrichment. With persona and account-level intent insights available exclusively through Bombora, your team will be empowered with the data needed to execute high-performing B2B strategies.

### Bombora attributes provided

- ☑ Visitor Intent
- ☑ Business Intent
- ☑ Professional Group
- ☑ Seniority
- ☑ Company Domain
- ☑ Industry
- ☑ Company Size
- ☑ Company Revenue
- ☑ Job Function
- ☑ Company HQ
- ☑ Install Data
- ☑ Target Account List
- ☑ Topic Cluster
- ☑ Decision Maker
- ☑ Visitor Location

For more information, **connect with an identity expert**.

bombora