Visitor Insights—Digital Activation

With an evolving privacy landscape, your first-party data strategy is more important than ever. Visitor Insights - Digital Activation is a privacy-compliant solution that identifies and enriches your website visitors with high-quality B2B data, providing your organization intelligence, analytics, and automated activation of your first-party website data.

Fast

Return data within 100ms for first-time visitors and less than 10ms for return visitors

High quality

Resolution rates between 24-38% utilizing unique composite approach

Place a tag *Find your reach* *Gain web audience insights*

Deep attributes

More data to tailor website and advertising strategy in real-time

Portable

Seamlessly connects with the systems you already work with

Know your audience

Enrich first-party data with demo, firmo, location and interest data in real-time.

Power personalization

Use enriched visitor data to optimize on-site engagement and conversion within site personalization and chat tools.

Activate campaigns

Tailor your retargeting and bidding strategies by focusing on people who have already visited your website.

Integrate with your tech stack

Automate delivery to your internal tools and systems.

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

Data attributes

Firmographic data

- Company domain
- Company industry
- Company size
- Company revenue
- Company headquarters
- Install data

Demographic data

- Seniority
- Job function
- Professional group
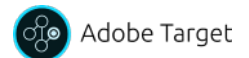- Decision-maker
- Visitor location

Interest data

- B2B interest*
- B2B interest group*

Custom Segments

- Target account lists
- Topic lists*

Bombora Exclusive

Compatible Channels

Google Ad Manager — Optimizely — Google Optimize — Adobe Target — Adobe Experience Cloud — DRIFT — Segment — Google Analytics — QUALIFIED — Adobe Analytics

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