

# Which Visitor Insights Tag is right for you?

Bombora offers two visitor tags each designed to power specific business use cases.

Identity and Enrichment enables:



Deanonymize visitors



Site and campaign measurement

Digital Activation powers the above and also unlocks:



Dynamic audience creation



Real-Time personalization



Retarget site visitors

Each tag provides unique data points to power specific use cases:

Offering	Identity and Enrichment	Digital Activation
Delivery Method	Flat File	Javascript Response
Availability	Daily+Weekly	Real-Time
Visitor Intent	X	X
Business Intent	X	X
Professional Group	X	X
Seniority	X	X
Company Domain	X	X
Industry	X	X
Company Size	X	X
Company Revenue	X	X
Job Function	X	X
Company Headquarters		X
Install Data		X
Target Account List		X
Topic Cluster		X
Decision Maker		X
Visitor Location		X

For more information, [connect with an identity expert.](#)