

# Bombora Premium B2B Digital Audiences

Build and activate audiences with the scale and precision needed to power high-performing campaigns.

## Providing trusted B2B data for the past decade

Bombora connects the B2B ecosystem in a one-of-a kind Data Cooperative consisting of leading B2B publishers, B2B brand websites, and premium data providers—all contributing research behavior and events that reflect the full spectrum of B2B consumption.

With our holistic view of B2B research behavior across verticals, topics and formats, Bombora derives premium B2B digital audiences governed by persistent privacy-first, consent-driven data collection protocols.

- 1000s of trusted and influential B2B sources
- 10s of thousands of topics updated frequently
- Billions of devices
- Billions of consumption events every month

## Precision targeting with flexible audience segmentation

Bombora's proprietary data graph maps accounts and persona-level attributes to a multitude of anonymous digital identifiers—enabling infinite segmentation based on firmographic, B2B demographic and behavioral attributes including our proprietary B2B Interest data.

With both custom and off-the-shelf audiences available for targeting, our highly configurable solutions empower advertisers to achieve their business goals.

### Syndicated audiences

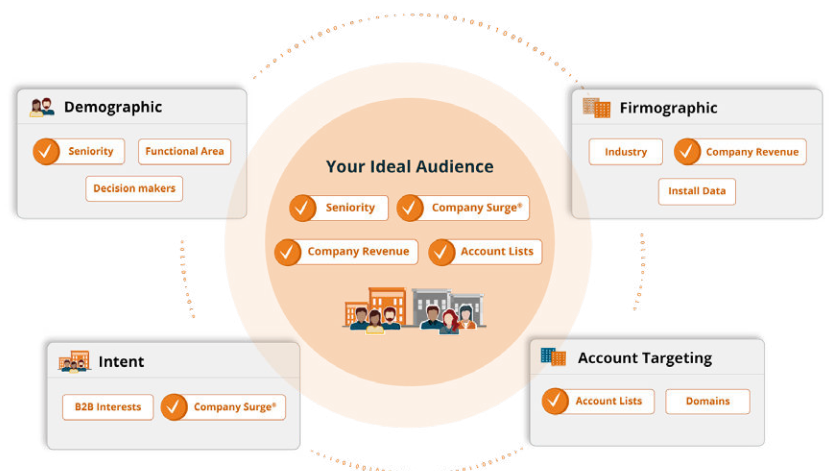
**Extensive library of audience segments available for instant activation**

Access hundreds of pre-built, ready-to-activate audiences through our vast network of DSP and DMP partners. Quickly launch campaigns and reach influential audiences at scale.

### Custom audiences

**Custom-built audiences tailored to meet unique targeting needs**

Craft bespoke audiences with our expansive set of data attributes, ensuring strong alignment with campaign strategy and objectives. Further refine your audience with your target account lists for highly customized targeting.



## Activate seamlessly across channels and platforms

Execute omni-channel activation for both custom and syndicated audiences at scale across platforms and formats—including programmatic, paid social, native advertising, CTV and more. Our integrations with every major DMP, DSP and SSP provide access to hundreds of distribution channels, giving advertisers the freedom to activate our data when, where, and how they need it.

**Audience partners**

- theTradeDesk
- OpenX
- Adobe Experience Cloud
- Display & Video 360
- /LiveRamp
- audigent.
- StackAdapt
- PubMatic
- Basis Technologies
- xandr

**Advanced TV**

- AT&T
- Paramount+
- COMCAST
- COX.
- hulu
- SAMBA TV
- FOX
- Charter Spectrum
- Roku
- discovery+
- sling
- dish.

**Native**

- Bidtellect Native Intelligence
- Taboola
- Outbrain
- Nativo INSIGHTS

**Social**

- LinkedIn
- X
- Instagram
- Pinterest
- Snapchat
- Reddit
- Meta Ads
- Quora

**Search**

- Adobe Experience Cloud
- Google Ads

**Audio**

- pandora
- Spotify
- SiriusXM

## B2B Demographic and Firmographic

Bombora aggregates B2B demographic and firmographic data to provide segments such as revenue, company size, professional group, functional area, industry, and seniority to reach your B2B audience online.

<p><b>Professional Groups</b></p> <ul style="list-style-type: none"> <li>Business Professional</li> <li>Business Travelers</li> <li>Finance Professionals</li> <li>Fortune 500 Employees</li> <li>High Income Professionals</li> <li>Health Professionals</li> <li>Human Resources Professionals</li> <li>IT Professionals</li> <li>Marketing Professionals</li> <li>Small Business Professionals</li> </ul>	<p><b>Company Size</b></p> <ul style="list-style-type: none"> <li>1 - 9</li> <li>10 - 29</li> <li>50 - 199</li> <li>200 - 499</li> <li>500 - 999</li> <li>1,000 - 4,999</li> <li>5,000 - 9,999</li> <li>10,000+</li> </ul>
	<p><b>Company Revenue</b></p> <ul style="list-style-type: none"> <li>&lt;\$1M</li> <li>\$1M</li> <li>\$10M - \$50M</li> <li>\$50 - \$100M</li> <li>\$100M - \$200M</li> <li>\$200M - \$1B</li> <li>\$1B+</li> </ul>

## B2B Demographic and Firmographic (cont'd)

### Industry

- Accounting
- Adv/Marketing
- Agriculture
- Banking
- Business Services
- Construction
- Consumer Services
- Cultural
- Education
- Energy
- Finance
- Gaming
- Government
- Healthcare
- Hospitality
- Insurance
- Legal
- Manufacturing
- Media & Internet
- Non-Profit
- Real Estate
- Recreation
- Resource Extraction
- Retail
- Software
- Sports
- Telecomm
- Transportation & Travel
- Utilities
- Wholesalers

### Functional Area

- Account Management
- Accounting
- Administration
- Advertising
- Branding
- Building & Grounds Maintenance
- Business Development
- Change Management
- Compliance
- Consultants
- Creative
- Dentist
- Engineering
- Education
- Government
- Health Professional
- HR Benefits
- HR Diversity
- HR Recruiting
- Information Technology
- Legal
- Marketing
- Medical/Health
- PR
- Product
- Recruiting
- Sales
- Software
- Surgeon
- Systems & Business Analysts
- Wealth Management
- Web Development

### Seniority

- Board & Ownership
- C-Suite
- Director
- Management
- Non-management
- Vice President

### Decision Makers

- Finance
- Healthcare
- Human Resources
- Information Technology
- Marketing
- Small Business

## B2B Interest Groups

Content consumption activity aggregated from the B2B web are bundled into segments called **B2B Interest Groups**. B2B Interest Groups help you reach engaged stakeholders in the content areas most relevant to your business.

### Business

- Budgeting
- Planning & Strategy
- Capital Procurement
- Sales
- Compliance & Gov.

### Construction

- Tool and Electronics
- Construction Management

### Marketing

- Agencies & Branding
- Content
- Creativity Software
- CRM & Marketing Automation
- Demand Gen
- Email Marketing
- Online Advertising
- Programmatic Adv
- Search Marketing
- Social Networks
- Strategy & Analysis
- Website Publishing

### Finance

- Accounting
- Corporate Finance
- Finance IT
- Personal Finance
- Trading & Investment

### Healthcare

- Administration
- Disease Control
- Health Insurance
- Health Tech
- Medical Research
- Patient Management

### Human Resources

- Benefits
- Diversity
- Employee Services
- Hiring & Onboarding
- Legal & Regulatory
- Payroll & Compensation
- Performance
- Policy & Culture
- Recruitment
- Training & Development

### Energy

- Emissions
- Green Energy
- Renewables

### Manufacturing

- Materials
- Plan Management
- Supply Chain
- Personal Protective Equipment

### Technology

- Application & Software Dev.
- Business Analytics
- Cloud Computing
- Data Centers
- Databases & Storage
- Graphics
- Multimedia & Web Design
- Hardware
- IT Administration
- Mobility & Wireless
- Networking & VOIP
- Operating Systems
- Productivity Software
- Security
- Servers
- Smartphone & Mobile
- Virtualization

## Install data

Know what software, hardware and technologies your current and potential target audiences have installed and deployed. Install data can be used to upsell current customers or conquest competitive technologies.

### Cloud Service

- Cloud Infrastructure Computing
- Infrastructure AS A Service
- Platform AS A Service

### Software (Basic)

- Server Technologies (Software)
- Hardware
- Mobility & Wireless
- Networking & VOIP
- Operating Systems
- Productivity Software

### Productivity Solutions

- Collaboration
- Productivity Solutions

### Communication Tech.

- Mobile Enterprise Management
- Telephony

### Data Center Solutions

- Data Archiving Back-Up & Recovery
- Database Management Software
- Disaster Recovery
- IT Infrastructure & Ops Management
- Security Information & Event Management
- System Analytics & Monitoring
- System Security Services

### Customer Relationship Management

- Contact Center Management
- Customer Relationship Management
- Help Desk Management

### Enterprise Applications

- Business Process Management
- Commerce
- Enterprise Business Solutions
- Enterprise Performance Management
- Enterprise Resource Planning
- HR Management Systems/Human Capital Management

### Enterprise Content

- Case Management
- Enterprise Content Management
- Information Technology Management
- Product Lifecycle Management

### Networking Computing

- Middleware Software
- Network Management (Hardware)
- Network Management (Software)

### Web-Oriented Architecture

- Hypervisor
- Virtualization: Platform Management Remote Computer/ Server Solutions
- Virtualization: Application & Desktop Web & Portal Technology Web Content Management Systems

### Hardware (Basic)

- Mainframe Computers
- Server Technologies (Hardware)

### Marketing Performance Management

- Business Intelligence
- Marketing Performance Measurement

### IT Governance

- Application Development & Management
- Software Configuration Management

### Vertical Markets

- Construction
- Manufacturing/Engineering

## B2B Manufacturing Firmographics

Bombora provides company-level manufacturing data that represents businesses of all sizes in the industry. Through our manufacturing segments, you can reach an influential audience of professionals working in the various segments of the U.S. manufacturing and industrial sector.

### Manufacturing

- Adhesives, Tapes & Sealants
- Aerospace & Aircraft
- Animal & Veterinary
- Apparel
- Arts & Crafts
- Baby Care Products
- Banking
- Cellular Phones Products
- Computer Supplies
- Cosmetic Manufacturing
- Electrical & Electronic Components
- Flags
- Furniture & Accessories
- Jewelry
- Manufacturing Equipment
- Marine Products
- Messaging Boards
- Military Equipment
- Musical Instruments
- Oil & Gas Exploration Equipment & Accessories
- Painting Supplies
- Pet Accessories
- Photography
- Promotional
- Textiles
- Traffic Control
- Vending Machines

For more information, please contact us at [AudienceSolutions@bombora.com](mailto:AudienceSolutions@bombora.com).