

# Visitor Insights and iABM deliver strategic measurement for increased ROI

As the B2B buying journey evolves to include even more first and third-party interactions, your measurement strategy must adapt. Connecting impressions served to target accounts with identified website visitors allows marketers to get the most comprehensive measurement to help guide strategy and improve results.

Now you can leverage Visitor Insights' website intel and intelligent account-based marketing (iABM's) precise targeting to create a unified, data-driven approach to measuring website engagement and campaign performance. This powerful combination offers marketers:

- Ability to identify and engage with high-value accounts
- Real-time insights across the buyer's journey
- Insights to personalize outreach to engaged target accounts
- Optimized campaign performance for maximum impact

## How can Visitor Insights and iABM take your targeting to the next level?

Visitor Insights delivers a comprehensive view of visitor engagement, offering insights into firmographic data, behavior patterns, and interests. By leveraging industry-leading identity resolution and high-quality Intent data, marketers gain enriched first-party data as well as first-party intent. This allows teams to understand not just who is visiting, but why.

Available exclusively through The Trade Desk, iABM is a programmatic solution powered by Bombora's industry-leading B2B identity and audiences, paired with a custom account-level frequency optimization algorithm built by Chalice AI.

Integrating Bombora's Visitor Insights with iABM reporting unlocks a new layer of campaign performance measurement.

**"iABM has allowed us to both verify which accounts we were connecting with and have complete frequency control at account level, significantly furthering our ABM strategy in the decisioned media space."**

**- Mike Fein, VP Global Marketing Strategy, The Trade Desk**

## Increase your campaign effectiveness with Visitor Insights and iABM

- **Powerful personalization:** Combine firmographic and Intent data to create hyper-personalized messaging, which increases engagement and drives more qualified leads through the funnel
- **Increased ROI:** Narrow your focus to high-potential accounts, reducing wasted marketing spend and increasing conversion rates
- **Strategic account penetration:** Target and engage key accounts based on the combined insights to increase the breadth and depth of account reach
- **Precision targeting:** Accurately identify and prioritize high-value prospects by leveraging real-time company-level and behavioral data to create impactful campaigns
- **Performance optimization:** Leverage real-time reporting to adjust campaigns dynamically, improving results and ROI

Visitor Insights and iABM work together to deliver a comprehensive campaign measurement solution, strategically targeting high-potential buyers at optimal times. This approach transforms first-party data into actionable intelligence, driving measurable business outcomes and maximizing ROI.

### Get started

For more information on using Visitor Insights and iABM to take your measurement to the next level, [contact Bombora](#).