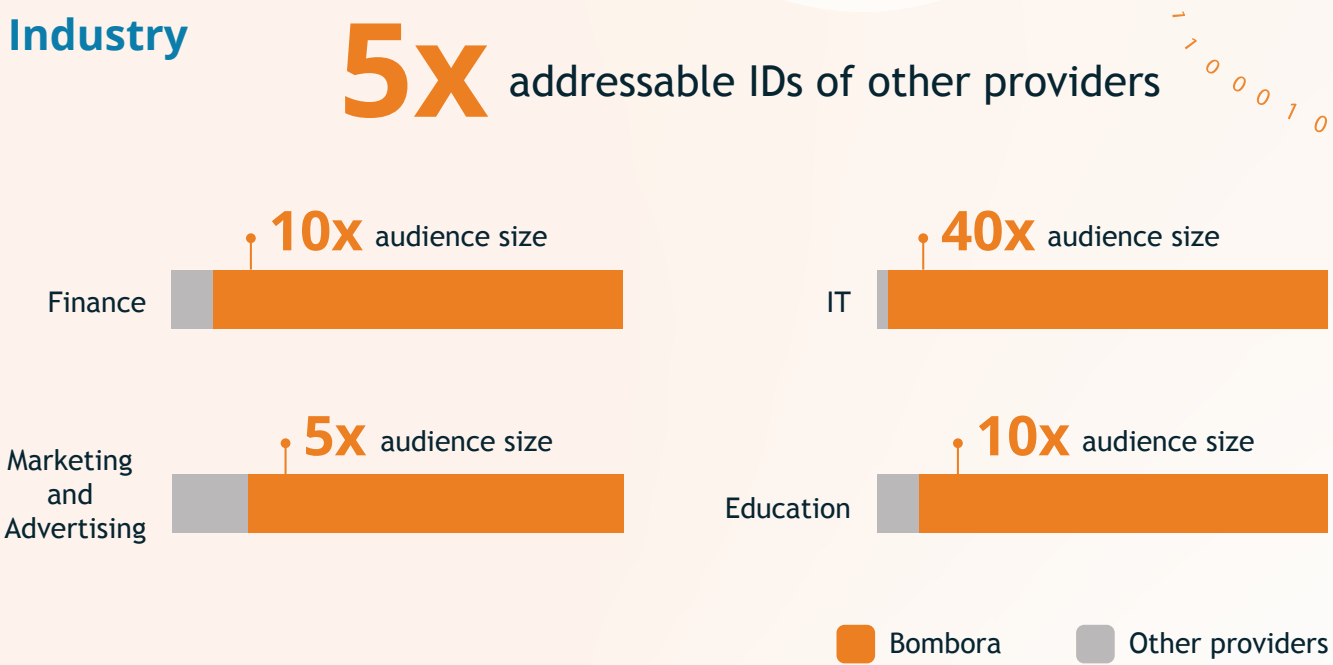


# Bombora's B2B audiences are 5X larger than other providers.

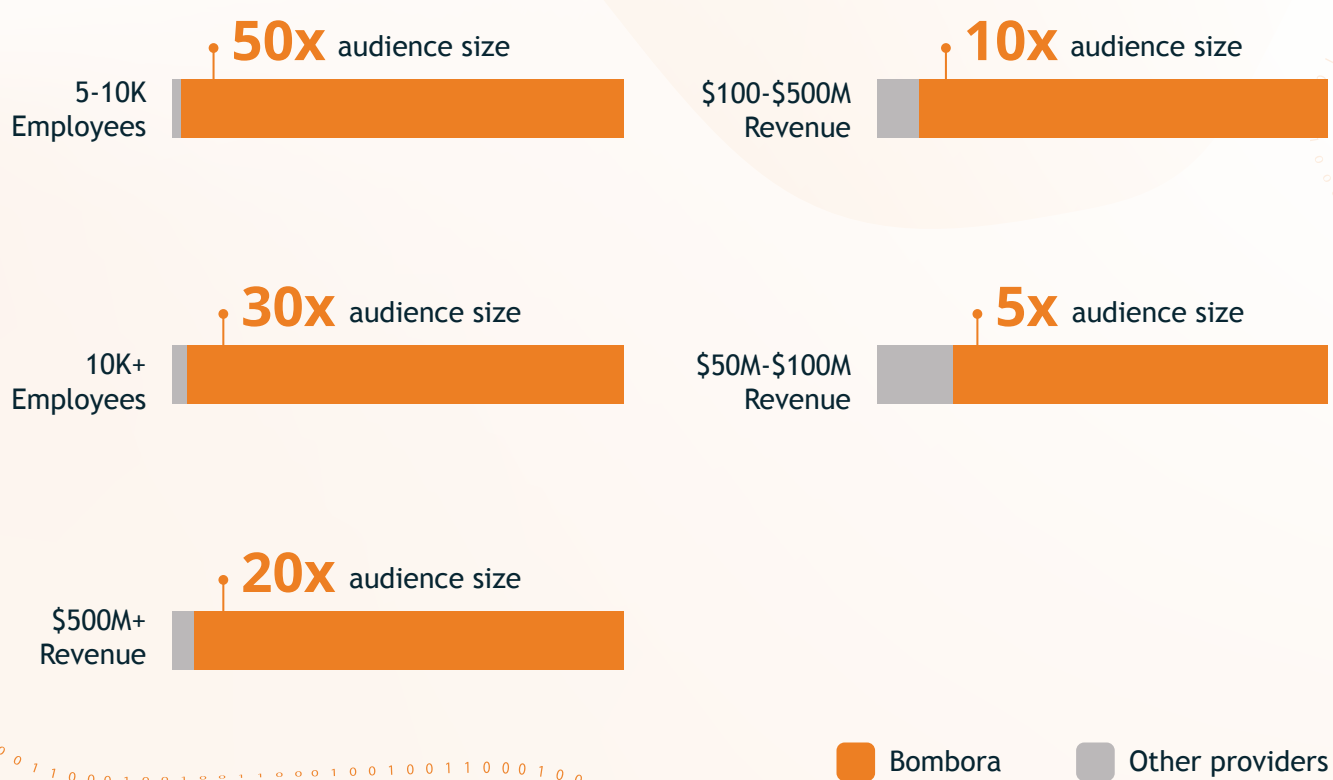
## Get the precision and the scale you need.

Bombora's B2B digital audiences are 5x larger than other B2B data providers across key segments. Our extensive reach, powered by 600+ off-the-shelf audiences and 6,350 B2B data attributes, and deployability across all major ad tech platforms gives you the ability to achieve precision without sacrificing scale.

### How we compare to other B2B audience providers\*



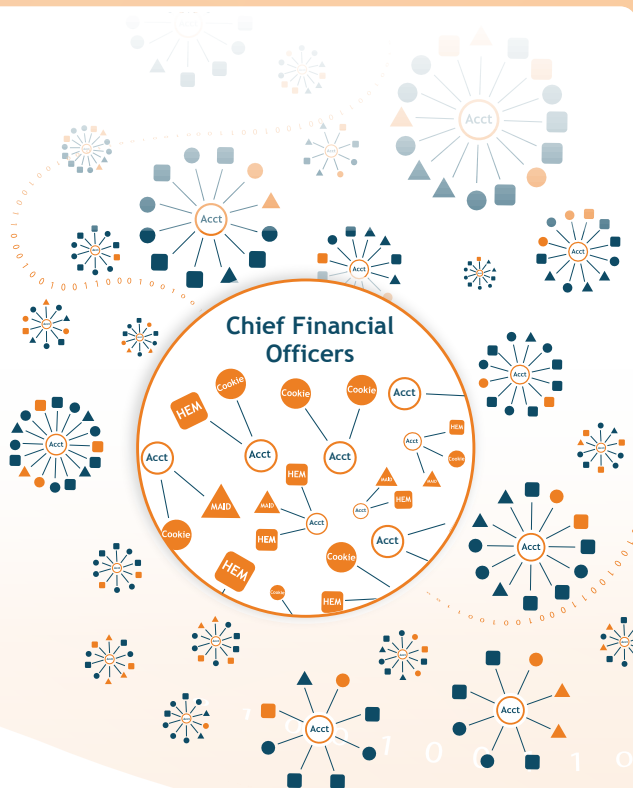
**Company size** **30x** more scale across firmographic audiences



**C-suite executive reach** **10x** more addressable IDs

### Expanded global reach. Unmatched B2B precision.

As the leading global provider of B2B digital audiences, Bombora gives you access to more than 3 billion targetable identifiers worldwide—including cookies, IPs, MAIDs, and hashed emails (HEMs). Our proprietary data graph maps accounts and persona-level attributes to this vast network, empowering you to reach your target audiences wherever they are, worldwide.



Not just big data. Data that lets you do big things.

[Connect with an audience expert](#) to get a custom audience estimate and see how additional scale can transform your next campaign.

\*Audience sizes represent a 30-day global average as of 7/30/2025 for comparable audience segments in Google Display and Video 360.