

Bombora & Bidtellect Partner on Global Cookieless B2B Solution

Bombora's Contextual Targeting Solution Now Available in Bidtellect's Context-Driven DSP

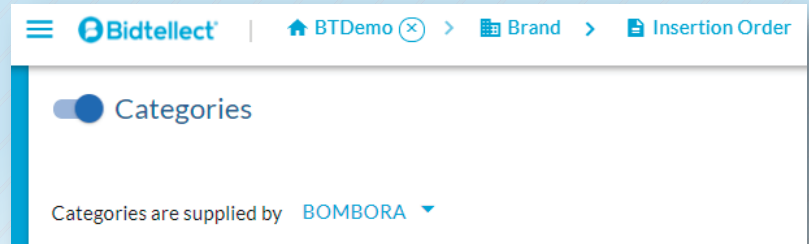
Bidtellect's granular ad placement-level targeting combined with Bombora's robust topic taxonomy delivers first-of-its-kind precision, scale, and performance tailored for B2B brands – all in a cookieless environment.

Topic Taxonomy Built for B2B Advertisers

Bombora's Company Surge[®] Intent data uniquely measures and scores intent signals across a proprietary data cooperative of 4,000+ B2B content sources. This data identifies buyer intent through account-level increases in content consumption around an extensive 8,000+ topic taxonomy covering a variety of business themes, industries, and categories.

Contextual targeting is only as good as the understanding of a "topic" being read on the page or content. Trusted by thousands of clients around the globe, Bombora's industry-leading B2B topic taxonomy is sourced from data science that powers its Data Co-op, measuring 20 billion average monthly content consumption events across the B2B internet from privacy-compliant data contributed by 4,000+ content sources.

Bombora's 62 Topic Clusters Now Fully Available to Target Globally in Bidtellect's DSP



B2B Contextual Categories

- | | |
|--|--|
| Accounting | Hardware |
| Business Finance | Healthcare Benefits |
| Business Internet | Healthcare It |
| Cloud | Indicator Of Growing Business |
| Data Management | Internet Of Things (Iot) |
| Digital Transformation | Asset Management |
| HR Software & Onboarding | IT Management |
| Human Resource Technology | IT Security |
| Internet Of Things (Iot) | Marketing & Marketing Technology |
| Payroll Solutions | Medicine & Pharmaceuticals |
| Retirement Benefits | Meeting Planning |
| Servers & Networking | Merchant Services |
| Storage Infrastructure | Mobile Devices |
| Supply Chain Management | Mobile Integration |
| Virtualization | Networking & Telecommunications |
| Advanced Dedicated Internet | Performance & Talent |
| Business & Commercial Insurance | Personal Finance |
| Business Intelligence | Product Development & Quality Assurance (QA) |
| Business Travel | PTO/Time & Attendance |
| Compliance | Real Estate |
| Corporate Finance / Mergers & Acquisitions | Retail |
| Cryptocurrency | Shipping & Delivery |
| Customer Relationship Management (CRM) | SMB Telcom Solutions |
| Data Centers | Social Media & E-Mail |
| Ecommerce | Software Development |
| Emerging Technology | Trading & Investing |
| Energy & Environment | Voice |
| Enterprise Resource Planning | Web Analytics & Performance |
| Fiber | Wireless Technology |
| Financing, Credit, And Loans | Workplace Benefits |
| Fleet Management | |
| Flexible Office Space | |
| Government & Economy | |