Bombora & Bidtellect Partner on Global Cookieless B2B Solution

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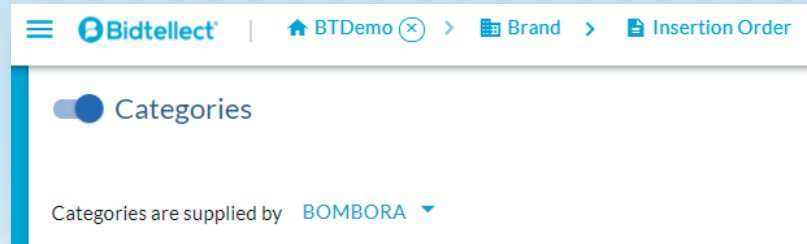
Bidtellect's granular ad placement-level targeting combined with Bombora's robust topic taxonomy delivers first-of-its-kind precision, scale, and performance tailored for B2B brands – all in a cookieless environment.

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