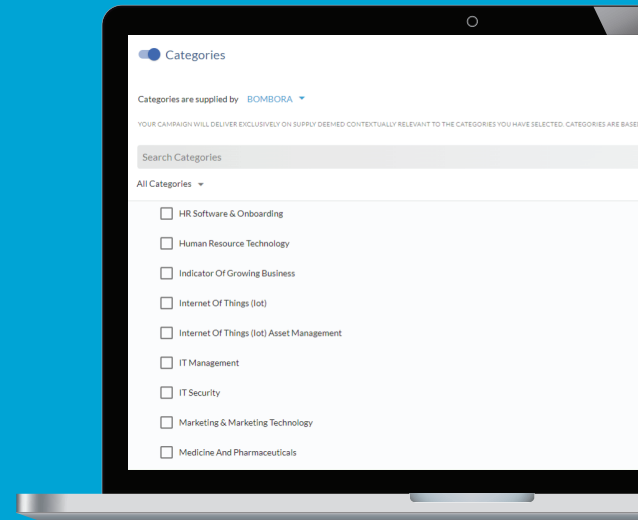


BIDTELLECT'S B2B CONTEXTUAL TARGETING POWERED BY **bombora**

Bidtellect & Bombora's First To Market:
Cookieless B2B Targeting Solution




Bidtellect merged its granular ad placement-level targeting with Bombora's robust B2B Bombora's Company Surge[®] Intent data to deliver first-of-its-kind precision, scale, and performance tailored for brands – all in a cookieless environment.

This First to Market Solution enables B2B contextual targeting against 60+ topic categories including digital transformation, supply chain management, business intelligence, cryptocurrency, and marketing technology.

Trusted by thousands of clients around the globe, Bombora's industry-leading B2B topic taxonomy of 12,000+ topics covers a variety of business themes, industries, and categories.

Bidtellect is a context-driven platform with a multi-layer solution that utilizes non cookie-based bidding methodologies across 30+ SSPs to deliver results against varying advertiser KPI's.

Why Run This Solution?

-  First Cookieless B2B Targeting
-  Larger Scale Combined with Cost Efficiencies
-  60+ Topic Taxonomy Built for B2B Advertisers
-  Global Availability
-  Combines The Expertise Of 2 Industry Leading Partners

“ The ad-tech industry has been undergoing seismic shifts in order to prepare for the cookieless future. Bombora's contextual partnership with Bidtellect is one of many future-proofing initiatives we are developing to address the cookieless world and continue to serve our clients effectively. ”

Tony Mowad VP, Bombora