

Bombora: Intent Signals, Data & Audience Building

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What is B2B intent data?

B2B intent data indicates that companies may be researching relevant topics. It helps prioritise accounts and inform advertising and sales activity but does not guarantee leads.

Who provides the B2B intent data?

Diginius Ads provides access to Bombora's B2B audience data — from intent signals to firmographics — to help agencies reach relevant accounts and decision-makers. Bombora's Data Co-op connects leading publishers, brand websites and premium data providers to provide broad visibility across accounts and intent sources.

How does Bombora detect intent signals?

Bombora compares aggregate account research with baseline activity across about 20,000 B2B topics. It assesses research volume, frequency, scroll time and page views to identify meaningful increases in interest and accounts that may be entering an active buying phase.

How large is Bombora's audience?

Bombora's B2B Data Co-op includes more than 5,000 content sources, including business media sites such as Forbes and Bloomberg, vertical publications, webinars, white papers, analyst reviews and brand sites. It monitors between 4 million and 5 million unique company domains.

What is the scope of Bombora's tracking?

Bombora gathers data through a proprietary JavaScript tag across more than 5,500 B2B media, publisher and brand websites. It monitors 16 billion to 22 billion content-consumption events each month. About 86% of the ecosystem's data is shared exclusively with Bombora.

How reliable are intent signals?

Treat intent as a signal to inform prioritisation, not proof that an account will buy. Its value increases when combined with account fit, customer relationship management (CRM) information, engagement and other signals.

How does Bombora build an intent audience list?

Bombora's Digital Audience Builder (DAB) combines signals from more than 25,300 B2B topic clusters. It scores company domains against their historical research baseline on a scale of 0 to 100; only actively surging companies scoring 60 or above are included. Refine the list by company size, location, revenue, professional role and seniority. Bombora then matches qualifying companies to privacy-compliant, cookieless identifiers, including corporate IP addresses, mobile advertising IDs and hashed business emails.

Because signal detection and calculation take time, Diginius Ads typically takes 24 to 48 hours to

build the audience.
