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JUST**MEDIA** 



"A **VIEW** FROM THE TOP"

How purchase intent data can drive real results for marketers

FEATURING MIKE BURTON, CO-FOUNDER

bombora[™]
the B2B data standard

INSIGHT INTO B2B MARKETING TRENDS, KEY INSIGHTS FOR MARKETERS AND PREDICTIONS FOR 2015

Briefly describe what Bombora is and how it fits into the Digital Marketing eco system?

Bombora acts as B2B's centralized source of Intent Data. We monitor 5 Billion + content consumption events across a cooperative of B2B media companies, and then we organize the resulting Intent Data for all B2B Sales and Marketing tactics. It's very analogous to the way the banks have set themselves up to share credit data. FICO was born to organize and normalize credit history across all financial institutions so that each bank could have a holistic view of their customers and prospects. We do the same thing in B2B. We see a user and a company's research behavior across all information sources, we organize it, and then we activate it across all sales and marketing tactics.

Intent...talk to us about how you establish intent from the data you analyze and what other attributes you can also include within the data segmentations??

It starts by assigning topics to every behavioral interaction that we see across the coop. We associate each behavioral event to a cookie, and in as many cases as possible to a company. We do this billions of times every month and start to get a clear picture of what users and companies, and even specific locations of companies are most interested in right now. Making the data useful on a cookie level is relatively simple. We expose attributes around leading topic of interest, job function (derived from intent behavior), company size, industry, etc. Assigning intent to company + location is much more complex, because it involves establishing a baseline of consumption for every topic for every single company we can track. We need to know how much Company ABC normally consumes a topic in order to understand if they enter a research surge on that topic.

Now we all know that data is only as powerful as the manner in which it is collected, its accuracy and its relevance, especially in B2B. How good is your data and how can you prove it is actually adding value?

This is my favorite part about the data business. Everything we do is measured on lift in engagement, and the B2B stack is mature enough to prove if what we provide works very quickly. We talk a lot about our cooperative and scale, our method for identifying surging companies and assigning intent to cookies, but every conversation ends with "ok, let's run a test." And yes, it works. It's impossible to characterize performance across 5-6 use cases, but it always works. Our bigger challenge is finding the right partners and integration strategies to drive elegant, automated use of the data, but we're making strides there as well.

What type of companies are currently using your data and how are they typically using it?

B2B Sales and Marketing organizations. The core use cases are programmatic ad targeting, site personalization, email marketing, and inside sales. Ancillary use cases include content creation and lead gen planning. We're a young business, and we've taken an admittedly shotgun approach to making our data useful. Now we're focusing on building the template for ubiquitous, and most importantly automated use of at-scale intent data throughout the funnel.

As you know we are executing a deeper integration with Bombora data into our existing technology stack what advantages do you see this bringing for Just Media clients?

We are extremely excited by the unique partnership we have with Just Media . We see huge potential here and having a partner that tests and optimizes, sharing data and real life campaign performance, absolutely helps us refine the product and deliver better results for your clients.

So one of the things we've built to help activate our data is a custom segment builder that allows us to transfer a list of domains into targetable cookie pools. The first benefit is the ability to apply the efficiencies of Just Media's programmatic targeting practice with Account Based or intent based ad targeting. However, that's really just the first step. We can also use the company level intent data to create refined lists or net new lists of accounts for ABM + Intent, or what we call ABM 2.0 for Just Media's clients. That same company level data can be used to plan lead gen programs, fuel inside sales campaigns, etc. These are just some examples and I fully expect the relationship to create even more unique solutions that will ultimately help Just's clients.

Long term what is your goal for the company and how it develops within the digital media landscape over the next 12-18 months?

On the data collection side we're looking to expand our coverage across APAC and LATAM. We're also about to start collecting really powerful data points on scroll velocity and dwell time across 5Billion+ article interactions, which will accelerate the data considerably. From a higher level though, our role will be to help fulfill the promise of all of the systems that are in place across the B2B Sales and Marketing Stack. Marketing Automation, Site Side Engines, Predictive engines, B2B's migration to programmatic, they can all be propelled forward with at-scale intent data.

There are a growing list of companies using intent signals as part of a predictive analytics solution. How does Bombora play in this space?

A lot of them license our data for use inside of their models, which helps queue up bottom funnel opportunities in a sales enablement context. However, indirectly intent data has an even bigger impact on predictive by diving relevance and engagement throughout the funnel. Intent data creates first party behavior through all channels, and the predictive firms analyze that behavior and score it for sales.

What is the vision for how Bombora data can be leveraged in the Marketing Automation process?

This has been our white whale. The first generation of our email product ingested the emails from an MA system and returned intent data on the emails we matched. The good news is that it inspired 100-400% lift in email campaigns. The bad news is we only matched 3-10% of the emails. It didn't scale. Our problem was that Marketing Automation is built to target contacts, and the monitoring of the B2B web takes place on a company level. So, we built a new methodology we call Frog DNA (a Jurassic Park reference). Frog DNA takes all of our company + location intent data and models it down to the specific contacts in an MA system. Now we can apply fresh intent data (updated monthly) on 100% of contacts. It also provides an aggregate view of what topics are surging in popularity across an MA system. Our vision is to take MA from 85% dormant down to 50 or 60% based on a marketer's ability to use this for nurture, batch and blast, lead retargeting, and even known user site personalization.

Finally if you have advice for a B2B CMO for 2015 what would it be?

Enjoy. It seems like the last several years were spent installing systems. Important, but boring, and I would imagine frustrating. Then comes the realization that these systems were empty boxes, and unfortunately *not* magic. However, the data cavalry has arrived. At-scale intent, full view Install data, Predictive Lead Scoring, B2B's steady migration to programmatic, it feels like the pieces are in place to stop laying foundation, and start high fiving. Something we say at most of our management meetings, "remember, this is the fun part."

ABOUT MIKE BURTON



Mike has been working with AdTech start ups since 2002. Currently he is responsible for driving adoption of Bombora's offerings across email marketing, analytics, programmatic display, predictive analytics and lead scoring, and countless other applications.

Mike took on an integral role in building B2B's first Intent Data Cooperative, helping Bombora to consolidate over 500MM monthly B2B behavioral interactions. This consolidation of data fuels massive efficiencies across B2B Marketing and Publishing. Prior to Bombora, Burton worked with Madison Logic as head of Platform Sales. He was also Madison Logic's first VP of Sales, helping the company in its earliest stages to grow revenue and gain a foothold in B2B's competitive lead generation space. Mike also worked at Collective, and was one of the first employees at IndustryBrains, an innovative direct marketing firm that helped shape B2B's early online migration.

ABOUT **bombora**[™]

the B2B data standard

Derived from the aboriginal word for large waves, Bombora signifies the sea of data that our cooperative creates and the waves of demographic and intent data that we aggregate, organize and activate for sales teams and marketers. We are the first aggregated source of behavioral Intent Data for B2B, creating a "first of its kind" data cooperative of premium B2B Media Companies.

The company's Content Consumption Monitoring technology fuels this Intent Data Cooperative, which empowers marketers to more efficiently monetize their businesses, delivering data for use cases throughout the sales and marketing funnel. With solutions driven by demographic & intent data, marketers can communicate to customers with relevant messages at every stage of their journey to drive breakthrough engagements. www.bombora.com

ABOUT **JUSTMEDIA**)))

Just Media was founded in 1995 in London, England before opening its doors in San Francisco in 1996. Today, we've moved into bigger spaces, opened new locations and added more staff, all in service of your business. Our heritage and core is technology marketing, but we don't live in this box. Our success stems from expanding into diverse markets and handling campaigns domestically and internationally for leading brands. Our planning is more creative because it's grounded in hard-won experience across these markets. And our approach is more global because we bring in media experts from the countries you're running in so we can negotiate well, deliver quickly and have the benefit of being truly local. This means that no matter which audience you need to reach, we can help you do it and do it successfully. www.iustmedia.com

MEDIA IS THE MEANS. CONNECTING PEOPLE IS THE RESULT.