COMPANY SURGE® ANALYTICS VS. BIDSTREAM DATA

ASSESSING INTENT DATA PROVIDERS

✔ The Bombora Data Co-op is a proprietary, exclusive collective of premium business publishers, analysts, vendors and content syndication providers that contribute website content consumption data. In return, they can access a massive pooled data set that details business firmographics and purchase intent across the B2B web at massive scale.

✔ Company Surge® Intent data monitors content consumption on a business level to detect when businesses are in market for a particular product or service.

✔ Bidstream data is collected only from websites that auction off advertising, and is compiled from only the ad impressions that are available for auction.

Company Surge® Analytics	Bidstream data
Data cooperative	
Highly curated collection of 4,000+ B2B websites where buying research actually happens and you benefit from a more complete coverage of buying signals.	Data passed from ad exchanges to targeting platforms and collected exclusively from ad impressions that are available for auction.
Exclusivity	
Members must opt-in and then implement an exclusive tag that collects 100% of the content and information on participating websites, including those that do not have ads. Over 70% of sites are exclusive to Bombora.	Collected from any website with advertising space available through ad exchanges that programmatic buyers can bid on, and only from ad impressions that are available for auction.
Data characteristics	
Timestamp, IP, URL, *anonymized* user, content consumption, contextual data and engagement metrics such as topics consumed, scroll velocity and dwell time.	Timestamp, IP, URL, and location. Often used by programmatic buyers to determine if an ad opportunity fits targeting needs.
Quality	
Company Surge® patented data science methodology identifies increased of decreased content consumption compared to historical baselines. Research frequency, depth of engagement and content relevancy all contribute to measuring a business' interest in topic(s). According to Forrester, "The company's (Bombora) consumption model has become the de facto standard in B2B marketing for third-party intent…"	Intent is surfaced when businesses interact with keywords that are scraped from content on webpages, without any notion of context or cadence of the interactions with a keyword. Historical norms are not gathered over time, so no baseline consumption is created. When bidstream is used to determine a person or business' interest in products or services, it comes with shortcomings. While scale is large due to the billions of daily advertising bid requests, only a fraction of the events contain a robust data set.
Compatibility	
Easy to implement no matter what your tech stack looks like or what use cases you want to deploy. Activate data across multiple use cases through direct integrations and partners.	Most providers restrict data usage to one platform that allows for a single use case.
Content categorization	
A natural language processing (NLP) engine reads, deciphers and understands content across a taxonomy of 6,900+ topics that grows monthly.	May also have a taxonomy of topics. Once keywords are scraped, it does not require any context or historical engagement of that same word or phrase to be logged within bidstream. This leads to unlimited granularity or quantity of keywords, but also causes false positives.
Privacy & Compliance	
Bombora obtains consent and provides web users the opportunity to opt-out of the sale of their personal data. Bombora processes data subject access requests, opt outs, requests to be forgotten and all other data privacy requests through the OneTrust privacy management platform, which is available through the privacy page on our website.	In 2019 the UK Information Commissioner's Office issued guidance that the collection and use of bidstream data is not compliant with GDPR (The Attorney General of California has not yet published guidance). However, the indirect relationship between the user and the data aggregator presents concerns regarding the ability to obtain consent or present an opt-out.

HOW IS YOUR INTENT PROVIDER COLLECTING DATA?

1 There are 6,900+ topics in the Bombora taxonomy, which is updated monthly
2 *The Forrester Wave, B2B Marketing Data Q3 2018*

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