

Bombora Case Study

How Bombora Generated a 160% Lift in Behavioral Interactions Across its Intent Network Using KickFire™ Domain2IP API



KickFire has been the catalyst for the increase in our identification of more than two billion monthly B2B behavioral interactions that we monitor in our Firehose Feed. Prior to implementing KickFire, we were only able to connect 20% of the interactions to a company.

In the past few months, we've reached 52% – an overall increase of 160%. We even have customers calling to ask why the size of our Firehose has more than doubled. It's because of KickFire."

Rob Armstrong, Co-Founder and SVP of Product and Technology at Bombora

Customer Profile

Bombora, the largest aggregator of intent driven B2B data, tracks the intent and research patterns of businesses across the globe and monitors over 5 billion online research transactions per month.

bombora.com



CHALLENGE

Bombora was looking to increase the number of companies they were able to identify and improve the quality of its demographic and intent data. Prior to implementing KickFire, Bombora was only able to connect 20% of its behavioral data to a company.

SOLUTION

Bombora is now able to accurately map more than two billion monthly B2B behavioral interactions. Since implementing KickFire as its source for domain to IP resolution, Bombora has seen an increase of 160% in its ability to identify companies by specific events at massive scale across its Firehose Feed and account-based marketing products. These events include B2B behavioral interactions that signal buying intent, including users reading articles, downloading white papers, and searching on specific products and services. Bombora customers also noticed the increase in company data matches and contacted Bombora to inquire about why the size of their Firehose had doubled.

KickFire was able to assist Bombora in providing its customers better demographic and intent data to communicate relevant messages and more efficiently monetize their businesses. KickFire's ability to translate domain names to IP address ranges plays a critical role in the success of Intent, Predictive and Account-Based Marketing.

Bombora also found that KickFire was able to integrate with its stringent usage requirements without issue.

