Bombora's Intent topics vs. keywords

Overview

To understand when businesses are in market for a product or service, Bombora monitors billions of business user content consumption events. The 12,000+ topics in our taxonomy represent business concepts, and are captured from the content that is consumed in our Data Co-op. Topics are predicted from deep-learning and natural language processing models that understand human concepts presented in text. Keywords, on the contrary, are collected by scraping content for terms and phrases that are explicitly stated throughout web content.

How they're gathered

Topics

Bombora's proprietary deep-learning and natural language processing model that learns from content extracted from the Internet. Our exclusive tag is placed on websites to digest the content and monitor engagement metrics such as scroll velocity, dwell time, and scroll depth.

The process of adding a topic to our taxonomy is as follows:

Step 1

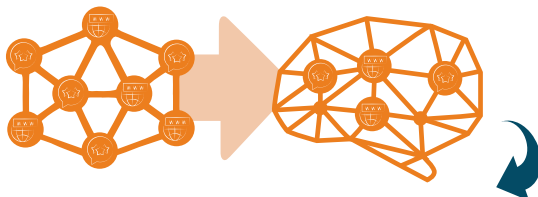80-100 URLs that contain information related to that topic are manually gathered across the Internet

Step 2

Then, these URLs and other associated topics are compiled and serve as training data

Step 3

The compiled document is digested by our engine, and it gains a deep understanding of this topic and context

Step 4

Our models learn from over 300,000 topic labeled documents, and new concepts are defined within our topic taxonomy of over 12,000+ topics

300K Topic Taxonomy

Example of how it works:

Imagine you read an article that contains content about Instagram, Facebook, and Snapchat but never mentions the phrase 'social media.' Bombora's topic learning engine will recognize that this content is relevant to social media, even without containing that phrase.

Keywords that will come up for that article would contain simply scraped terms that appear in that article.

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Keywords

Many Intent data providers use website content where ads are served (bidstream) to detect what keywords are contained in text. In order to derive a keyword, content is scanned and then scraped for terms and phrases that are frequently present.

It is important to note that keywords do not represent concepts, and they are only scraped from web pages that serve ads, missing out on vital consumption of research and analyst sites, vendor site activity, and additional content such as whitepapers.

The bottom line

When business users are actively consuming content online, Bombora's proprietary technology recognizes the topic(s) associated to each page consumed

To detect intent, businesses and topic(s) of consumed content are linked

Engagement metrics are also monitored to detect interest level of business users to content

Increased consumption of a specific topic is positively correlated with buying intent

Questions to ask Intent data providers

1. *Do you utilize keywords or topic concepts to detect intent?*

2. *What types of web content is monitored to derive intent - is it only on sites with paid advertising?*

3. *Can you track user engagement when visiting web pages?*

For further information, please contact sales@bombora.com.

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