

Intentsify vs Bombora



While Bombora is an established intent data vendor that pioneered the category, its hasn't kept up with Intentsify's pace of innovation. That's why The Forrester Wave™: Intent Data Providers For B2B, Q1 2025 ranked Intentsify #1 for "Strength of Offering."

When it comes to accuracy, volume of captured buying signals, and precision of insights—at account, persona, and buying group level—Intentsify's capabilities far surpass those of Bombora:

- **A Multi-Sourced Approach:** Intentsify's diversified intent intelligence captures 1.1T monthly intent signals, far surpassing Bombora's single-sourced solution's 16.1B signals.
- **Solution-Level Intent Intelligence:** While Bombora's evenly weighted topics result in generic intent data, Intentsify offers the only AI-driven intent modeling customizable to your specific solutions.
- **Persona-Based Analytics:** Intentsify pioneered persona-level intent, highlighting which accounts have the strongest buying-group interest and showing you what each persona cares about most.
- **Superior Customer Satisfaction:** Intentsify was 1 of 3 Forrester-evaluated providers recognized for superior customer feedback (of 15 total intent providers)—Bombora was not.
- **Immediate Activation:** Intentsify solves a top challenge among intent data users—our quick and easy activation via numerous media programs, ensuring you get immediate ROI.

Side-by-Side Findings from The Forrester Wave™: Intent Data Providers For B2B, Q1 2025

	INTENSIFY	BOMBORA
Persona-based analysis	5	3
Accuracy and noise filtering	5	3
Insight generation & recommended action	5	3
Volume of signals	5	3
Vision	5	3
Innovation	5	3
Roadmap	5	3
Future-proofing data collection	5	5
Buying cycle analysis	5	5
Geographic coverage	5	5
Identity resolution	5	5

5 = Superior relative to others; 3 = On par relative to others

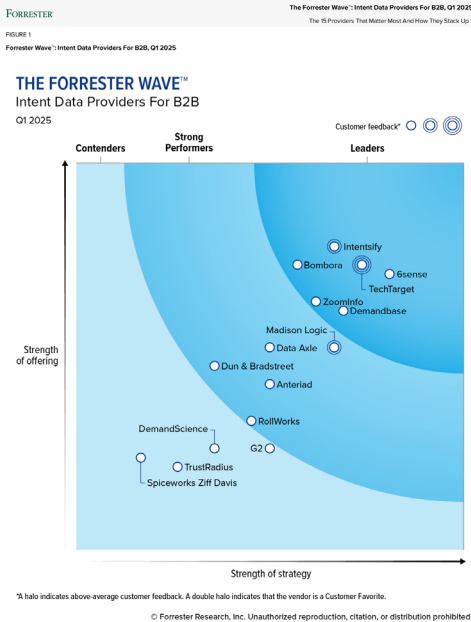
	INTENTSIFY	BOMBORA
Intent Data		
AI-driven intent modelling (uses NLP to analyze customers' marketing materials and web properties to calibrate intent models to customers' unique offerings and messaging)	Yes	No
1st-party data sources	1 Source	1 Source
3rd-party data sources (native/no external subscriptions needed)	5 Sources	1 Source
Ad exchange / bidstream data (type of 3rd-party data)	Yes	No
Co-op data (type of 3rd-party data)	Yes	Yes
Publisher data (type of 3rd-party data)	Yes	No
Social data (type of 3rd-party data)	Multiple	No
Monitored B2B content websites	460k+	5k+
Monitored topics	90k+	15k+
Monitored keywords	Unlimited	NA
Avg. monthly intent signals	1.1T	16.1B
Avg. monthly in-market accounts	4.2M	2.8M
Account-stage identification in UI	Yes	No
Topic-stage identification in UI	Yes	No
Intent-activation capabilities (i.e., built-in audience-engagement solutions)	Yes	No
Digital Audience Data		
Devices (MAIDs)	5B+	876M+
Hashed emails (HEMs)	4B+	Unknown
IP addresses	1.6B	Unknown
B2B segments	Unlimited / Customizable	Limited / Static Audiences
Contact Data		
Contact records	382M	NA
Business emails	110M	
LinkedIn URLs	102M	
Direct numbers	46M	
Mobile numbers	22M	

	INTENTSIFY	BOMBORA
Firmographic Data		
Industries	3K+	Unknown
IP addresses	203M+	Unknown
Company domains	20M+	Unknown
AI-driven look-alike account identification (uses AI to find accounts whose offering and messaging closely resembles those of sample account list)	Yes	No
Technographic Data		
Tracked technologies	12K+	No

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The introduction of the Intentsify Orbit identity graph in 2024 ranks among the most significant innovations in the space over the past two years, driving persona-based analysis and improved buying group prediction.

THE FORRESTER WAVE™: INTENT DATA PROVIDERS FOR B2B, Q1 2025



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