ToolGPA

NOVEMBER 2026

Bombora

The Insider's Guide

B2B intent, audience and identity data from a publisher co-op



Every plan, grade, refund rule and rival among lead and email finders, read from Bombora's own pages.

Made by Bombora, Inc. · checked Nov 13, 2026 · toolgpa.com

1.6
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Bombora's own pages, its app-store listings and our grades. Every fact in it is on Bombora's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 2 of the 72 other lead and email finders we grade

Bombora sells B2B data rather than a platform: company-level intent signals, website visitor identification, digital audiences and campaign measurement. The data is delivered into CRM, marketing automation and ad-tech tools, and an Insights suite visualizes intent trends and account engagement. Pricing is not published.

To get you started, here are **7 things to know about Bombora**, taken from its own pages and our grades.

> "
>
> **The data has to be wired into your other tools.**
>
> From our grade for ease of use

1 **Best for company-level buying-intent data**

No price is published, and you need another tool to act on it.

2 **It runs on Web**

Web.

3 **Company Surge intent data**

Flags companies researching topics across the sites in Bombora's data co-op, so sales and marketing can reach in-market accounts. The site cites over 25,000 intent topics.

4 **Identity and enrichment**

Visitor Insights identifies and enriches anonymous website traffic to extend a team's first-party data.

5 **B2B digital audiences**

Turns an account list into an addressable audience, with ready-made segments for ad platforms such as DV360, The Trade Desk and Amazon DSP.

6 **A 1.6 GPA, above 2 of 72**

That is against the other lead and email finders we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

To replace Bombora you would be making a library of papers and sources to search. That is not a weekend's work, with an AI app builder or without one.

Bombora at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Bombora, Inc.	CATEGORY Lead & Email Finders
OUR GRADE 1.6 GPA, weak	

The report card

Best for company-level buying-intent data

Bombora sells B2B data, not a platform: company intent signals, website visitor identification and audiences, delivered into your CRM or ad tools. No price is published, and you need another tool to act on it.

TOOLGPA REPORT CARD

Bombora

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published; the site says to speak to an expert.
Free plan and trial	F	No free plan and no free trial are listed anywhere on the pages we read.
Features	D	It's a data provider, not a platform. The pages describe company-level signals and audiences, with no individual email lookup, so you need a CRM, marketing tool or ad tool to use it.
Ease of use	C	No store rating on record. The data has to be wired into your other tools.
Platforms and integrations	B	Web, delivered into The Trade Desk, Adobe, Apollo, DV360, Amazon DSP and others.

Grade point average — Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Bombora is for

- ✓ Fits if you want to see which companies are researching your category
- ✓ Makes sense if you already run ad or marketing tools to act on the signals

Who it is not for

- ✗ Not for you if you want individual emails or phone numbers, as it shows company-level signals
- ✗ Skip it if you need a price first, because the site says to speak to an expert
- ✗ Watch out: it's a data company, not a platform, so you need other tools too
- ✗ Skip it if you want a trial, as none is listed

Good to know

Good for

- ✓ Marketing and sales teams prioritizing accounts that show buying interest
- ✓ Agencies and publishers building account-based audiences
- ✓ Teams that want intent data delivered into an existing CRM or ad stack

Worth knowing

- ⓘ No prices are published; the site directs visitors to speak to an expert.
- ⓘ It is a data provider, not a contact database: the pages describe company-level signals and audiences, not individual email lookup.
- ⓘ Its own description is that it is a data company, not a platform, so a CRM, marketing automation or ad tool is needed to act on the data.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Bombora's current pricing could not be confirmed from its own site.

> **No price is published; the site says to speak to an expert.**
>
> From our grade for value for money

We could not confirm Bombora’s current prices from its own site, so this guide lists no plans. bombora.com has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

B2B intent, audience and identity data from a publisher co-op. Here is what it does, as its own site describes it, and what it covers: research, reports, dashboards.

Company Surge intent data

Flags companies researching topics across the sites in Bombora's data co-op, so sales and marketing can reach in-market accounts. The site cites over 25,000 intent topics.

Identity and enrichment

Visitor Insights identifies and enriches anonymous website traffic to extend a team's first-party data.

B2B digital audiences

Turns an account list into an addressable audience, with ready-made segments for ad platforms such as DV360, The Trade Desk and Amazon DSP.

Campaign measurement

Measures account-level and buying-group reach and engagement for digital campaigns, and the site claims match rates above 90%.

Insights suite

Charts intent trends, website traffic, key account engagement and campaign performance.

Where it runs

Web

What it works with

The Trade Desk
Reddit
Adobe
Apollo
DV360
Amazon DSP

Bombora is made by Bombora, Inc.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

2/72

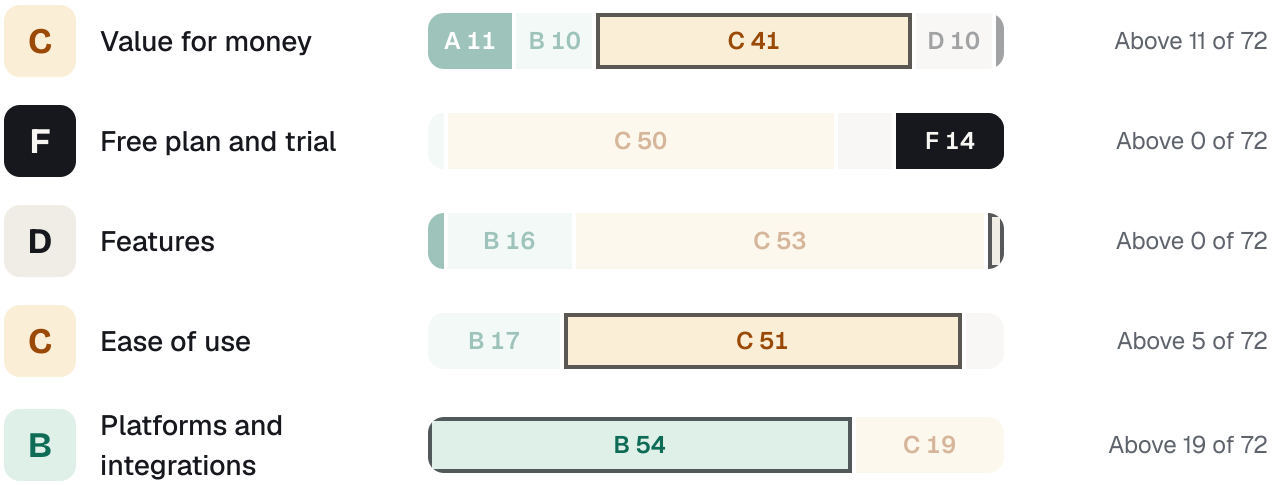
Other lead and email finders it is graded above

Bombora's GPA of 1.6 is higher than 2 of the 72 other lead and email finders we grade, and level with 10.

It stands best on platforms and integrations (B, above 19 of 72) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 73 lead and email finders we grade, cut by the letter each got. Bombora's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Bombora you would be making a library of papers and sources to search. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 60 of the 72 other lead and email finders grade higher.

What you could make

- Reports: an app builder makes this well.

What you could not

- A library of papers and sources to search.
- Connections that pull numbers from dozens of other services.
- It plugs into other products, The Trade Desk, Reddit and Adobe among them.

What this rests on. Bombora's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



6sense, Demandbase, ZoomInfo, Leadfeeder and Cognism

The 5 tools Bombora is most often weighed against, with where each one differs from it.

1.6 GPA

6sense

Paid

Account-based platform with intent data and AI sales agents.

- Only 6sense lists a browser extension.
- Bombora also covers research, reports and dashboards.
- 6sense also covers workflow automation.

Bombora and 6sense compared in full

1.6 GPA

Demandbase

Paid

Account-based go-to-market platform for sales and marketing.

- Bombora also covers research, reports and dashboards.
- Demandbase also covers workflow automation.

Bombora and Demandbase compared in full



2.8
GPA

ZoomInfo

Free plan

B2B contact and company data platform with AI sales tools.

- ZoomInfo has a free plan. Bombora does not.
- Only ZoomInfo lists an iOS app.
- Only ZoomInfo lists a browser extension.

Bombora and ZoomInfo compared in full



2.2
GPA

Leadfeeder

Free plan · from $79/mo

Identifies the companies visiting your website and finds contacts.

- Leadfeeder has a free plan. Bombora does not.
- Only Leadfeeder lists a browser extension.
- Bombora also covers research, reports and dashboards.

Bombora and Leadfeeder compared in full



2.0
GPA

Cognism

Paid

B2B contact data with phone-verified mobiles, focused on Europe.

- Only Cognism lists a browser extension.
- Bombora also covers research, reports and dashboards.

Bombora and Cognism compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

10

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Bombora free?

No. Bombora is a paid product.

What platforms does Bombora work on?

Bombora is available on Web.

Does Bombora have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Bombora is listed for Web.

Does Bombora have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Bombora is listed for Web.

Is Bombora open source?

Bombora is not described as open source on its own site, as read on Nov 13, 2026.

What does Bombora integrate with?

Bombora's listing names The Trade Desk, Reddit, Adobe, Apollo, DV360 and Amazon DSP.

Who makes Bombora?

Bombora is made by Bombora, Inc.

What are the alternatives to Bombora?

The closest alternatives to Bombora in our directory are 6sense, Demandbase, ZoomInfo, Leadfeeder and Cognism.

How does Bombora compare with other lead and email finders?

Bombora's GPA of 1.6 is higher than 2 of the 72 other lead and email finders we grade, and level with 10.

Could I make my own version of Bombora?

To replace Bombora you would be making a library of papers and sources to search.

Where this guide comes from

The prices, plans, platforms and features were read from Bombora's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Bombora's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Bombora, Inc. Prices change, so check bombora.com before you buy.

bombora.com/

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Bombora, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/bombora

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Bombora: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/bombora
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Know someone choosing between lead and email finders?

Send them this guide:
toolgpa.com/tools/bombora/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded lead and email finders after Bombora, each with an Insider's Guide of its own.

Lead & Email Finders Insider's Guide

Every one of the 73 lead and email finders we grade, compared

Clay Insider's Guide

Data enrichment tables that query 150+ data providers in one place

2.8 GPA

FullEnrich Insider's Guide

Email and phone finder that checks 20+ data providers in turn

2.8 GPA

GetProspect Insider's Guide

Email finder and B2B database with a LinkedIn extension

2.8 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Bombora's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Bombora is a trademark of its owner, and this guide is not made, paid for or approved by Bombora, Inc. Prices and plans change: check bombora.com before you buy.