Company Surge® Intent data trends: Advertising

This data is a quarter-over-quarter comparison of the differences in Company Surge®* activity for business domains across Bombora's dataset^ for selected "*Advertising*" Intent topics. The below table compares the current week (5/3/2020) to the same week from the previous quarter (2/2/2020).

Intent topic	Decrease	Research on 2/2/2020	Increase
		Actively researching domains (+/-%)	
Direct-to-Consumer Advertising (DTC advertising)		3,214	8,667 (+170%)
Native Advertising		3,941	6,866 (+74%)
Search Engine Marketing (SEM)		740	1,205 (+63%)
Dynamic Creative		716	864 (+21%)
Mobile Advertising	1,769 (-16%)	2,095	
Recruitment Advertising	5,547 (-25%)	7,420	
Digital Agency	3,980 (-28%)	5,494	
In-App Advertising	2,442 (-35%)	3,733	
Branding	4,028 (-38%)	6,545	
Marketing Campaign	918 (-39%)	1,516	
Advertising Agencies	2,787 (-43%)	4,876	
Email Campaigns	5,874 (-45%)	10,753	
Advertising Campaign	3,430 (-49%)	6,779	
Addressable TV Advertising	666 (-61%)	1,714	
Search Retargeting	492 (-71%)	1,698	

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Company Surge® Intent data trends: Human Resources

This data is a quarter-over-quarter comparison of the differences in Company Surge®* activity for business domains across Bombora's dataset^ for selected "*Human Resources*" Intent topics. The below table compares the current week (5/3/2020) to the same week from the previous quarter (2/2/2020).

Intent topic	Decrease	Research on 2/2/2020	Increase
		Actively researching domains (+/-%)	
Sick Leave		2,805	18,158 (+547%)
Teleconferencing		3,703	23,314 (+530%)
On-Site Medical Care		4,818	27,691 (+475%)
Scheduling Systems		4,832	27,222 (+463%)
Family and Medical Leave		1,938	9,537 (+392%)
Hours of Work		2,231	9,457 (+324%)
Workplace Safety		6,488	26,884 (+314%)
Remote Administration		2,834	10,829 (+282%)
Layoff		29,315	85,758 (+193%)
Travel Management		3,928	8,758 (+123%)
Employee Stress		11,290	19,857 (+76%)
Online Recruiting		7,400	11,750 (+59%)
Executive Compensation		4,214	6,666 (+58%)
Outplacement	5,254 (-11%)	5,909	
Hiring	10,855 (-22%)	13,878	
Employee Satisfaction	4,181 (-27%)	5,710	

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Company Surge® Intent data trends: Networking

This data is a quarter-over-quarter comparison of the differences in Company Surge®* activity for business domains across Bombora's dataset^ for selected "*Networking*" Intent topics. The below table compares the current week (5/3/2020) to the same week from the previous quarter (2/2/2020).

Intent topic	Actively researching domains (+/-%)		
	Decrease	Research on 2/2/2020	Increase
Remote Networking		452	1,857 (+311%)
Remote Network Management		215	740 (+244%)
Remote Access		1,573	5,203 (+231%)
Remote Monitoring		2,389	6,874 (+188%)
Network Functions Virtualization (NFV)		158	396 (+151%)
Wide Area Networking (WAN)		537	1,078 (+101%)
Desktop Sharing		1,200	1,699 (+42%)
VPN		1,953	2,500 (+28%)
Mobile Broadband		8,131	9,418 (+16%)
Bandwidth		851	900 (+6%)
Software-Defined Networking (SDN)	1,101 (-2%)	1,118	
5G	5,390 (-12%)	6,114	
Fiber Connected Buildings	1,550 (-13%)	1,791	
Software-Defined Wide Area Network (SD-WAN)	241 (-33%)	360	
Gigabit Internet	956 (-85%)	6,288	

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Company Surge® Intent data trends: Security

This data is a quarter-over-quarter comparison of the differences in Company Surge®* activity for business domains across Bombora's dataset^ for selected "*Security*" Intent topics. The below table compares the current week (5/3/2020) to the same week from the previous quarter (2/2/2020).

Intent topic	Decrease	Research on 2/2/2020	Increase
		Actively researching domains (+/-%)	
Malware and Vulnerabilities		378	3,992 (+956%)
Malware Attacks		1,763	6,633 (+276%)
Application Security		1,268	3,348 (+164%)
Firewall		985	2,367 (+140%)
Corporate Security		6,150	11,341 (+84%)
Cyber Threats		7,670	13,569 (+77%)
Endpoint Security		2,077	3,379 (+63%)
Security Intelligence	4,879 (-7%)	5,241	
Cyber Security Framework	2,790 (-12%)	3,186	
Two-Factor Authentication	902 (-16%)	1,076	
Security Information and Event Management (SIEM)	495 (-17%)	593	
Data Encryption	453 (-27%)	621	
Security Policies	1,526 (-46%)	2,810	
Device Security	1,825 (-65%)	5,147	
Mobile Security Management	592 (-95%)	12,311	

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Company Surge® Intent data trends: Telecommunications

This data is a quarter-over-quarter comparison of the differences in Company Surge®* activity for business domains across Bombora's dataset^ for selected "*Telecommunications*" Intent topics. The below table compares the current week (5/3/2020) to the same week from the previous quarter (2/2/2020).

Intent topic	Decrease	Research on 2/2/2020	Increase
FTTH (Fiber to the Home)		3,974	36,256 (+812%)
Video Conferencing Software		2,309	12,784 (+454%)
Unified Communications		168	865 (+415%)
Telephone & Data Systems (TDS)		2,754	11,193 (+306%)
Automatic Call Distribution (ACD)		1,290	4,112 (+219%)
IP Telephony		2,200	5,388 (+145%)
Real-Time Communications (RTC)		2,115	3,478 (+64%)
Multiprotocol Label Switching (MPLS)		749	821 (+10%)
Leased Line	1,257 (-3%)	1,291	
Call Center Management	3,323 (-30%)	4,719	
Telephony / CTI / VOIP	584 (-57%)	1,357	
Telematics	1,218 (-62%)	3,196	

Actively researching domains (+/-%)

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