

Economy and AI Among Top Concerns Across Industries, According to Bombora's Upswell Report

Intent trends report offers a deep dive into how eight industries are adopting technology and dealing with transformation

The Bombora logo, consisting of the word "bombora" in a lowercase, orange, sans-serif font, set against a light gray rectangular background.

NEW YORK, NEW YORK, UNITED STATES, June 1, 2023

/EINPresswire.com/ -- Radical shifts in the global economy and technological advancement have many industries dealing with significant change. As businesses look to navigate the future, they are actively researching business efficiencies, automation, the growth of artificial intelligence, and other tools and strategies that will help them maintain customers and protect revenue, according to a new report from [Bombora](#), the leading provider of B2B Intent data solutions.

The [Bombora Upswell Report](#), unveiled at the 2023 Bombora Intent Event in San Diego, leverages Bombora Company Surge® data and dives into the latest trends and developments across eight industries: manufacturing, healthcare, finance, software, cybersecurity, professional services, telecommunications, and media/advertising. Each business vertical is analyzed in depth, with insight into the topics and issues that these businesses are researching as they formulate their business plans for 2023 and beyond.

Between Bombora's Data Co-op of premium B2B publisher partners and the Bombora tag, its identity resolution system and unique data structuring approach allow customers to access the highest quality data in the market. These insights measure changes in research activity to see how businesses are adapting their thinking to new situations.

"Businesses across all verticals need high-quality data to help seize emerging opportunities, drive innovation, and ensure their continued growth in an increasingly competitive global market," said Mark Connon, President of Bombora. "The Upswell Report is the first time we've assembled cross-industry analysis so that companies can be aware of the latest trends and developments in their industries and their customers' markets. We'll continue to offer businesses of all sizes the data and insights needed to navigate their changing landscapes, through these recurring reports, as well as our industry-leading Intent data and analytics."

For example, the Upswell Report shows the media and advertising industry cooling on the Metaverse. Three key categories—Metaverse Consulting, Corporate Metaverse research, and Metaverse as a Strategy—declined in Q1 2023. However, overall Metaverse research grew by 50% in Q1 2023. So while the Metaverse is still an interesting topic overall, businesses are becoming more cautious about investing in it.

The Upswell report also highlights the technologies that matter most to businesses. Within the telecommunications industry, research on SpaceX increased by 8% in late 2022, with nearly 1,500 telecom businesses researching the organization. Compared to a year ago, research related to Low Earth Orbit (LEO) increased by 26% in Q1 2023, a dramatic increase in a short time span. Telecoms are clearly in need of space-related infrastructure for satellites, and there is a huge opportunity here.

Meanwhile, the telecom industry has clearly picked a favorite cloud provider, as research around Amazon Web Services (AWS) increased by 287% in Q1 2023, compared to a 72% increase for Microsoft Azure.

Additional highlights from the research include:

- Manufacturers are focusing on building resilient supply chains, implementing AI and automation solutions to optimize operations, and investing in marketing and brand building as direct-to-consumer sales grow.

- The healthcare industry is researching emerging technologies, such as AI automation, remote patient monitoring, and the Internet of Healthcare Things (IoHT) to address major challenges and improve healthcare delivery.

- Financial services and banking professionals are focusing on research in areas such as market volatility, pre-bankruptcy planning, and debt management while also investing in long-term wealth preservation strategies.

- Software businesses are leveraging tools like ChatGPT, conversational AI, and chatbots to improve operations and customer engagement while also adopting proactive defense strategies against cyber threats.

- The cybersecurity industry is staying ahead of the curve by investing in advanced security measures, addressing workforce shortages, and preparing for future risks to protect against cyber threats in the digital age.

- Professional services research trends show increased demand for advisory, consulting, and specialized services, while technology investments center around an open architecture, payment processing optimization, and core banking operations.

-Telecommunications businesses are exploring investments in infrastructure and innovative services to meet growing customer expectations and capitalize on new revenue opportunities.

The media and advertising sector is putting considerable resources into social media marketing, data management, and video advertising, while also focusing on improving customer experience and engagement to retain a loyal customer base.

For a detailed view into the trends across all of these industries, [download the full Upswell report here](#).

Methodology

Bombora measures “Intent”—i.e., whether a company is actively researching a particular topic, thus signaling interest and intent to buy—through its proprietary Company Surge® Score. With visibility into what topics marketers are researching over time, Company Surge® data provides deep insight into what is happening in the marketing space, including what is top of mind for marketers, what topics are trending up and down, differences by company size and industry, and much more. The Upswell report evaluated data from January 1, 2022 to March 31, 2023.

About Bombora

Bombora tells businesses which companies are researching their products and services. With this understanding, sales and marketing teams can be more relevant and consistent and improve performance across all activities. This intent-driven approach revolutionizes the way businesses market and sell to other businesses through transparent data built on an ecosystem of quality, collaboration and innovation. With direct integrations with dozens of leading data and media-buying platforms, Bombora is building a world in which business buyers value sales and marketing for its relevance, timeliness and accuracy. To learn more, visit www.bombora.com.

Rich Cherecwich

WIT Strategy

rcherecwich@witstrategy.com

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/636912823>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.