

D&B Audience Targeting

Engage B2B Audience with Smarter Campaigns –
now available for programmatic, social, and TV

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D&B Audience Targeting ensures B2B marketers and agencies reach the right decision makers through programmatic, social, or TV advertising by leveraging factual (deterministic) data. We've brought the world's largest and most trusted commercial database online — by aligning 300M+ company and 100M+ contact records to over 350M+ cookies and mobile IDs.

The tables below represent D&B's list of audience segments categorized by business firmographics, professional attributes, and predictive indicators. There are 600+ segments, and they occupy the following categories:

Section 1 Business & Professional Targeting Taxonomy

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Section 1: Business & Professional Targeting Taxonomy

These segments are based on the deterministic database that D&B maintains by mapping information from 30,000+ offline sources to digital identifiers. We make over 5M updates each day to reflect the ever-changing world of business.

| B2B COMPANY AGE | SEGMENT DESCRIPTION |
|---------------------------------|---|
| Established In or after 2010 | People working for companies established after 2010. |
| Established Before 2010 | People working for companies established before 2010. |
| New Business: Less Than 2 Years | People working for companies that are less than 2 years old. |
| New Business: 2-5 Years | People working for companies that are 2-5 years old. |
| 6-10 Years | People working for companies that are 6-10 years old. |
| More Than 10 Years | People working for companies that are more than 10 years old. |

| B2B COMPANY REVENUE/SALES VOLUME | SEGMENT DESCRIPTION |
|-----------------------------------|--|
| Micro: <= \$200K Sales | People working in very small companies generating no more than \$200K in annual sales revenue. |
| Small: \$200K - \$500K Sales | People working in small companies generating \$200K - \$500K in annual sales revenue. |
| Small: \$500K - \$1M Sales | People working in small companies generating \$500K - \$1M in annual sales revenue. |
| Medium: \$1M - \$5M Sales | People working in medium-size companies generating \$1M - \$5M in annual sales revenue. |
| Medium: \$5M - \$20M Sales | People working in medium-size companies generating \$5M - \$20M in annual sales revenue. |
| Med - Large: \$20M - \$100M Sales | People working in medium to large companies generating \$20M - \$100M in annual sales revenue. |
| Large: \$100M - \$500M Sales | People working in large companies generating \$100M - \$500M in annual sales revenue. |
| Very Large: > \$500M Sales | People working in very large companies generating over \$500M in annual sales revenue. |

| B2B COMPANY SIZE | SEGMENT DESCRIPTION |
|------------------------------|---|
| Micro: 1 - 4 Employees | People working in very small companies with 1 - 4 employees. |
| Micro: 5 - 10 Employees | People working in very small companies with 5 - 10 employees. |
| Small: 11 - 20 Employees | People working in small companies with 11 - 20 employees. |
| Small: 21 - 30 Employees | People working in small companies with 21 - 30 employees. |
| Small: 31 - 50 Employees | People working in small companies with 31 - 50 employees. |
| Medium: 51 - 100 Employees | People working in medium-size companies with 51 - 100 employees. |
| Medium: 101 - 250 Employees | People working in medium-size companies with 101 - 250 employees. |
| Large: 251 - 500 Employees | People working in large companies with 251 - 500 employees. |
| Large: 501 - 1000 Employees | People working in large companies with 501 - 1000 employees. |
| Large: 1001 - 2000 Employees | People working in large companies with 1001 - 2000 employees. |
| Large: > 2000 Employees | People working in large companies with over 2000 employees. |



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| B2B COMPANY TYPE | SEGMENT DESCRIPTION |
|-------------------------|--|
| Fortune 500 | People working in Fortune 500 companies. |
| Fortune 1000 | People working in Fortune 1000 companies. |
| Startups | People working in Startups. Startups are defined based on the age, employee size, annual revenue, industry and potential for growth of the business. |
| Public Companies | People working in publicly traded companies, excluding owned subsidiaries. |
| Private Companies | People working in privately held companies. |
| Owned by Public Company | People working in subsidiary companies owned by publicly traded companies. |
| Importer | People working in companies that are Importers. |
| Exporter | People working in companies that are Exporters. |
| Work from Home | People who work from home. |

| B2B DECISION MAKERS | SEGMENT DESCRIPTION |
|-----------------------------------|---|
| Board members | People in a decision-making function as Board Members. |
| C-Level/C-Suite | People in a decision-making function with C-Suite titles. |
| Education Decision Makers | People in a decision-making function for Education. |
| Executives | People in a decision-making function as Executives. |
| Finance Decision Makers | People in a decision-making function for Finance. |
| Healthcare Decision Makers | People in a decision-making function for Healthcare. |
| IT/Technology Decision Makers | People in a decision-making function for IT. |
| Managers | People in a decision-making function with Manager roles. |
| Sales & Marketing Decision Makers | People in a decision-making function for Sales & Marketing. |
| Small Business Owners/SBO | People working in small businesses with executive titles. |
| Small Business Decision Makers | People in a decision-making function for Small Businesses. |



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| B2B JOB FUNCTION/ROLES | SEGMENT DESCRIPTION |
|---------------------------------|--|
| ADMINISTRATIVE | |
| Administrator | People working in an Administrative capacity, specifically as an Administrator. Sample titles include: Office Administrator, Executive Administrator. |
| Assistant | People working in an Administrative capacity, specifically as an Assistant. Sample titles include: Executive Assistant, Office Assistant, Program Assistant, Staff Assistant, Administrative Associate. |
| Office Manager | People working in an Administrative capacity, specifically as an Office Manager. Sample titles include: Office Manager, Business Office Manager. |
| Secretary | People working in an Administrative capacity, specifically as a Secretary. Sample titles include: Secretary, School Secretary, Executive Secretary. |
| BUSINESS OWNERS/BOARD | |
| Advisory Board | People working in a company ownership or board member capacity, specifically in an Advisory role. Sample titles include: Advisory Board Member, Advisory Director, Senior Advisory Director. |
| Board | People working in a company ownership or board member capacity. |
| Board Member | People working in a company ownership or board member capacity. Sample titles include: Board Of Trustees Member, Executive Board Member, Member Board Of Directors, Honorary Trustee, President Of The Board Of Trustees. |
| Chair | People working in a company ownership or board member capacity, specifically as a Chairman. Sample titles include: Chairman, Vice Chairman, Chairman Of The Board, Co-Chair, Chairman Emeritus. |
| Other | People working in a company ownership or board member capacity. Sample titles include: Shareholder, Stockholder. |
| Owner | People working in a company ownership or board member capacity, specifically as Owner. Sample titles include: Owner, Partner, Co-Owner, Managing Partner. |
| Partner | People working in a company ownership or board member capacity, specifically in a Partner role. Sample titles include: Partner. |
| COMPUTING & IT | |
| CIO (Chief Information Officer) | People working in a Computing & IT role as a CIO |
| Computing & IT | People working in a Computing & IT capacity, specifically in a Computing & IT role. Sample titles include: Developer, Technology Coordinator, Director-Telecommunications, Manager-Telecommunications, Technology Coordinator. |
| CTO (Chief Technology Officer) | People working in a Computing & IT role as a CTO |



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| Data Management | People working in a Computing & IT capacity, specifically in a Data Management role. Sample titles include: Data Processing Executive, Data Processing Manager, Systems & Data Processing Manager, Data Center Manager, Systems & Data Processing Executive |
| Data Scientist / Analyst | People working in a Computing & IT capacity, specifically in a Data Scientist or Data Analyst Role. Sample titles include: Data Scientist, Data Analyst, Data Manager, Data Processing Executive, Data Architect |
| Database Administration & Design | People working in a Computing & IT capacity, specifically in a Database Administration & Design role. Sample titles include: Database Administrator, Senior Database Administrator, Database Manager, Data Architect, Oracle Database Administrator |
| Information Security | People working in a Computing & IT capacity, specifically in an Information Security role. Sample titles include: Information Security Analyst, Information Security Officer, Director Information Security, Senior Security Engineer, Network Security Engineer |
| Information Technology | People working in a Computing & IT capacity, specifically in an Information Technology role. Sample titles include: Information Technology Manager, Chief Technology Officer, Chief Information Officer, Vice President Information Technology, It Manager |
| Network Administration & Engineering | People working in a Computing & IT capacity, specifically in a Network Administration & Engineering role. Sample titles include: Network Administrator, Network Manager, Senior Network Engineer, Senior Network Administrator, Senior Network Analyst |
| Software Engineering | People working in a Computing & IT capacity, specifically in a Software Engineering role. Sample titles include: Software Engineer, Senior Software Engineer, Software Developer, Senior Project Engineer, Senior Design Engineer |
| Support | People working in a Computing & IT capacity, specifically in a Support role. Sample titles include: Information Technology Specialist, Information Technology Support, Support Specialist, Sap Implementation And Support, Network Support |
| Systems Administration & Engineering | People working in a Computing & IT capacity, specifically in a Systems Administration & Engineering role. Sample titles include: Systems Administrator, Systems Analyst, Senior Systems Engineer, Information Systems Manager, Network System Administrator |
| Web Development & Management | People working in a Computing & IT capacity, specifically in a Web Development & Management role. Sample titles include: Webmaster, Web Developer, Internet Manager, Systems Programmer, Senior Web Developer |



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| EDUCATION | |
| | People working as an Educator. Sample titles include: Library/Media Specialist, Principal/Assistant Principal, Teacher, Superintendent |
| EXECUTIVES | |
| CEO (Chief Executive Officer) | People working in an executive role as CEO |
| CMO (Chief Marketing Officer) | People working in a Marketing role as a CMO |
| COO (Chief Operating Officer) | People working in an Operations role, as a COO |
| Chief Officers (Other) | C-suite roles excluding CEO, CIO, CFO, CTO, COO, CMO. Sample titles include: Executive, Chief Compliance Officer, Chief Administrative Officer, Chief Security Officer, Chief Purchasing Officer |
| CFO (Chief Financial Officer) | People working in a Finance role as a CFO |
| CTO (Chief Technology Officer) | People working in a Computing & IT role as a CTO |
| CIO (Chief Information Officer) | People working in a Computing & IT role as a CIO |
| Vice President/VP/SVP | People working an executive role as a Vice President, Senior Vice President, Director, or Assistant Director |
| FINANCE | |
| Accounting | People working in a Finance, Banking or Insurance capacity. Sample titles include: Chief Financial Officer, Controller, Financial Advisor, Business Manager, Accountant |
| Admin | People working in a Finance capacity, specifically in an Admin role. Sample titles include: Administrative Assistant, Corporate Secretary, Office Administrator, Executive Administrative Assistant, Senior Administrative Assistant |
| Audit | People working in a Finance capacity, specifically in an Audit role. Sample titles include: Auditor, Audit Manager, Internal Auditor, Senior Auditor, Senior Internal Auditor |
| CFO (Chief Financial Officer) | People working in a Finance role as a CFO |
| Corporate Finance and M&A | People working in a Finance capacity, specifically in a Corporate Finance and M&A role. Sample titles include: Chief Strategy Officer, Director Of Acquisitions, Corporate Finance, Strategy Consultant, Vice President Corporate Finance |
| Defined Contribution Investment Officer (DCIO) | People working in a Finance capacity, specifically in a Defined Contribution Investment Officer (DCIO) role. Sample titles include: Pension Administrator, Pension Consultant, Pension Analyst, Pension Manager |
| Economist | People working in a Finance capacity, specifically in an Economist role. Sample titles include: Economist, Senior Economist, Chief Economist, International Economist, Agricultural Economist |
| Financial Analyst | People working in a Finance capacity, specifically in a Financial Analyst role. Sample titles include: Financial Analyst, Senior Financial Analyst, Investment Analyst, Information Technology Business Analyst, Risk Analyst |
| Financial Advisor | People working in a Finance capacity, as a Financial Advisor |



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| Finance Management | People working in a Finance capacity, specifically in a Financial Management role. Sample titles include: Controller, Finance Executive, Finance Director, Finance Manager, VP Finance |
| General Finance | People working in a Finance capacity, specifically in a General Finance role. Sample titles include: Chief Financial Officer, Controller, Finance Executive, Finance Manager, Loan Officer |
| Investor Relations | People working in a Finance capacity, specifically in a Investor Relations role. Sample titles include: Director Of Investor Relations, Investor Relations Manager, Vice President Of Investor Relations, Head Of Investor Relations, Investor Relations Coordinator |
| Payroll | People working in a Finance capacity, specifically in a Payroll role. Sample titles include: Payroll Manager, Payroll Specialist, Payroll Administrator, Payroll Supervisor, Senior Payroll Specialist |
| Procurement | People working in a Procurement capacity. Sample titles include: Purchasing Manager, Purchasing Agent, Buyer, Business & Purchasing Director |
| Risk Management | People working in a Finance capacity, specifically in a Risk Management role. Sample titles include: Credit Manager, Risk Manager, Director Of Risk Management, Actuary, Senior Underwriter |
| Compliance & Governance | People working in a Compliance or Governance capacity. Sample titles include: Compliance Officer, Director Of Risk Management, Chief Compliance Officer, Security Officer, Risk Manager |
| Tax Specialists | People working in a Finance capacity, specifically in a Tax Specialists role. Sample titles include: Tax Manager, Tax Preparer, Senior Tax Manager, Tax Associate, Tax Consultant |
| Treasurer | People working in a Finance capacity, specifically in a Treasurer role. Sample titles include: Treasurer, Secretary, Treasurer, Assistant Treasurer, Vice President, Treasurer, Controller And Treasurer |
| Wealth Managers | People working in a Finance capacity, specifically in a Wealth Manager role. Sample titles include: Wealth Manager, Portfolio Manager, Wealth Advisor, Portfolio Analyst |



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| FRANCHISE OWNER | |
| | People who own Franchises. |
| GENERAL MANAGEMENT | |
| CEO (Chief Executive Officer) | People working in a overall or General Management role, as a CEO level |
| Director | People working in a overall or General Management role, at a Director level. Sample titles include: Director, Assistant Director, Associate Director, Senior Director, Deputy Director |
| Founder | People working in a overall or General Management role, at a Founder level. Sample titles include: Founder, Co-Founder |
| General Management | People working in a overall or General Management role, at a General Management level. Sample titles include: Management, Officer, Department Manager, Director Of Programs, Member, Board Of Directors |
| Manager | People working in a overall or General Management role, at a Manager level. Sample titles include: Manager, Branch Manager, Senior Manager, Assistant Manager, Program Officer |
| Officer (Other) | C-suite roles excluding CEO, CIO, CFO, CTO, COO, CMO. Sample titles include: Executive, Chief Compliance Officer, Chief Administrative Officer, Chief Security Officer, Chief Purchasing Officer |
| Other Senior Management | People working in a overall or General Management role, at a Other Senior Management level. Sample titles include: Managing Director, Chief Investment Officer, Chief Information Security Officer, Chief Credit Officer, Executive Managing Director |
| President | People working in a overall or General Management role, at a President level. Sample titles include: President, Managing Partner, Founder And President, Co-President, President, Director |
| Principal | People working in a overall or General Management role, at a Principal level. Sample titles include: Principal, Managing Principal, Principal Architect, Principal Planner |
| VP | People working in a overall or General Management role, at a VP level. Sample titles include: Vice President, Senior Vice President, Executive Vice President, Assistant Vice President, Regional Vice President |
| HEALTHCARE | |
| Dentists | People working in a Health Care capacity, specifically as a Dentist. Sample titles include: Dentist, Dental Assistant, General Dentist, Doctor of Dental Surgery, Owner/Dentist |
| Medical Doctors/General Practitioners | People working in a Health Care capacity, specifically as a General Practitioner. Sample titles include: Physician, Doctor, Doctor of Medicine |
| Nurses | People working in a Health Care capacity, specifically as a Nurse or Physician's Assistant. Sample titles include: Nurse, Registered Nurse, Nurse Practitioner, School Nurse, Physician Assistant |
| Surgeons | People working in a Health Care capacity, specifically as a Surgeon. Sample titles include: Surgeon, Orthopedic Surgeon, General Surgeon, Plastic Surgeon, Vascular Surgeon |



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| HR/HUMAN RESOURCES | |
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| Benefits and Comp | People working in a HR capacity, specifically in a Benefits and Compensation role. Sample titles include: Human Resources Benefits Director, Benefits Manager, Benefits Administrator, Compensation Manager, Senior Compensation Analyst |
| Employee Development | People working in a HR capacity, specifically in a Employee Development role. Sample titles include: Instructor, Trainer, Coach, Training Manager, Training Coordinator |
| General HR | People working in a HR capacity, specifically in a General HR role. Sample titles include: Human Resources Manager, Human Resources Executive, Director Of Human Resources, Vice President Of Human Resources, Director Of Personnel |
| HR Management | People working in a HR Management role. Sample titles include: Human Resources Manager, Human Resources Executive, Director Of Human Resources, Vice President Of Human Resources, Director Of Personnel |
| Recruiting | People working in a HR capacity, specifically in a Recruiting role. Sample titles include: Recruiter, Technical Recruiter, Senior Recruiter, Senior Technical Recruiter, Information Technology Recruiter |
| LEGAL | |
| Attorneys/Lawyers | People working in a Legal capacity. Sample titles include: Lawyers, Attorney |
| Paralegal/Legal Assistants | People working in a Legal capacity. Sample titles include: Paralegal, Legal Assistants, Legal Secretary |
| MARKETING | |
| Advertising | People working in a Marketing capacity, specifically in an Advertising role. Sample titles include: Media Director, Director Of Advertising, Social Media Manager, Media Manager, Advertising Executive |
| CMO (Chief Marketing Officer) | People working in a Marketing role as a CMO |
| Creative | People working in a Marketing capacity, specifically in a Creative role. Sample titles include: Graphic Designer, Creative Director, Art Director, Senior Graphic Designer, Web Designer |
| Events | People working in a Marketing capacity, specifically in an Events role. Sample titles include: Event Planner, Event Coordinator, Trade Show Coordinator, Event Manager, Event Supplier Professional |
| General Marketing | People working in a Marketing capacity, specifically in a General Marketing role. Sample titles include: Marketing Manager, Director Of Marketing, Vice President Marketing, Chief Marketing Officer, Senior Marketing Manager |
| Lobbyists | People working in a Marketing capacity, specifically as a Lobbyist. Sample titles include: Government Affairs Manager, Director Of Government Relations, Director Of Government Affairs, Vice President Of Government Affairs, Vice President Of Government Relations |
| Marcomm | People working in a Marketing capacity, specifically in a Marcomm role. Sample titles include: Director Of Communications, Communications Manager, Public Relations Manager, Public Relations Director, Communications Coordinator |



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| Marketing Management | People working a Marketing Management role. Sample titles include: Marketing Director, Marketing Manager, Marketing Executive, VP Marketing, Senior Marketing Executive |
| Product/Market Management | People working in a Marketing capacity, specifically in a Product Management role. Sample titles include: Product Manager, Senior Product Manager, E-Commerce Manager, Product Marketing Manager, Brand Manager |
| OPERATIONS | |
| COO (Chief Operating Officer) | People working in an Operations role, as a COO |
| Environmental | People working in a Operations capacity, specifically in an Environmental role. Sample titles include: Environmental Manager, Safety And Environmental Manager, Senior Environmental Manager, Corporate Environmental Manager |
| Food & Beverage | People working in a Operations capacity, specifically in a Food & Beverages role. Sample titles include: Director Of Food Services, Catering Manager, Kitchen Manager, Director Of Catering, Restaurant Manager |
| General Operations | People working in a Operations capacity, specifically in a General Operations role. Sample titles include: Operations Manager, Plant Manager, Director Of Operations, Operations Executive, Facilities Manager |
| Logistics | People working in a Operations capacity, specifically in a Logistics role. Sample titles include: Warehouse Manager, Fleet Manager, Transportation Director, Logistics Manager, Transportation Manager |
| Maintenance | People working in a Operations capacity, specifically in a Maintenance role. Sample titles include: Maintenance Manager, Maintenance Supervisor, Head Custodian, Director Of Maintenance, Maintenance Superintendent |
| Operations Management | People working an Operations Management role. Sample titles include: Operations Manager, Director of Operations, VP Operations, Facilities Manager, Director of Quality |
| Production | People working in a Operations capacity, specifically in a Production role. Sample titles include: Production Manager, Manufacturing Manager, Production Supervisor, Production Coordinator, Director Of Manufacturing |
| Quality Assurance | People working in a Operations capacity, specifically in a Quality Assurance role. Sample titles include: Quality Assurance Manager, Quality Control Manager, Quality Assurance Director, Quality Control Director, Quality Assurance Specialist |
| Real Estate | People working in an operational Real Estate capacity. Sample titles include: Realtor, Real Estate Agent, Agent, Designer, Architect |
| Records Management | People working in a Operations capacity, specifically in a Records Management role. Sample titles include: Director Of Medical Records, Records Manager, Medical Records Manager, Executive Director Of Medical Records, Corporate Records Manager |
| Safety | People working in a Operations capacity, specifically in a Safety role. Sample titles include: Safety Manager, Safety Director, Food Safety Inspector, Consumer Safety Officer, Safety Specialist / Engineer |
| Technical Support | People working in a Operations capacity, specifically in a Technical Support role. Sample titles include: Director Of Technical Services, Manager Technical Services, Director Technical Services, Technical Services Engineer, Vice President Technical Services |



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| OTHER | |
|------------------------|--|
| Administrative | People working in a unspecified capacity, in an Administrative role. Sample titles include: Coordinator, Project Coordinator, Program Coordinator, Administrative Coordinator, Officer Manager |
| Analyst | People working in a unspecified capacity, in an Analyst role. Sample titles include: Business Analyst, Senior Analyst, Senior Business Analyst, Program Analyst, Management Analyst |
| Associate | People working in a unspecified capacity, in an Associate role. Sample titles include: Associate, Senior Associate |
| Blue Collar | People who are employed in blue collar work. Sample titles include: Welder, Driver, Painter, Plumber, Electrician, Gardener, Operator, Carpenter, Construction Worker |
| Consultant | People working in a unspecified capacity, as a Consultant. Sample titles include: Consultant, Senior Consultant, Principal Consultant, Financial Consultant, Technical Consultant |
| Designer | People working as designers. Sample titles include: Graphic Designer, CAD Designer, Web Designer, Mechanical Designer, Electrical Designer |
| Entrepreneur | People planning to start their own business or already managing their own business |
| General Business | People working in a unspecified capacity, specifically in a General Business role. Sample titles include: Service Manager, Contractor, Estimator, Contract Specialist |
| Planner | People working in a unspecified capacity, as a Planner. Sample titles include: Planner, Senior Planner, Planning Manager, Director Of Planning, Corporate Planning |
| Public Service | People working in a unspecified capacity, specifically in a Public Service role. Sample titles include: Mayor, Social Worker, Commissioner, Captain, Police Officer |
| Religious Leader | People working as a Religious leader. Sample titles include: Pastor, Religious Leader, Religious Director, Minister, Youth Minister |
| Unspecified Management | People working in a unspecified capacity, in an Unspecified Management role. Sample titles include: Executive, Executive Officer, Team Leader, Senior Level Officer, Leader |
| White Collar | People who are employed in white collar work. Sample titles include: Vice President, Chief Executive Officer, Director, Associate Director, Manager, Scientist, Attorney |
| Writer/Editor | People working in a unspecified capacity, as a Writer/Editor. Sample titles include: Contributor, Editor, Associate Editor, Senior Editor, Editor-In-Chief |



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| RESEARCH & DEVELOPMENT | |
|------------------------|---|
| Engineering | People working in a Research & Development capacity, specifically in an Engineering role. Sample titles include: Project Engineer, Systems Engineer, Engineering Manager, Technology Manager, Senior Engineer |
| General R&D | People working in a Research & Development capacity, specifically in a General R&D role. Sample titles include: Technician, Scientist, Technical Manager, Research Scientist, Director Of Technology |
| Project Management | People working in a Research & Development capacity, specifically in a Project Management role. Sample titles include: Project Manager, Senior Project Manager, Project Director, Assistant Project Manager, Technical Project Manager |
| Research | People working in a Research & Development capacity, specifically in a Research role. Sample titles include: Research Associate, Research Assistant, Chemist, Senior Scientist, Clinical Pharmacist |
| SALES | |
| Community Development | People working in a Sales capacity, specifically in a Community Development role. Sample titles include: Community Development Director, Assistant Director Of Community Development, Economic And Community Development Director, Housing And Community Development Director, Deputy Director Of Community Development |
| Customer Service | People working in a Sales capacity, specifically in a Customer Service role. Sample titles include: Sales Associate, Customer Service Representative, Customer Service Manager, Account Representative, Technical Support |
| Insurance Broker | People working in a Sales capacity, specifically as a Insurance Broker. Sample titles include: Insurance Agent, Mortgage Broker, Broker, Underwriter, Associate Broker |
| Sales | People working in a Sales capacity, specifically in a Sales role. Sample titles include: Sales Manager, Director Of Sales, Regional Sales Manager, Sales And Marketing Manager, Vice President Sales And Marketing |
| Sales Executives | People working in a Sales capacity, specifically in a Sales Executives role. Sample titles include: Sales Executive, Vice President Of Sales, Director Of Business Development, National Sales Manager, Vice President Business Development |
| Sales Support | People working in a Sales capacity, specifically in a Sales Support role. Sample titles include: Sales Operations Manager, Sales Support Specialist, Director Sales Operations, Sales Support Coordinator, Vice President Sales Operations |



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| B2B INDUSTRY | SEGMENT DESCRIPTION |
|--|---|
| ACCOMMODATION AND FOOD SERVICES | |
| Accommodation | People working in the Accommodation and Food Services industry, specifically in the field of Accommodation. Sample titles include: Assistant Front Office Manager, Business Travel Sales Manager, Convention Services Manager, Director Of Rooms, Executive Meeting Manager |
| Food and Drink Services | People working in the Accommodation and Food Services industry, specifically in the field of Food and Drink Services. Sample titles include: Barista, Crew Member, Waitress, Server, Bartender |
| ADMINISTRATIVE | |
| Administrative and Support | People working in the Administration industry, specifically a Support function. Sample titles include: Staffing Supervisor, Commercial Account Executive, Inter-office Account Executive, Residential Sales Representative, Senior Travel Consultant |
| Waste Mgmt and Remediation | People working in the Administration industry, specifically in the field of Waste Mgmt and Remediation. Sample titles include: Contract Compliance Manager, Gas Plant Manager, Industrial Account Manager |
| AGRICULTURE | |
| Animal Farming and Hunting | People working in the Agriculture industry, specifically in the field of Animal and Aquaculture. Sample titles include: Hatchery Manager, Feed Mill Manager, Live Production Manager, Export Sales Representative |
| Crop Production | People working in the Agriculture industry, specifically in the field of Crop Production. Sample titles include: Winemaker, Tasting Room Manager, Farmer, Crop Manager |
| Forestry and Logging | People working in the Agriculture industry, specifically in the field of Forrestry & Logging. |
| Support Activities | People working in the Agriculture industry, specifically a Support function. Sample titles include: Forestry Technician, Food Safety Manager, Materials Buyer, Food Safety Coordinator |
| ARTS AND ENTERTAINMENT | |
| Gambling and Amusement | People working in the Arts and Entertainment industry, specifically in the field of Gambling and Amusement. Sample titles include: Club Manager, Fitness Manager, Clubhouse Manager, Assistant Golf Professional, Director Of Tennis |
| Museums and Historical Sites | People working in the Arts and Entertainment industry, specifically in the field of Museums and Historical Sites. Sample titles include: Curator, Chief Curator |
| Performance | People working in the Arts and Entertainment industry, specifically in the field of Performance Arts. Sample titles include: Associate Artistic Director, Ticket Sales Representative, Model, Production Stage Manager |



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| BUSINESS SERVICES | |
|-----------------------------|---|
| Accounting | People working in the Business Services industry, specifically in the field of Accounting. Sample titles include: Certified Public Accountant, Tax Manager, Audit Manager, Tax Preparer, Senior Auditor |
| Advertising/PR | People working in the Business Services industry, specifically in the field of Advertising/PR. Sample titles include: Creative Director, Graphic Designer, Marketing Manager, Marketing Director, Associate Creative Director |
| Architecture/Engineering | People working in the Business Services industry, specifically in the field of Architecture/Engineering. Sample titles include: Engineer, Architect, Project Engineer, Senior Engineer, Chairman |
| Biotech | People working in the Business Services industry, specifically in the field of Biotech. Sample titles include: Engineer, Research Scientist, Research Associate, Information Technology Director, Chemist |
| Consulting | People working in the Business Services industry, specifically in the field of Consulting. Sample titles include: Consultant, Project Manager, Account Manager, Managing Director, Analyst |
| Industrial/Graphic Design | People working in the Business Services industry, specifically in the field of Industrial/Graphic Design. Sample titles include: Designer, Architect, Graphic Designer, Creative Director, Senior Designer |
| Legal Services | People working in the Business Services industry, specifically in the field of Legal Services. Sample titles include: Partner, Paralegal, Attorney At Law, Senior Counsel, Special Counsel |
| Scientific and Technical | People working in the Business Services industry, specifically in the field of Scientific and Technical. Sample titles include: Member Attorney, Auditor, Actuary, Firm Administrator, Audit Assistant |
| CONSTRUCTION | |
| Construction of Buildings | People working in the Construction industry, specifically in the field of Buildings Construction. Sample titles include: Senior Superintendent, Office Engineer, General Contractor, Preconstruction Manager |
| Heavy and Civil Engineering | People working in the Construction industry, specifically in the field of Heavy and Civil Engineering. Sample titles include: State Staff, State Office Staff, State Administrative Staff, Administrative Staff, Capitol Office Staff |
| Specialty Trade Contractors | People working in the Construction industry, specifically in the field of Specialty Trade Contracting. Sample titles include: Assembler, Project Manager, Architect, Builder, HVAC Contractor |



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| EDUCATIONAL SERVICES | |
|--------------------------------|---|
| Business and Computer Training | People working in the Educational Services industry, specifically in the field of Business and Computer Training. Sample titles include: Information Technology Manager, Software Engineer, Senior Software Engineer, Application Sales Manager, Senior Product Manager |
| Colleges and Universities | People working in the Educational Services industry, specifically in the field of Colleges and Universities. Sample titles include: Assistant Professor, Associate Professor, Adjunct Faculty, Dean, Trustee |
| Educational Support Services | People working in the Educational Services industry, specifically in the field of Educational Support Services. Sample titles include: Consultant, Faculty, Teacher, Analyst, Educator |
| Elementary and Secondary | People working in the Educational Services industry, specifically in the field of Elementary and Secondary. Sample titles include: School Staff, Paraprofessional / Instructional Aide, Library/Media Specialist, Superintendent, Athletic Director |
| Other Schools and Instruction | People working in the Educational Services industry, specifically in the field of Other Schools and Instruction. Sample titles include: Teacher, Information Technology Manager, Library/Media Specialist, Assistant Director, Director Of Development |
| Technical and Trade Schools | People working in the Educational Services industry, specifically in the field of Technical and Trade Schools. Sample titles include: Instructor, Vice President, Board Member, Branch Manager, Information Technology Manager |
| ENERGY AND RAW MATERIALS | |
| Oil and Gas Extraction | People working in the Energy and Raw Materials industry, specifically in the field of Oil and Gas Extraction. Sample titles include: Petroleum Engineer, Landman, Completions Engineer, Senior Reservoir Engineer, Senior Drilling Engineer |
| Support Activities for Mining | People working in the Energy and Raw Materials industry, specifically in the field of Support Activities for Mining. Sample titles include: Rig Manager, Petroleum Engineer, Directional Driller, Drilling Superintendent |
| Electric Power Generation | People working in the Energy and Raw Materials industry, specifically in the field of Electric Power Generation. Sample titles include: Information Technology Manager, Senior Engineer, Plant Manager, Electrical Engineer, Project Engineer |
| Mining (except Oil and Gas) | People working in the Energy and Raw Materials industry, specifically in the field of Mining (except Oil and Gas). Sample titles include: Plant Manager, Operations Manager, Safety Manager, Maintenance Manager, Purchasing Manager |
| Natural Gas Distribution | People working in the Energy and Raw Materials industry, specifically in the field of Natural Gas Distribution. Sample titles include: Project Manager, Engineer, Information Technology Manager, Senior Engineer, Operations Manager |



D&B Audience Targeting

Section 1: Business & Professional Targeting Taxonomy

| FINANCE AND INSURANCE | |
|----------------------------|---|
| Asset Management | People working in the Finance and Insurance industry, specifically in the field of Asset Management. Sample titles include: Principal, Financial Advisor, Chief Financial Officer, Portfolio Manager |
| Credit Intermediation | People working in the Finance and Insurance industry, specifically in the field of Credit Intermediation. Sample titles include: Personal Banker, Home Mortgage Consultant, Loan Processor, Vice President Of Mortgage Lending, Vice President Branch Manager |
| Credit Unions | People working in the Finance and Insurance industry, specifically in Credit Unions. Sample titles include: Branch Manager, Site Manager, Personal Banker, Loan Officer, Banker |
| Financial Investments | People working in the Finance and Insurance industry, specifically in the field of Financial Investments. Sample titles include: Vice President Investments, Investment Consultant, Financial Adviser, Investment Executive |
| Funds and Trusts | People working in the Finance and Insurance industry, specifically in the field of Funds and Trusts. Sample titles include: Portfolio Manager, Analyst, Associate, Broker |
| Independent Broker | People working in a Sales capacity, specifically as a Insurance Broker. Sample titles include: Insurance Agent, Mortgage Broker, Broker, Underwriter, Associate Broker |
| Insurance | People working in the Finance and Insurance industry, specifically in the field of Insurance. Sample titles include: Insurance Sales, Licensed Insurance Agent, District Leader, Insurance Producer, Insurance Agent |
| Retail Banking | People working in the Finance and Insurance industry, specifically in the field of Retail Banking. Sample titles include: Branch Manager, Site Manager, Personal Banker, Loan Officer, Banker |
| GOVERNMENT | |
| Economic Programs | People working in Government, specifically in the field of Economic Programs. Sample titles include: Natural Resources Conservation Officer, Food Safety Inspector, Farm Service Agency Manager, Program Technician, Aviation Safety Flight Standards |
| Environmental Quality | People working in Government, specifically in the field of Environmental Quality. Sample titles include: Forestry Technician, Air Resource Protection Agency Employee, Hydrologist, Hydrologic Technician, Biological Science Technician |
| Executive and Legislative | People working in Government, specifically Executive and Legislative functions. Sample titles include: State Staff, State Office Staff, State Administrative Staff, Judicial Branch, City Engineer |
| Housing and Urban Planning | People working in the Government industry, specifically in the field of Housing and Urban Planning. Sample titles include: Commissioner, Exec Director, Property Manager, Inspector, Purchasing Agent |



D&B Audience Targeting

Section 1: Business & Professional Targeting Taxonomy

| | |
|-------------------------------------|---|
| Human Resources | People working in Public Administration, specifically in the field of Human Resources. Sample titles include: Consumer Safety Officer, Corrections Officer, Medical Support Assistant, Medical Officer, Nc Supervisor |
| Justice, Order and Safety | People working in Public Administration, specifically in the field of Justice, Order and Safety. Sample titles include: Court Staffer, Special Agent, Sheriff, Deputy Sheriff, Corrections Officer |
| National Security and International | People working in the Government industry, specifically in the field of National Security and International. Sample titles include: Contract Specialist, Information Technology Manager, Commander, Deputy Director, Systems Engineer |
| HEALTHCARE | |
| Ambulatory Services | People working in the Health Care industry, specifically in the field of Ambulatory Services. Sample titles include: Oral & Maxillofacial Surgeon, Pediatrician Adolescent Medicine, Ophthalmic Technician, Pulmonary Critical Care |
| Hospitals | People working in the Health Care industry, specifically in the field of Hospitals. Sample titles include: Chief Of Emergency Room, Clinical Coordinator Of ER, Chief Of Radiology Services, Director Patient Care, Director Of Admissions Services |
| OBGYN | People working in the Health Care industry, specifically in the field of OBGYN. Sample titles include: MD, Physician, Manager, Office Manager, Medical Doctor |
| Offices of Dentists | People working in the Health Care industry, specifically in the offices of Dentists. Sample titles include: Dentist, DDS, Doctor of Dental Surgery, General Dentist, Dental Hygienist |
| Offices of Physicians | People working in the Health Care industry, specifically in the offices of Physicians. Sample titles include: MD, Physician, Medical Doctor, Doctor, Family Practitioner |
| Nursing and Residential Care | People working in the Health Care industry, specifically in the field of Nursing and Residential Care. Sample Titles Include: Director In-Service Education, Social Services Director, Director Of Records, Central Supply Coordinator, Physical Therapy Director |
| Social Assistance | People working in the Health Care industry, specifically in the field of Social Assistance. Sample titles include: Child Psychiatrist, Licensed Clinical Social Worker |
| MANAGEMENT OF COMPANIES | |
| | People working in the general management of companies. Sample titles include: Principal, Owner, President, Member, Vice President |



D&B Audience Targeting

Section 1: Business & Professional Targeting Taxonomy

| MANUFACTURING | |
|-----------------------------|---|
| Apparel | People working in the Manufacturing industry, specifically in the field of Apparel. Sample titles include: Senior Manager Customer Development, Associate Designer, Assistant Designer |
| Appliances and Electrical | People working in the Manufacturing industry, specifically in the field of Appliances & Electrical Goods. Sample titles include: Specification Sales, Sales Engineer, Design And Development Engineer |
| Beverage and Tobacco | People working in the Manufacturing industry, specifically in the field of Beverages and Tobacco. Sample titles include: Winemaker, Tasting Room Manager, Chain Account Executive, Distributor Sales Manager, Brewer |
| Chemical | People working in the Manufacturing industry, specifically in the field of Chemicals. Sample titles include: Pharmaceutical Sales Representative, Validation Engineer, Senior Associate Scientist, Senior Principal Scientist, Drug Safety Manager |
| Computers and Electronics | People working in the Manufacturing industry, specifically in the field of Computers and Electronics. Sample titles include: Engineer Software Engineering, Network Consulting Engineer, Manager, Business Development Sales, Technical Marketing Engineer, Field Applications Engineer |
| Fabricated Metal | People working in the Manufacturing industry, specifically in the field of Fabricated Metals. Sample titles include: Wholesale Sales, Tooling Engineer, Engineering Service Representative, Proposal Engineer |
| Food | People working in the Manufacturing industry, specifically in the field of Food. Sample titles include: Barista, Retail Sales Representative, Sanitation Manager, Food Safety Manager |
| Furniture and Home | People working in the Manufacturing industry, specifically in the field of Furniture and Home. Sample titles include: Wardrobe Consultant, Style Advisor, Independent Style Consultant |
| Leather and Allied Product | People working in the Manufacturing industry, specifically in the field of Leather and Allied Product. Sample titles include: Marketing Manager, Store Manager, Operations Manager, Plant Manager, Designer |
| Machinery | People working in the Manufacturing industry, specifically in the field of Machinery. Sample titles include: Supply Management Specialist, Research Staff, Supply Base Manager, Applied Materials Engineer |
| Miscellaneous Manufacturing | People working in the Manufacturing industry, specifically in the field of Miscellaneous Manufacturing. Sample titles include: Engineer, Project Manager, Controller, Territory Manager, Purchasing Manager |
| Nonmetallic Mineral | People working in the Manufacturing industry, specifically in the field of Nonmetallic Minerals. Sample titles include: Architectural Representative, Ceramic Engineer, Quarry Manager |
| Paper | People working in the Manufacturing industry, specifically in the field of Paper. Sample titles include: Order Management Analyst, Structural Designer, Printing Manager, Packaging Consultant, Finishing Manager |



D&B Audience Targeting

Section 1: Business & Professional Targeting Taxonomy

| | |
|--------------------------------|--|
| Petroleum and Coal | People working in the Manufacturing industry, specifically in the field of Petroleum and Coal. Sample titles include: Petroleum Engineer, Business Support Services, Exploration And Production Research Management, Global Procurement Supplier Management |
| Plastics and Rubber | People working in the Manufacturing industry, specifically in the field of Plastics and Rubber. Sample titles include: Tooling Engineer, Tooling Manager, Molding Manager, Tool Room Manager, Process Technician |
| Primary Metal | People working in the Manufacturing industry, specifically in the field of Primary Metals. Sample titles include: Metallurgical Engineer, Foundry Manager, Metallurgist, Production And Manufacturing Staff |
| Printing | People working in the Manufacturing industry, specifically in the field of Printing. Sample titles include: Prepress Manager, Senior Center Manager, Prepress Supervisor |
| Textile Mills | People working in the Manufacturing industry, specifically in the field of Textile Product Mills. Sample titles include: Sales Manager, Distribution Manager, Territory Manager, Director of Sales, Purchasing Agent |
| Textile Product Mills | People working in the Manufacturing industry, specifically in the field of Textile Product Mills. Sample titles include: Sales Manager, Distribution Manager, Territory Manager, Director of Sales, Purchasing Agent |
| Transportation Equipment | People working in the Manufacturing industry, specifically in the field of Transportation Equipment. Sample titles include: Tooling Engineer, Consultant And Independent Contrac, Embedded Software Engineer |
| Wood Product | People working in the Manufacturing industry, specifically in the field of Wood Products. Sample titles include: Components Buyer, Home Consultant, Housing Consultant, Trade Sales Consultant |
| MEDIA | |
| Broadcasting (except Internet) | People working in the Media industry, specifically in the field of Broadcasting (non-internet based). Sample titles include: Anchor Reporter, Assignment Editor, Show Producer, Chief Meteorologist, Disc Jockey |
| Motion Picture and Sound | People working in the Media industry, specifically in the field of Motion Pictures and Sound. Sample titles include: Film Crew, Producer, Director, Creative Executive, Theater Manager |
| Other Information Services | People working in the Media industry, specifically in the field of Media Services excluding Broadcasting, Publishing, Motion Pictures, Data Processing, Hosting and Telecommunications. Sample titles include: Library Director, Judicial Branch, Librarian, Adjunct Professor, Senior Research Technician |
| Publishing (except Internet) | People working in the Media industry, specifically in the field of Publishing (non-internet based). Sample titles include: Publisher, Sports Reporter, News Editor, Technical Staff |



D&B Audience Targeting

Section 1: Business & Professional Targeting Taxonomy

| NON-PROFESSIONAL SERVICES | |
|-----------------------------|--|
| Personal and Laundry | People working in the Services industry, specifically in the field of Personal and Laundry. Sample titles include: Independent Business Owner, Funeral Director And Embalmer, Licensed Funeral Director, Salon Manager, Valet |
| Religious and Professional | People working in the Services industry, specifically in the field of Religious and Professional. Sample titles include: Music Director, Youth Minister, Secretary, Office Manager, Associate Pastor |
| Repair and Maintenance | People working in the Services industry, specifically in the field of Repair and Maintenance. Sample titles include: Bodyshop Manager, Customer Service Engineer, Service Writer, Field Service Engineer |
| REAL ESTATE | |
| Real Estate | People working in the Real Estate industry, specifically in the field of Real Estate. Sample titles include: Licensed Real Estate Salesperson, Vice President, Sales Manager, Realtor Associate, Real Estate Professional |
| Rental and Leasing Services | People working in the Real Estate industry, specifically in the field of Rental and Leasing Services. Sample titles include: Branch Rental Manager, Lease Sales Representative, Business Rental Sales Executive |
| RETAIL TRADE | |
| Building and Garden | People working in the Retail Trade industry, specifically in the field of Buildings and Gardens. Sample titles include: Sales Associate, Kitchen Designer, Contractor Sales |
| Clothing and Accessories | People working in the Retail Trade industry, specifically in the field of Clothing and Accessories. Sample titles include: Wardrobe Consultant, Style Advisor, Independent Style Consultant |
| Electronics and Appliances | People working in the Retail Trade industry, specifically in the field of Electronics and Appliances. Sample titles include: Wireless Sales Consultant, Mobile Sales Consultant, Multi Channel Sales Associate, Mobile Manager, Sales Operator |
| eCommerce | People working in the Retail Trade industry, specifically in the field of eCommerce |
| Food and Beverage | People working in the Retail Trade industry, specifically in the field of Food and Beverage. Sample titles include: Food Service Manager, Director of Food Service, Food Safety Manager. |
| Furniture and Home | People working in the Retail Trade industry, specifically in the field of Furniture and Home. Sample titles include: Home Furnishings Consultant, Lighting Consultant, Sales and Design Consultant, Furniture Sales |
| Gasoline Stations | People working in the Retail Trade industry, specifically in the field of Gasoline Stations. Sample titles include: Petroleum Engineer, Business Support Services, Petrophysicist, Pipeline Supervisor, Exploration And Production Research |
| General Merchandise Stores | People working in the Retail Trade industry, specifically in the field of General Merchandise Stores. Sample titles include: Branch Manager, Pharmacy Manager, Buyer, Business Manager, Store Team Leader |



D&B Audience Targeting

Section 1: Business & Professional Targeting Taxonomy

| | |
|--|--|
| Health and Personal Care | People working in the Retail Trade industry, specifically in the field of Health and Personal Care. Sample titles include: Independent Beauty Consultant, Director Payer Relations, Independent Sales Director, Manager Pharmacy Enrollments, Medicare Administrator |
| Miscellaneous Store Retailers | People working in the Retail Trade industry, specifically in the field of Miscellaneous Store Retailers. Sample titles include: General Manager, Sales Manager, Information Technology Manager, Marketing Director, Store Manager |
| Nonstore Retailers | People working in the Retail Trade, specifically Nonstore-based Retailers. Sample titles include: Software Development Engineer, Independent Consultant, Technical Program Manager, VMware Engineer, Senior Technical Program Manager |
| Sporting Goods and Hobby | People working in the Retail Trade industry, specifically in the field of Sporting Goods and Hobby products. Sample titles include: Game Advisor, Facilities Manager, Bookseller, Players Assistant, Sales and Training Manager |
| Vehicle and Parts Dealers | People working in the Retail Trade industry, specifically in Vehicle and Parts Dealerships. Sample titles include: Pre Owned Sales Manager, Parts Sales Manager, New Car Sales Manager, Assistant Parts Manager |
| SOFTWARE/INFORMATION TECHNOLOGY | |
| Custom Software and Design | People working in the Software industry, specifically in the field of Custom Software and Design. Sample titles include: Software Engineer, Information Technology Manager, Chief Technology Officer, Systems Engineer, Senior Software Engineer |
| Packaged Software | People working in the Software industry, specifically in the field of Packaged Software. Sample titles include: Software Engineer, Information Technology Manager, Senior Software Engineer, Systems Engineer, Software Developer |
| TELECOMMUNICATIONS | |
| Data Processing and Hosting | People working in the Telecommunications industry, specifically in the field of Data Processing and Hosting. Sample titles include: District Manager, Digital Advisor, Associate District Manager, Software Engineer |
| Telecommunications | People working in the Telecommunications industry, specifically in the field of Telecommunications. Sample titles include: Retail Wireless Consultant, Retail Sales Representative, Principal Technical Staff Member |
| Wired Telecommunications | People working in the Telecommunications industry, specifically in the field of Wired Telecommunications. Sample titles include: Chief Technology Officer, Network Engineer, Systems Engineer, Sales Engineer, Regional Sales Manager |
| Wireless and Satellite | People working in the Telecommunications industry, specifically in the field of Wireless and Satellite. Sample titles include: Branch Manager, Account Executive, Network Engineer, Systems Engineer, Human Resources Manager |



D&B Audience Targeting

Section 1: Business & Professional Targeting Taxonomy

| TRANSPORTATION AND WAREHOUSING | |
|--------------------------------|--|
| Air Transportation | People working in the Transportation and Warehousing industry, specifically in the field of Air Transportation. Sample titles include: Flight Attendant, Fleet Service Clerk, First Officer, International Flight Attendant, Fleet Service |
| Couriers and Messengers | People working in the Transportation and Warehousing industry, specifically as Couriers and Messengers. Sample titles include: Package Handler, Service Provider, Loader, Sorter, Supervisor |
| Postal Service | People working in the Transportation and Warehousing industry, specifically in the Postal Service. Sample titles include: Post Master |
| Transit and Ground Passenger | People working in the Transportation and Warehousing industry, specifically in the field of Transit and Ground Passenger transportation. Sample titles include: Bus Operator, Train Operator, Conductor, Bus Driver, Coach Operator |
| Transportation Support | People working in the Transportation and Warehousing industry, specifically in the field of Transportation Support. Sample titles include: Logistics Account Executive, Carrier Sales Representative, Transportation Sales, Carrier Sales, Operations Representative |
| Truck Transportation | People working in the Transportation and Warehousing industry, specifically in the field of Truck Transportation. Sample titles include: Relocation Consultant, Driver Manager, Freight Operations Supervisor, Terminal Manager, Relocation Coordinator |
| Warehousing and Storage | People working in the Transportation and Warehousing industry, specifically in the field of Warehousing and Storage. Sample titles include: Facility Service Manager, Inside Solutions Sales Representative, Solutions Sales Representative, General Manager |
| UTILITIES | |
| | People working in the Utilities industry. Sample titles include: Engineer Maintenance Technican, Control Room Supervisor, Meter Reader, Electric Distribution Manager |
| WHOLESALE TRADE | |
| Durable Goods | People working in the Wholesale Trade industry, specifically in the field of Durable Goods. Sample titles include: Showroom Consultant, Field Sales Consultant, Branch Manage, Industrial Sales |
| Nondurable Goods | People working in the Wholesale Trade industry, specifically in the field of Nondurable Goods. Sample titles include: Event Specialist, Retail Representative, Data Collection Associate, Supervisor, Wine Beer And Spirit Specialist |



D&B Audience Targeting

Section 1: Business & Professional Targeting Taxonomy

| B2B LOCATION TYPE | SEGMENT DESCRIPTION |
|---|---|
| Owned Business Locations | People working in buildings, facilities, offices, or real estate that are owned by the business entity |
| Rented Business Locations | People working in buildings, facilities, offices, or real estate that are rented by the business entity |
| Leased Business Locations | People working in buildings, facilities, offices, or real estate that are leased by the business entity |
| Residential Business Locations | People working in buildings, facilities, offices, or real estate that have a residential address associated with it |
| Global Companies with US Headquarters | People in the United States (US), who are working for businesses that are also headquartered in the US |
| Global Companies with non US Headquarters | People in the United States (US), who are working for businesses that are headquartered in other international countries across the globe |
| Manufacturing Business Locations | People in the United States (US), who are working in locations that manufacture industrial equipment, consumer goods, and any other product made on a large scale using machinery |

| B2B LOCATION SIZE | SEGMENT DESCRIPTION |
|--|---|
| Dun & Bradstreet --> B2B Location Size --> Small Locations: Less than 2000 sq ft | People working in buildings less than 2000 square feet (186 square meters) in size |
| Dun & Bradstreet --> B2B Location Size --> Medium Locations: 2000 - 3000 sq ft | People working in buildings between 2000 and 3000 square feet (186 and 279 square meters) in size |
| Dun & Bradstreet --> B2B Location Size --> Large Locations: 3000 - 5000 sq ft | People working in buildings between 3000 and 5000 square feet (279 and 465 square meters) in size |
| Dun & Bradstreet --> B2B Location Size --> Extra Large Locations: More than 5000 sq ft | People working in buildings more than 5000 square feet (465 square meters) in size |

| B2B OWNERSHIP & LEGAL STRUCTURE | SEGMENT DESCRIPTION |
|---------------------------------|---|
| Sole Proprietorships | People working in sole proprietorships: businesses with a sole person responsible for all assets and liabilities |
| Partnerships | People working in partnerships: businesses where two or more people share ownership responsibilities |
| Corporations | People working in corporations (or C corporations): an independent legal entity owned by shareholders, typically for larger, established businesses with multiple employees |
| Non-Profits | People working in non profit organizations (NPO): tax-exempt 501c organizations in the United States |
| Minority Owned Companies | People working in minority owned businesses |
| Women Owned Companies | People working in women owned businesses |
| Company Owned Franchises | People working in company-owned franchises |
| Franchisee Owned Franchises | People working in franchisee-owned franchises |



D&B Audience Targeting

Section 1: Business & Professional Targeting Taxonomy

| B2B PROFESSIONALS | SEGMENT DESCRIPTION |
|---------------------------------|--|
| Small Business Owners/SBO | People working in small businesses with executive titles |
| Small Business Professionals | People working in small businesses |
| IT Professionals | IT professionals |
| Sales & Marketing Professionals | Sales and marketing professionals |
| Finance Professionals | Finance professionals |

| B2B SENIORITY | SEGMENT DESCRIPTION |
|----------------------|--|
| C-Suite/C-Level | People in Officer or C-level role. Sample titles include: Chief Operating Officer, Chief Finance Officer, Chief Technology Officer, Chief Information Officer, Chief Marketing Officer |
| Ownership and Board | People in Ownership or Board role. Sample titles include: Owner, Partner, Co-Owner, Managing Partner |
| Management | People working in a management role including Senior Management, Directors and Vice Presidents |
| Managers/Supervisors | People in Managerial or Supervisory role. Sample titles include: Manager, Office Manager, Branch Manager, Project Manager, General Manager |
| Senior Management | People in Senior Management role. Sample titles include: Principal, President, Secretary |
| Director | People in Director role. Sample titles include: Director, Executive Director, Marketing Director, Managing Director |
| Vice President/VP | People in Vice President role. Sample titles include: VP, SVP, Vice President, Senior Vice President |
| Non-management | People working in a non-management or specialist role including Assistants, Medical and Legal Practitioners |



D&B Audience Targeting

Section 2: Predictive Targeting Taxonomy

These segments leverage proprietary business transaction data and analytical indicators to predict company behaviors and uncover user intent.

| B2B ACCOUNT MARKETABILITY SCORE | SEGMENT DESCRIPTION |
|---|--|
| Excellent Attractiveness & Highest Priority | People working in companies with an excellent bill payment record and financial profile; representing the highest attractiveness and priority for marketing and advertising campaigns. |
| Good Attractiveness & High Priority | People working in companies with a good bill payment record and financial profile; representing high attractiveness and priority for marketing and advertising campaigns. |
| Fair Attractiveness & Medium Priority | People working in companies with a fair bill payment record and financial profile; representing medium attractiveness and priority for marketing and advertising campaigns. |
| Low Attractiveness & Priority | People working in companies with a poor bill payment record and financial profile; representing low attractiveness and priority for marketing and advertising campaigns. |

| B2B COMPANY GROWTH | SEGMENT DESCRIPTION |
|------------------------------------|---|
| Likely to Increase Employees | People working for companies likely to increase employee count |
| Likely to Increase Sales | People working for companies likely to grow in terms of revenue or sales |
| Likely to Increase Borrowing | People working for companies likely to increase borrowing or debt |
| Likely to Increase Spend | People working for companies likely to increase spending |
| Likely to Hire from Staffing Firms | People working for companies likely to increase employee count by hiring professional staffing firms |
| Micro businesses primed for growth | People working for companies under \$200K in revenue that are on the verge of significant growth based on D&B proprietary business transaction data and analytical indicators |
| Small businesses primed for growth | People working for companies between \$200K and \$1M that are on the verge of significant growth based on D&B proprietary business transaction data and analytical indicators |

| B2B COMPANY TYPE | SEGMENT DESCRIPTION |
|--|---|
| Likely to be Office Product Reseller | People working for businesses that resell office equipment such as printers, copiers, phones, and other IT related products |
| Likely to be Computer Software Reseller or Developer | People working for businesses that develop computer software products or resell IT, computer, or electronics products (Value Added Resellers) |



D&B Audience Targeting

Section 2: Predictive Targeting Taxonomy

| B2B FINANCIAL ANALYTICS | SEGMENT DESCRIPTION |
|---|---|
| Likely to Transfer Trade Credit Balance to Corporate Card | People working in companies with a likelihood of a trade credit balance (an essential tool for financing growth by taking delivery from suppliers and paying them later) that can be transferred to a corporate credit card |
| Likely to Have High Trade Credit Balance | People working in companies with a likelihood of a high trade credit balance, which can be an essential tool for financing growth by taking delivery from suppliers and paying them later |
| Likely to Have Business Loans | People working in companies that are likely to have corporate loans based on D&B proprietary business transaction data and analytical indicators |
| Likely to Have Line of Credit | People working in companies that are likely to have a line of credit based on D&B proprietary business transaction data and analytical indicators |
| Likely to Have Lease | People working in companies that are likely to have a corporate lease based on D&B proprietary business transaction data and analytical indicators |
| In Market for Corporate Credit Card | People working in companies that are in market for a corporate credit card based on D&B proprietary business transaction data and analytical indicators |
| Stable and Strong Companies | People working in companies with an extremely high likelihood to stay in business and survive economic fluctuations based on D&B predictive viability indicators |
| Recent UCC Filer | People working for businesses that have recently filed a Uniform Commercial Code (UCC) form: indicating companies engaged in commercial transactions with lending and borrowing (debt) |

| B2B LOCATION SIZE | SEGMENT DESCRIPTION |
|--|---|
| Likely to Have Large Computer Network | People working for businesses with a network size of over 60 nodes or connection points. |
| Likely to Have Medium Computer Network | People working for businesses with a network size between 20 and 59 nodes or connection points |
| Likely to Have Small Computer Network | People working for businesses with a network size between 0 and 19 nodes or connection points |
| All Decision Making Locations | People working in locations with decision making authority based on D&B business transaction data |



D&B Audience Targeting

Section 2: Predictive Targeting Taxonomy

| B2B SPENDING POWER | SEGMENT DESCRIPTION |
|--|---|
| High Capacity to Spend | People working in companies with a high capacity to spend based on D&B proprietary analytical indicators |
| High Spenders on Business Products & Services | People working in companies that are likely allocating more spend towards business products and services based on D&B proprietary business transaction data and analytical indicators |
| High Spenders on IT Products & Services | People working in companies that are likely allocating more spend towards Information Technology (IT) products and services based on D&B proprietary business transaction data and analytical indicators |
| High Spenders on Transportation Products & Services | People working in companies that are likely allocating more spend towards transportation or logistics products and services based on D&B proprietary business transaction data and analytical indicators |
| High Spenders on Trucking Services | People working in companies that are likely allocating more spend towards trucking products and services based on D&B proprietary business transaction data and analytical indicators |
| High Spenders on Less than Truckload Services | People working in companies that are likely allocating more spend towards less than truckload shipping or less than load (LTL) products and services based on D&B proprietary business transaction data and analytical indicators |
| High Spenders on Telecom Products & Services | People working in companies that are likely allocating more spend towards telecommunication products and services based on D&B proprietary business transaction data and analytical indicators |
| High Spenders on Food & Beverage Products & Services | People working in companies that are likely allocating more spend towards food and beverage products and services based on D&B proprietary business transaction data and analytical indicators |

| B2B TECHNOLOGY TEAM & INFRASTRUCTURE | SEGMENT DESCRIPTION |
|--------------------------------------|--|
| IT TEAM SIZE | |
| IT Team Size - Small: 1 - 9 | People working at company sites having 1 - 9 IT or IS Employees (based on model). |
| IT Team Size - Moderate: 10 - 49 | People working at company sites having 10 - 49 IT or IS Employees (based on model). |
| IT Team Size - Large: 50 - 249 | People working at company sites having 50 - 249 IT or IS Employees (based on model). |
| IT Team Size - X Large: >250 | People working at company sites having >250 IT or IS Employees (based on model). |



D&B Audience Targeting

Section 2: Predictive Targeting Taxonomy

| NETWORK SIZE | |
|---|--|
| Network Size - Large: >9 lines | People working at company sites having >9 Network Lines (based on model). |
| Network Size - Moderate: 5 - 9 lines | People working at company sites having 5 - 9 Network Lines (based on model). |
| Network Size - Small: 2 - 4 lines | People working at company sites having 2 - 4 Network Lines (based on model). |
| SERVER COUNT | |
| Server Count - Large: >9 | People working at company sites having >9 Servers (based on model). |
| Server Count - Moderate: 4 - 9 | People working at company sites having 4 - 9 Servers (based on model). |
| Server Count - Small: 1 - 3 | People working at company sites having 1 - 3 Servers (based on model). |
| STORAGE CAPACITY | |
| Storage Capacity - Large: >500TB | People working at company sites having >500TB of Storage (based on model). |
| Storage Capacity - Moderate: 50 - 500TB | People working at company sites having 50 - 500TB of Storage (based on model). |
| Storage Capacity - Small: <50TB | People working at company sites having <50TB of Storage (based on model). |

| B2B TECHNOLOGY BUDGET | SEGMENT DESCRIPTION |
|--|--|
| COMMUNICATIONS BUDGET | |
| Communications Budget - Small: <\$10K | People working at company sites having a modeled Communications Budget of <\$10K, based on local currency. Communications includes network equipment, transmitters, routers, landline and mobile devices, etc. |
| Communications Budget - Moderate: \$10K - \$100K | People working at company sites having a modeled Communications Budget of \$10K - \$100K, based on local currency. Communications includes network equipment, transmitters, routers, landline and mobile devices, etc. |
| Communications Budget - Large: >\$100K | People working at company sites having a modeled Communications Budget of >\$100K, based on local currency. Communications includes network equipment, transmitters, routers, landline and mobile devices, etc. |
| HARDWARE BUDGET | |
| Hardware Budget - Small: <\$10K | People working at company sites having a modeled Hardware Budget of <\$10K, based on local currency. Hardware includes PCs, servers, storage, peripherals and hardware specific to the industry. |
| Hardware Budget - Moderate: \$10K - \$100K | People working at company sites having a modeled Hardware Budget of \$10K - \$100K, based on local currency. Hardware includes PCs, servers, storage, peripherals and hardware specific to the industry. |
| Hardware Budget - Large: >\$100K | People working at company sites having a modeled Hardware Budget of >\$100K, based on local currency. Hardware includes PCs, servers, storage, peripherals and hardware specific to the industry. |



D&B Audience Targeting

Section 2: Predictive Targeting Taxonomy

| IT BUDGET | |
|---|---|
| IT Budget - Small: <\$10K | People working at company sites having a modeled IT Budget of <\$10K, based on local currency. IT includes Hardware, Software, Communications and Services. |
| IT Budget - Moderate: \$10K - \$100K | People working at company sites having a modeled IT Budget of \$10K - \$100K, based on local currency. IT includes Hardware, Software, Communications and Services. |
| IT Budget - Large: >\$100K | People working at company sites having a modeled IT Budget of >\$100K, based on local currency. IT includes Hardware, Software, Communications and Services. |
| IT RELATED SERVICES BUDGET | |
| IT Related Services Budget - Small: <\$10K | People working at company sites having a modeled Budget for IT-Related Services of <\$10K, based on local currency. |
| IT Related Services Budget - Moderate: \$10K - \$100K | People working at company sites having a modeled Budget for IT-Related Services of \$10K - \$100K, based on local currency. |
| IT Related Services Budget - Large: >\$100K | People working at company sites having a modeled Budget for IT-Related Services of >\$100K, based on local currency. |
| OTHER HARDWARE BUDGET | |
| Other Hardware Budget - Small: <\$2K | People working at company sites having a modeled Budget for Other Hardware of <\$2K, based on local currency. Other Hardware is specific to the industry, like POS equipment, smart cards and embedded computer chips. |
| Other Hardware Budget - Moderate: \$2K - \$10K | People working at company sites having a modeled Budget for Other Hardware of \$2K - \$10K, based on local currency. Other Hardware is specific to the industry, like POS equipment, smart cards and embedded computer chips. |
| Other Hardware Budget - Large: >\$10K | People working at company sites having a modeled Budget for Other Hardware of >\$10K, based on local currency. Other Hardware is specific to the industry, like POS equipment, smart cards and embedded computer chips. |
| PC BUDGET | |
| PC Budget - Small: <\$10K | People working at company sites having a modeled PC Budget of <\$10K, based on local currency. |
| PC Budget - Moderate: \$10K - \$100K | People working at company sites having a modeled PC Budget of \$10K - \$100K, based on local currency. |
| PC Budget - Large: >\$100K | People working at company sites having a modeled PC Budget of >\$100K, based on local currency. |
| SERVER BUDGET | |
| Server Budget - Small: <\$2K | People working at company sites having a modeled Server Budget of <\$2K, based on local currency. |
| Server Budget - Moderate: \$2K - \$10K | People working at company sites having a modeled Server Budget of \$2K - \$10K, based on local currency. |
| Server Budget - Large: >\$10K | People working at company sites having a modeled Server Budget of >\$10K, based on local currency. |



D&B Audience Targeting

Section 2: Predictive Targeting Taxonomy

| SOFTWARE BUDGET | |
|--|--|
| Software Budget - Small: <\$10K | People working at company sites having a modeled Software Budget of <\$10K, based on local currency. |
| Software Budget - Moderate: \$10K - \$100K | People working at company sites having a modeled Software Budget of \$10K - \$100K, based on local currency. |
| Software Budget - Large: >\$100K | People working at company sites having a modeled Software Budget of >\$100K, based on local currency. |
| STORAGE BUDGET | |
| Storage Budget - Small: <\$2K | People working at company sites having a modeled Storage Budget of <\$2K, based on local currency. |
| Storage Budget - Moderate: \$2K - \$10K | People working at company sites having a modeled Storage Budget of \$2K - \$10K, based on local currency. |
| Storage Budget - Large: >\$10K | People working at company sites having a modeled Storage Budget of >\$10K, based on local currency. |

| B2B TECHNOLOGY PURCHASE INTENT | SEGMENT DESCRIPTION |
|--|---|
| In Market for Laptops | People working at company sites likely to purchase laptop PCs in the near future. |
| In Market for Workstations | People working at company sites likely to purchase 5 or more Workstations in the near future. |
| In Market for Desktop Virtualizations | People working at company sites likely to purchase a Desktop Virtualization solution in the near future. |
| In Market for Servers | People working at company sites likely to purchase one or more new servers in the near future. |
| In Market for Server Operating System Solutions | People working at company sites likely to purchase a Server Operating System in the near future. |
| In Market for Server Virtualization Solutions | People working at company sites likely to purchase a server virtualization environment in the near future. |
| In Market for High Volume Printers | People working at company sites likely to purchase 1 or more High Volume Production Printers in the near future. |
| In Market for 3-Phase Uninterrupted Power Supply | People working at company sites likely to purchase 1 or more 3-phase Uninterrupted Power Supply (UPS) solution in the near future. |
| In Market for Storage Capacity Expansion | People working at company sites likely to expand the current storage capacity by purchasing a SAN, NAS, DAS or Tape Library in the near future. |
| In Market for Storage Virtualization | People working at company sites likely to purchase storage virtualization software in the near future. |
| In Market for Storage Management Software | People working at company sites likely to purchase storage management software in the near future. |



D&B Audience Targeting

Section 2: Predictive Targeting Taxonomy

| | |
|---|--|
| In Market for Unified Communication Solution (UCS) | People working at company sites likely to purchase a Unified Communication Solution (UCS) in the near future. |
| In Market for Voice Over IP (VoIP) Solution | People working at company sites likely to purchase a VoIP solution in the near future. |
| In Market for significant increase in network lines | People working at company sites likely to have a 20% increase in the network lines connected to the location in the near future. |
| In Market for Wireless LAN | People working at company sites likely to purchase a wireless LAN in the near future. |
| In Market for Network Services | People working at company sites likely to purchase new Network Services in the near future. |
| In Market for Security Software | People working at company sites likely to purchase security software in the near future. |
| In Market for Enterprise Management Software | People working at company sites likely to purchase an Enterprise Management Solution in the near future. |
| In Market for ERP Solutions | People working at company sites likely to purchase an ERP initiative in the near future. |
| In Market for Software as a Service Solution | People working at company sites likely to purchase an application as a Software-as-a-Service (SaaS) solution in the near future. |
| In Market for Anti-Virus Software | People working at company sites likely to purchase anti-virus software in the near future. |



D&B Audience Targeting

Section 3: Company Name Targeting Taxonomy

These segments identify individuals who work at specific companies. Persona data is cross-referenced with company data using Dun & Bradstreet's offline data file of 300M+ businesses and 100M+ contacts. By mapping this data online to digital identifiers, you have the ability to reach specific companies through your digital marketing programs.

| B2B COMPANY NAME BY INDUSTRY (ABM) | SEGMENT DESCRIPTION |
|------------------------------------|---|
| EDUCATION | |
| Arizona State University | Individuals that work at Arizona State University or one of the university's subsidiaries. |
| Columbia University | Individuals that work at Columbia University or one of the university's subsidiaries. |
| Cornell University | Individuals that work at Cornell University or one of the university's subsidiaries. |
| Duke University | Individuals that work at Duke University or one of the university's subsidiaries. |
| Emory University | Individuals that work at Emory University or one of the university's subsidiaries. |
| Louisiana State University | Individuals that work at Louisiana State University or one of the university's subsidiaries. |
| New York University | Individuals that work at New York University or one of the university's subsidiaries. |
| Ohio State University | Individuals that work at Ohio State University or one of the university's subsidiaries. |
| Pennsylvania State University | Individuals that work at Pennsylvania State University or one of the university's subsidiaries. |
| Purdue University | Individuals that work at Purdue University or one of the university's subsidiaries. |
| Texas A&M University | Individuals that work at Texas A&M University System or one of the university's subsidiaries. |
| University of Alabama | Individuals that work at University of Alabama or one of the university's subsidiaries. |
| University of Chicago | Individuals that work at University of Chicago or one of the university's subsidiaries. |
| University of Florida | Individuals that work at University of Florida or one of the university's subsidiaries. |
| University of Georgia | Individuals that work at University of Georgia or one of the university's subsidiaries. |
| University of Iowa | Individuals that work at University of Iowa or one of the university's subsidiaries. |
| University of Maryland | Individuals that work at University of Maryland or one of the university's subsidiaries. |
| University of Michigan | Individuals that work at University of Michigan or one of the university's subsidiaries. |
| University of Minnesota | Individuals that work at University of Minnesota or one of the university's subsidiaries. |



D&B Audience Targeting

Section 3: Company Name Targeting Taxonomy

| | |
|-----------------------------------|---|
| University of Missouri | Individuals that work at University of Missouri or one of the university's subsidiaries. |
| University of New York | Individuals that work at University of New York or one of the university's subsidiaries. |
| University of North Carolina | Individuals that work at University of North Carolina or one of the university's subsidiaries. |
| University of Pittsburgh | Individuals that work at University of Pittsburgh or one of the university's subsidiaries. |
| University of Rochester | Individuals that work at University of Rochester or one of the university's subsidiaries. |
| University of Southern California | Individuals that work at University of Southern California or one of the university's subsidiaries. |
| University of Tennessee | Individuals that work at University of Tennessee or one of the university's subsidiaries. |
| University of Texas | Individuals that work at University of Texas or one of the university's subsidiaries. |
| University of Wisconsin | Individuals that work at University of Wisconsin or one of the university's subsidiaries. |
| University of Washington | Individuals that work at University of Washington or one of the university's subsidiaries. |
| FINANCE AND INSURANCE | |
| AIG | Individuals that work at AIG or one of the company's subsidiaries. |
| Allstate | Individuals that work at Allstate or one of the company's subsidiaries. |
| American Express | Individuals that work at American Express or one of the company's subsidiaries. |
| Ameriprise Financial | Individuals that work at Ameriprise Financial or one of the company's subsidiaries. |
| Bank of America | Individuals that work at Bank of America or one of the company's subsidiaries. |
| BB&T | Individuals that work at BB&T or one of the company's subsidiaries. |
| Berkshire Hathaway | Individuals that work at Berkshire Hathaway or one of the company's subsidiaries. |
| Citigroup | Individuals that work at Citigroup or one of the company's subsidiaries. |
| Deloitte | Individuals that work at Deloitte or one of the company's subsidiaries. |
| Fidelity Investments | Individuals that work at Fidelity Investments or one of the company's subsidiaries. |
| Fidelity National Financial | Individuals that work at Fidelity National Financial or one of the company's subsidiaries. |
| Fidelity National Information | Individuals that work at Fidelity National Information or one of the company's subsidiaries. |
| General Electric | Individuals that work at General Electric or one of the company's subsidiaries. |



D&B Audience Targeting

Section 3: Company Name Targeting Taxonomy

| | |
|-----------------------------|--|
| Goldman Sachs | Individuals that work at Goldman Sachs or one of the company's subsidiaries. |
| H&R Block | Individuals that work at H&R Block or one of the company's subsidiaries. |
| Hartford Financial | Individuals that work at Hartford Financial or one of the company's subsidiaries. |
| Jones Financial | Individuals that work at Jones Financial or one of the company's subsidiaries. |
| JPMorgan Chase | Individuals that work at JPMorgan Chase or one of the company's subsidiaries. |
| Koch Industries | Individuals that work at Koch Industries or one of the company's subsidiaries. |
| KPMG | Individuals that work at KPMG or one of the company's subsidiaries. |
| Liberty Mutual | Individuals that work at Liberty Mutual or one of the company's subsidiaries. |
| Marsh & McLennan | Individuals that work at Marsh & McLennan or one of the company's subsidiaries. |
| Metlife | Individuals that work at Metlife or one of the company's subsidiaries. |
| Morgan Stanley | Individuals that work at Morgan Stanley or one of the company's subsidiaries. |
| Nationwide Mutual Insurance | Individuals that work at Nationwide Mutual Insurance or one of the company's subsidiaries. |
| New York Life Insurance | Individuals that work at New York Life Insurance or one of the company's subsidiaries. |
| PNC Financial | Individuals that work at PNC Financial or one of the company's subsidiaries. |
| Prudential Financial | Individuals that work at Prudential Financial or one of the company's subsidiaries. |
| PWC | Individuals that work at PWC or one of the company's subsidiaries. |
| Raymond James | Individuals that work at Raymond James or one of the company's subsidiaries. |
| State Farm | Individuals that work at State Farm or one of the company's subsidiaries. |
| U.S. Bancorp | Individuals that work at U.S. Bancorp or one of the company's subsidiaries. |
| UBS | Individuals that work at UBS or one of the company's subsidiaries. |
| Wells Fargo | Individuals that work at Wells Fargo or one of the company's subsidiaries. |
| HEALTHCARE | |
| Abbott Laboratories | Individuals that work at Abbott Laboratories or one of the company's subsidiaries. |
| Aetna | Individuals that work at Aetna or one of the company's subsidiaries. |
| Allergan | Individuals that work at Allergan or one of the company's subsidiaries. |
| Anthem | Individuals that work at Anthem or one of the company's subsidiaries. |
| Aramark | Individuals that work at Aramark or one of the company's subsidiaries. |
| Ascension Health Alliance | Individuals that work at Ascension Health Alliance or one of the company's subsidiaries. |



D&B Audience Targeting

Section 3: Company Name Targeting Taxonomy

| | |
|--------------------------------|---|
| Becton Dickinson | Individuals that work at Becton Dickinson or one of the company's subsidiaries. |
| Cigna | Individuals that work at Cigna or one of the company's subsidiaries. |
| Community Health Systems | Individuals that work at Community Health Systems or one of the company's subsidiaries. |
| CVS | Individuals that work at CVS or one of the company's subsidiaries. |
| Danaher Corporation | Individuals that work at Danaher Corporation or one of the company's subsidiaries. |
| Eli Lilly | Individuals that work at Eli Lilly or one of the company's subsidiaries. |
| HCA Healthcare | Individuals that work at HCA Healthcare or one of the company's subsidiaries. |
| Johnson & Johnson | Individuals that work at Johnson & Johnson or one of the company's subsidiaries. |
| Kaiser Foundation Health Plan | Individuals that work at Kaiser Foundation Health Plan or one of the company's subsidiaries. |
| Kindred Healthcare | Individuals that work at Kindred Healthcare or one of the company's subsidiaries. |
| Leidos | Individuals that work at Leidos or one of the company's subsidiaries. |
| Mayo Clinic | Individuals that work at Mayo Clinic or one of the company's subsidiaries. |
| McKesson Corporation | Individuals that work at McKesson Corporation or one of the company's subsidiaries. |
| Medtronic | Individuals that work at Medtronic or one of the company's subsidiaries. |
| Merck | Individuals that work at Merck or one of the company's subsidiaries. |
| Novartis | Individuals that work at Novartis or one of the company's subsidiaries. |
| Partners Healthcare | Individuals that work at Partners Healthcare or one of the company's subsidiaries. |
| Pfizer | Individuals that work at Pfizer or one of the company's subsidiaries. |
| Providence Health and Services | Individuals that work at Providence Health and Services or one of the company's subsidiaries. |
| Rite Aid | Individuals that work at Rite Aid or one of the company's subsidiaries. |
| Tenet Healthcare | Individuals that work at Tenet Healthcare or one of the company's subsidiaries. |
| Thermo Fisher Scientific | Individuals that work at Thermo Fisher Scientific or one of the company's subsidiaries. |
| Trinity Health | Individuals that work at Trinity Health or one of the company's subsidiaries. |
| Unitedhealth | Individuals that work at Unitedhealth or one of the company's subsidiaries. |
| Walgreens | Individuals that work at Walgreens or one of the company's subsidiaries. |



D&B Audience Targeting

Section 3: Company Name Targeting Taxonomy

| IT AND SOFTWARE | |
|-------------------------|--|
| Accenture | Individuals that work at Accenture or one of the company's subsidiaries. |
| ADP | Individuals that work at ADP or one of the company's subsidiaries. |
| Aecom | Individuals that work at Aecom or one of the company's subsidiaries. |
| Amazon | Individuals that work at Amazon or one of the company's subsidiaries. |
| AT&T | Individuals that work at AT&T or one of the company's subsidiaries. |
| Bae Systems | Individuals that work at Bae Systems or one of the company's subsidiaries. |
| Centurylink | Individuals that work at Centurylink or one of the company's subsidiaries. |
| Charter Communications | Individuals that work at Charter Communications or one of the company's subsidiaries. |
| Cisco | Individuals that work at Cisco or one of the company's subsidiaries. |
| Cognizant | Individuals that work at Cognizant or one of the company's subsidiaries. |
| Comcast | Individuals that work at Comcast or one of the company's subsidiaries. |
| Cox Enterprises | Individuals that work at Cox Enterprises or one of the company's subsidiaries. |
| Dell Technologies | Individuals that work at Dell Technologies or one of the company's subsidiaries. |
| Dxc Technology | Individuals that work at Dxc Technology or one of the company's subsidiaries. |
| Honeywell | Individuals that work at Honeywell or one of the company's subsidiaries. |
| HP | Individuals that work at HP or one of the company's subsidiaries. |
| IBM | Individuals that work at IBM or one of the company's subsidiaries. |
| Intel | Individuals that work at Intel or one of the company's subsidiaries. |
| Johnson Controls | Individuals that work at Johnson Controls or one of the company's subsidiaries. |
| Lockheed Martin | Individuals that work at Lockheed Martin or one of the company's subsidiaries. |
| Microsoft | Individuals that work at Microsoft or one of the company's subsidiaries. |
| Northrop Grumman | Individuals that work at Northrop Grumman or one of the company's subsidiaries. |
| Oracle | Individuals that work at Oracle or one of the company's subsidiaries. |
| Sap SE | Individuals that work at Sap SE or one of the company's subsidiaries. |
| Schneider Electric (SE) | Individuals that work at Schneider Electric (SE) or one of the company's subsidiaries. |
| Siemens | Individuals that work at Siemens or one of the company's subsidiaries. |
| SoftBank Group | Individuals that work at SoftBank Group or one of the company's subsidiaries. |
| Verizon | Individuals that work at Verizon or one of the company's subsidiaries. |
| Windstream Holdings | Individuals that work at Windstream Holdings or one of the company's subsidiaries. |
| Xerox | Individuals that work at Xerox or one of the company's subsidiaries. |



D&B Audience Targeting

Section 3: Company Name Targeting Taxonomy

| MANUFACTURING AND RETAIL | |
|--------------------------|---|
| 3M | Individuals that work at 3M or one of the company's subsidiaries. |
| Advance Auto Parts | Individuals that work at Advance Auto Parts or one of the company's subsidiaries. |
| Albertsons | Individuals that work at Albertsons or one of the company's subsidiaries. |
| Arch Parent | Individuals that work at Arch Parent or one of the company's subsidiaries. |
| Autozone | Individuals that work at Autozone or one of the company's subsidiaries. |
| Best Buy | Individuals that work at Best Buy or one of the company's subsidiaries. |
| Boeing | Individuals that work at Boeing or one of the company's subsidiaries. |
| Chevron | Individuals that work at Chevron or one of the company's subsidiaries. |
| Coca Cola | Individuals that work at Coca Cola or one of the company's subsidiaries. |
| Crawford Group | Individuals that work at Crawford Group or one of the company's subsidiaries. |
| Dollar | Individuals that work at Dollar or one of the company's subsidiaries. |
| Dollar General | Individuals that work at Dollar General or one of the company's subsidiaries. |
| Dowdupont | Individuals that work at Dowdupont or one of the company's subsidiaries. |
| Emerson Electric | Individuals that work at Emerson Electric or one of the company's subsidiaries. |
| Exxon Mobil | Individuals that work at Exxon Mobil or one of the company's subsidiaries. |
| General Motors (GM) | Individuals that work at General Motors (GM) or one of the company's subsidiaries. |
| Home Depot | Individuals that work at Home Depot or one of the company's subsidiaries. |
| John Deere | Individuals that work at John Deere or one of the company's subsidiaries. |
| Kroger | Individuals that work at Kroger or one of the company's subsidiaries. |
| Macys | Individuals that work at Macys or one of the company's subsidiaries. |
| Mondelez International | Individuals that work at Mondelez International or one of the company's subsidiaries. |
| Office Depot | Individuals that work at Office Depot or one of the company's subsidiaries. |
| Pepsico | Individuals that work at Pepsico or one of the company's subsidiaries. |
| Raytheon | Individuals that work at Raytheon or one of the company's subsidiaries. |
| Starbucks | Individuals that work at Starbucks or one of the company's subsidiaries. |
| Target | Individuals that work at Target or one of the company's subsidiaries. |
| The Gap | Individuals that work at The Gap or one of the company's subsidiaries. |
| Time Warner | Individuals that work at Time Warner or one of the company's subsidiaries. |
| Tyson Foods | Individuals that work at Tyson Foods or one of the company's subsidiaries. |
| United Technologies | Individuals that work at United Technologies or one of the company's subsidiaries. |
| Walmart | Individuals that work at Walmart or one of the company's subsidiaries. |



For more information, contact audiencesolutions@dnb.com

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