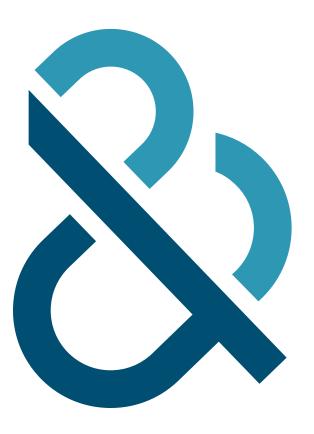# dun&bradstreet
SALES & MARKETING

D&B Audience Targeting

Engage B2B Audiences with Smarter Programmatic Campaigns

SECTION 1
Business & Professional Targeting Taxonomy

SECTION 2
Predictive Targeting Taxonomy

D&B Audience Targeting ensures B2B marketers and agencies reach the right decision makers through programmatic advertising by leveraging factual (deterministic) data. We've brought the world's largest and most trusted commercial database online — by aligning 280M+ company and 80M+ contact records to over 280M+ 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 400+ segments, and they occupy the following categories:

Section 1
Business & Professional Targeting Taxonomy

Section 2
Predictive Targeting Taxonomy

D&B Audience Targeting
Section 1: Business & Professional Targeting Taxonomy

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.

D&B Audience Targeting

Section 1: Business & Professional Targeting Taxonomy

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.

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.
Executives	People in a decision-making function as Executives.
Finance Decision Makers	People in a decision-making function for Finance.
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.

D&B Audience Targeting
Section 1: Business & Professional Targeting Taxonomy

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 an 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 Co-Ordinator.
CTO (Chief Technology Officer)	People working in a Computing & IT role as a CTO

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 Implemenation 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
EDUCATION	
	People working as an Educator. Sample titles include: Library/Media Specialist, Principal/Assistant Principal, Teacher, Superintendent

D&B Audience Targeting
Section 1: Business & Professional Targeting Taxonomy

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

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
FRANCHISE OWNER	
	This segment contains people who own Franchises.

D&B Audience Targeting
Section 1: Business & Professional Targeting Taxonomy

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

D&B Audience Targeting
Section 1: Business & Professional Targeting Taxonomy

HR/HUMAN RESOURCES	
Benefits and Comp	People working in a HR capacity, specifically in a Benefits and Compenation 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

D&B Audience Targeting
Section 1: Business & Professional Targeting Taxonomy

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
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
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
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
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, Minisiter, 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
Writer/Editor	People working in a unspecified capacity, as a Writer/Editor. Sample titles include: Contributor, Editor, Associate Editor, Senior Editor, Editor-In-Chief

D&B Audience Targeting
Section 1: Business & Professional Targeting Taxonomy

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

D&B Audience Targeting
Section 1: Business & Professional Targeting Taxonomy

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

D&B Audience Targeting
Section 1: Business & Professional Targeting Taxonomy

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

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 Goverment, 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 Goverment, 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

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 Medcine, 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	People working in the Manufacturing industry, specifically in the field of Furniture. Sample titles include: Product Marketing Engineer, Workplace Consultant, Procurement Manager, Engineering Designer
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

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
Food and Beverage	People working in the Retail Trade industry, specifically in the field of Food and Beverage. Sample titles include: Pharmacy Licensing Manager, Manager Of Managed Care, Manager of Plan Implementation, Managed Care Plan Specialist, Manger of Government Contracting
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

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
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

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 Office, 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

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 indicatorsD&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.

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 Virtualizaiton 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.

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	This segment contains people working at company sites likely to purchase a VoIP solution in the near future.
In Market for significant increase in network lines	This segment contains people working at company sites likely to havea 20% increase in the network lines connected to the location in the near future.
In Market for Wireless LAN	This segment contains people working at company sites likely to purchase a wireless LAN in the near future.
In Market for Network Services	This segment contains people working at company sites likely to purchase new Network Services in the near future.
In Market for Security Software	This segment contains people working at company sites likely to purchase security software in the near future.
In Market for Enterprise Management Software	This segment contains people working at company sites likely to purchase an Enterprise Management Solution in the near future.
In Market for ERP Solutions	This segment contains people working at company sites likely to purchase an ERP initiative in the near future.
In Market for Software as a Service Solution	This segment contains 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	This segment contains people working at company sites likely to purchase anti-virus software in the near future.

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