

BARTON OUTREACH

Database Overview

Total Companies: 94,129 | Updated: 2026-02-13

SOVEREIGN STATES (90,308 companies - excludes CA & NY)

State	Companies	50+ Emp%	DOL%	Blog%	Co LI%	CEO%	CEO LI%	CFO%	CFO LI%	HR%	HR LI%
PA	17,566	42.1%	76.6%	99.9%	50.6%	66.1%	53.4%	58.9%	47.5%	58.6%	48.1%
OH	17,012	40.3%	79.0%	99.9%	47.7%	65.3%	52.4%	59.8%	48.8%	62.4%	52.0%
VA	12,645	44.1%	76.2%	99.8%	51.9%	68.1%	55.6%	61.3%	51.1%	59.5%	49.8%
NC	11,866	44.9%	71.6%	99.8%	54.8%	69.2%	55.8%	63.4%	51.7%	65.8%	55.1%
MD	9,784	39.0%	79.6%	99.9%	45.1%	65.2%	52.4%	61.0%	49.9%	62.7%	52.2%
KY	4,352	--	81.0%	99.9%	43.3%	60.6%	47.3%	56.2%	43.5%	58.7%	46.2%
DC	2,621	--	98.6%	100%	47.0%	84.4%	69.1%	84.5%	70.6%	84.3%	70.7%
OK	1,849	--	55.1%	99.8%	36.8%	58.2%	42.8%	56.0%	41.2%	56.0%	40.6%

CT SUB-HUB

Metric	Count	%
Has Employee Data	70,392	74.8%
50+ Employees	37,493	39.8%
Total Employees (50+)	16,205,443	--
Email Method	80,950	86.0%
Domain Reachable	52,870	85.4%
Domain Unreachable	9,047	14.6%

Employee Size Bands (50+ only)

Band	Companies	Total Employees	%
50-100	24,179	1,233,129	64.5%
101-250	6,795	1,365,795	18.1%
501-1,000	2,696	1,350,696	7.2%
1,001-5,000	2,657	2,659,657	7.1%
5,001+	1,166	9,596,166	3.1%
Total	37,493	16,205,443	100%

Employee counts are Hunter enrichment band minimums (floor estimates). Real totals are higher.

DOL SUB-HUB

Metric	Count	%
DOL Linked (EIN)	73,617	78.2% of companies
-> Has Filing	69,318	94.2% of DOL
-> Renewal Month	69,029	93.8% of DOL
-> Carrier	9,991	13.6% of DOL
-> Broker/Advisor	6,818	9.3% of DOL

DOL Linked is measured against total companies. All sub-metrics cascade off DOL Linked.

Funding Type

Type	Count	% of DOL
Pension Only	54,673	74.3%
Fully Insured	11,567	15.7%
Unknown	4,588	6.2%
Self-Funded	2,874	3.9%

BLOG SUB-HUB

Metric	Count	%
Blog Coverage	93,596	99.4%
Companies with Sitemap	31,679	33.7%
Companies with Source URLs	40,381	42.9%
Company LinkedIn	45,057	47.9%

PEOPLE SUB-HUB

Readiness Funnel

Step	Count	%
Total Companies	94,129	100%
At Least 1 Slot Filled	63,648	67.6%
At Least 1 Person Reachable	60,180	63.9%
Zero Slots (unreachable)	30,481	32.4%

Reachable = has a verified email (outreach_ready = TRUE) OR a LinkedIn URL for at least one filled slot.

Depth of Coverage

Depth	Companies	All Have Email	All Have LinkedIn	Full Coverage
All 3 Filled	54,949	32,585 (59.3%)	41,689 (75.9%)	25,014 (45.5%)
2 of 3 Filled	2,884	1,155 (40.0%)	2,271 (78.7%)	1,048 (36.3%)
1 of 3 Filled	5,815	2,843 (48.9%)	4,949 (85.1%)	2,749 (47.3%)
0 Filled	30,481	--	--	--

Email Verification

Metric	Count	%
People with Email	181,478	--
Email Verified	145,358	80.1%
Outreach Ready	122,094	67.3%
Companies with 1+ Ready Email	47,504	50.5%

THREE MESSAGING LANES

Lane	Records
Cold Outreach	94,129
Appointments Already Had	771
Fractional CFO Partners	833

ZIP 24015 (Roanoke, VA) - 100-Mile Radius

Market View

Total Companies: 3,561 | Updated: 2026-02-13

STATES IN RADIUS

State	Companies	50+ Emp%	DOL%	Blog%	Co LI%	CEO%	CEO LI%	CFO%	CFO LI%	HR%	HR LI%
NC	1,749	44.6%	71.1%	99.9%	53.5%	68.8%	81.2%	63.0%	82.1%	65.5%	84.3%
VA	1,305	43.5%	75.2%	99.9%	48.1%	68.2%	79.3%	63.8%	80.3%	61.1%	80.1%
WV	141	36.2%	70.2%	100%	47.5%	52.5%	60.8%	47.5%	62.7%	48.9%	60.9%

CT SUB-HUB

Metric	Count	%
Has Employee Data	2,727	76.6%
50+ Employees	1,516	42.6%
Total Employees (50+)	623,416	--
Email Method	3,134	88.0%
Domain Reachable	1,987	84.7%
Domain Unreachable	360	15.3%

Employee Size Bands (50+ only)

Band	Companies	Total Employees	%
50-100	1,018	51,918	67.2%
101-250	260	52,260	17.2%
501-1,000	94	47,094	6.2%
1,001-5,000	102	102,102	6.7%
5,001+	42	370,042	2.8%
Total	1,516	623,416	100%

DOL SUB-HUB

Metric	Count	%
DOL Linked (EIN)	2,685	75.4% of companies
-> Has Filing	2,533	94.3% of DOL
-> Renewal Month	2,558	95.3% of DOL
-> Carrier	428	15.9% of DOL
-> Broker/Advisor	275	10.2% of DOL

Funding Type

Type	Count	% of DOL
Pension Only	2,199	81.9%
Fully Insured	224	8.3%
Self-Funded	136	5.1%

BLOG SUB-HUB

Metric	Count	%
Blog Coverage	3,559	99.9%
Companies with Sitemap	1,212	34.0%
Company LinkedIn	1,685	47.3%

PEOPLE SUB-HUB

Readiness Funnel

Step	Count	%
Total Companies	3,561	100%
At Least 1 Slot Filled	2,499	70.2%
At Least 1 Person Reachable	2,460	69.1%
Zero Slots (unreachable)	1,062	29.8%

Depth of Coverage

Depth	Companies	All Have Email	All Have LinkedIn	Full Coverage
All 3 Filled	2,168	1,246 (57.5%)	1,610 (74.3%)	914 (42.2%)
2 of 3 Filled	110	47 (42.7%)	95 (86.4%)	43 (39.1%)
1 of 3 Filled	221	110 (49.8%)	196 (88.7%)	108 (48.9%)
0 Filled	1,062	--	--	--

Email Verification

Metric	Count	%
People with Email	6,937	--
Email Verified	5,511	79.4%
Outreach Ready	4,735	68.3%

MESSAGING LANES (in radius)

Lane	Records
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Cold Outreach	3,561
Appointments Already Had	5