versium | REACH

List Insights

Revenue
$ < 10 M
75%

Industry
Business Associations
38.6%

Employee Count
250 to 1k
46.2%

Where these businesses are located
Based on HQ address

Top States
1. New York: 41.7%
2. California: 25%
3. Pennsylvania: 16.7%
4. Florida: 8.3%
5. Tennessee: 8.3%

0%   41.7%

Your list contains 17 records, from companies located in 5 states with more than half in the Mid Atlantic region. The most frequent industries found in the list are Business Associations and Retail (Apparel), with company annual revenues of < 10 M.

The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself. – Peter Drucker

Company Size by Employee

Employee Count
250 to 1k
The most common range of employees.

Percentage

Employee Count: 1 to 10, 10 to 250, 250 to 1k, 1k to 10k, 10k to 50k, 50k to 100k, > 100k

Company Annual Revenue
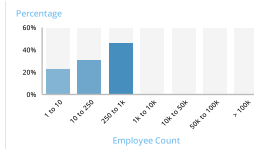
Annual Revenue
< 10 M
The most common revenue range.

Percentage

Revenue: < 10 M, 10 to 50 M, 50 to 100 M, 100 to 500 M, 500 M to 1 B, 1 to 10 B, > 10 B

Top Industries
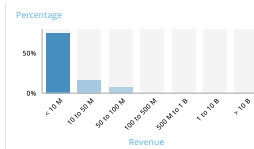
Business Associations	38.6%
Retail (Apparel)	30.8%
Construction (Special Trade)	7.7%
Machinery Manufacturing	7.7%
Retail (Motor Vehicle)	7.7%

The highest percentage of businesses in your lists have been in business for 21-25 years. These are established businesses that are starting to mature.

9.9M of the 30.2M small businesses in the US in 2015 are owned by women. Source: sba.gov

Company Years in Business

21 to 25 years
The most common number of years these companies have been in business.

Percentage

Years: < 2, 2 to 10, 11 to 15, 16 to 20, 21 to 25, 26 to 30, > 30

Top Departments
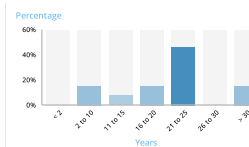
Unclassified Management Titles	60%
Human Resources - HR	20%
Personal Care	20%

Top Job Titles

CO-OWNER	20%
CEO	20%
CHIEF PEOPLE OFFICER	20%
CO FOUNDER	20%
EXECUTIVE CHAIRMAN & CO-FOUNDER	20%

Top Technologies

Facebook Exchange Fbx	50%
Facebook Like	38.9%
Facebook Tag Api	38.9%
Google Adsense	38.9%
Optimizely	38.9%

Title by Age and Gender

■ C-Level: 100%

Age (Average)

■ F...
■ Male

Title / Seniority: C-Level, VP, Manager, Non-Manager

Compares the age and gender with the titles of the people on your list.
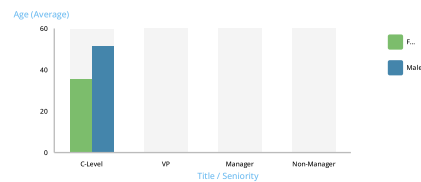
Company Type

Private: 100%
The most common company type

Company Type: Education, Government, Private, Public

Percentage: 0%, 10%, 20%, 30%, 40%, 50%, 60%, 70%, 80%, 90%, 100%

The people who work at these businesses are located in 3 states with most in the East Coast region and are males aged 45 to 54.
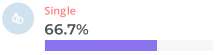
The 55-64 year age bracket is the fastest growing demographic on Twitter. Source: McCauley Marketing Services

Based on individual location

Top States
1. New York: 33.3%
2. Tennessee: 33.3%
3. Florida: 33.2%

0%   33.3%
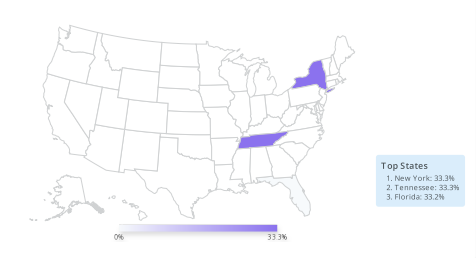
Marital Status
Single
66.7%
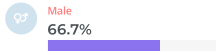
Gender
Male
66.7%

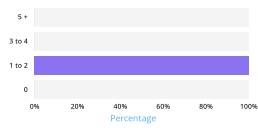**Children in Household**
Based on individual location
1 to 2 children
The most common number of children in the household.

Children

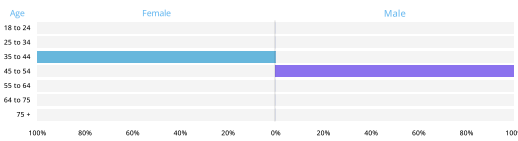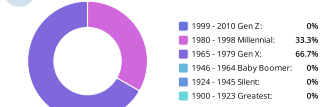|	
5 +	
3 to 4	
1 to 2	
0	

0%   20%   40%   60%   80%   100%
Percentage

Age by Gender

Gender
Male
66.7%

Age
45 to 54
66.7%

Age   Female   Male

Age	
18 to 24	
25 to 34	
35 to 44	
45 to 54	
55 to 64	
64 to 75	
75 +	

100% 80% 60% 40% 20% 0% 20% 40% 60% 80% 100%

Generations

Top Generation
1965 - 1979 Gen X: 66.7%

1999 - 2010 Gen Z: 0%
1980 - 1998 Millennial: 33.3%
1965 - 1979 Gen X: 66.7%
1946 - 1964 Baby Boomer: 0%
1924 - 1945 Silent: 0%
1900 - 1923 Greatest: 0%

Education

Top Education
High School: 50%

The most common education level.

Education Type

Grad School	
College	
Technical	
High School	

0%   20%   40%   60%
Percentage
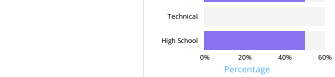
Household Income

Top Income
150K to 249K: 66.7%

The most common range of household income.

Income

250K +	
150K to 249K	
50K to 149K	
< 50K	

0% 10% 20% 30% 40% 50% 60% 70% 80%
Percentage