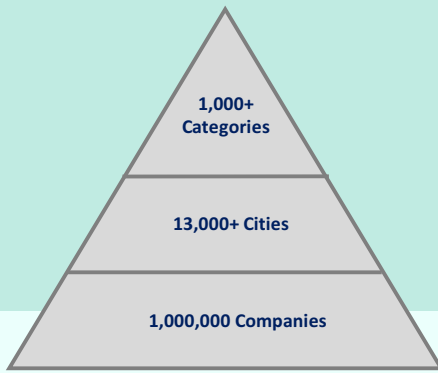


Human Resources Services

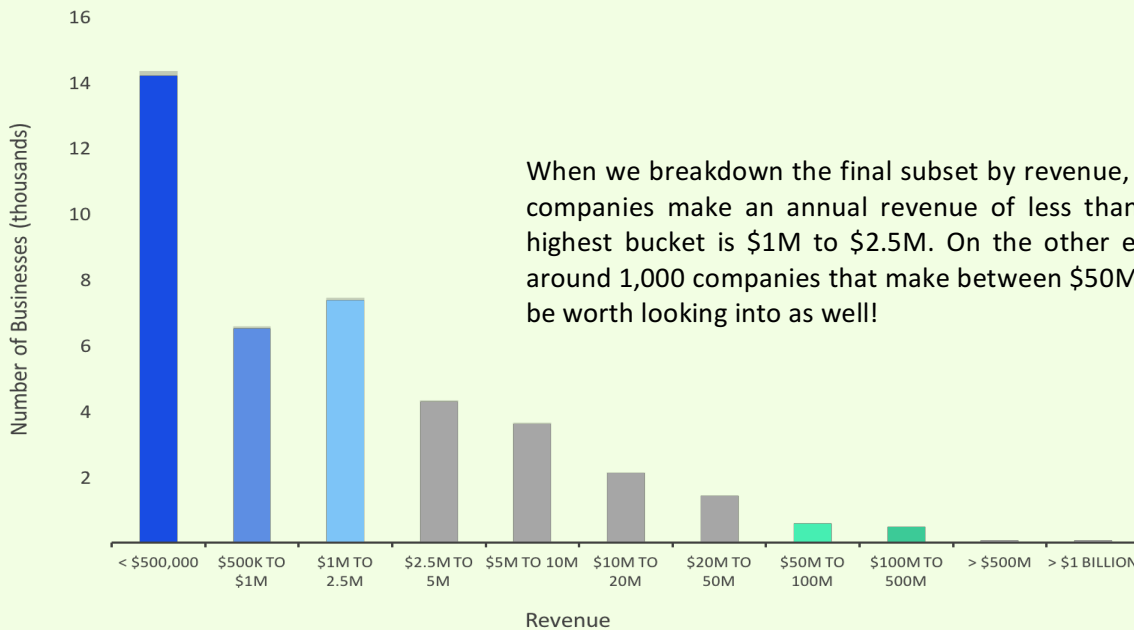
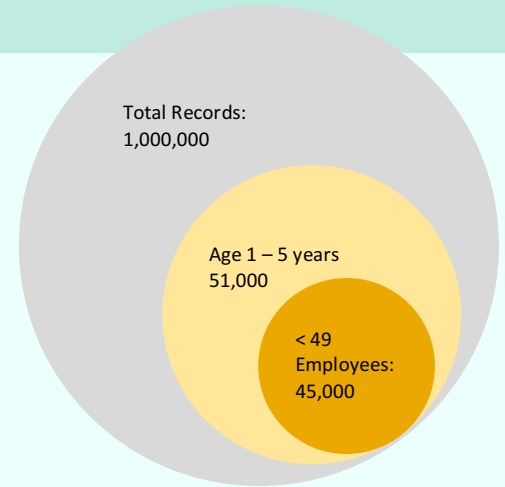


What Can Radius Do for You?

Radius provides valuable, accurate information on small businesses around the country. With over **99%** of our data containing information on company addresses, revenue, and more—your team will be well-equipped to create smart, targeted marketing strategies.

As a Human Resources (HR) services company, your target audience is the subset of businesses require a third-party vendor for their HR needs. Let's say younger companies are less likely to have an established HR department, so we can narrow down the data by looking at companies **younger than 5 years**. Next, we can also narrow down companies by the **number of employees**, as a company with fewer employees will most likely not have a robust HR department.

This narrows down the pool to about **45,000 companies** to look at—that is *significantly* fewer than the original 1M potential companies!



When we breakdown the final subset by revenue, it looks like most of the companies make an annual revenue of less than \$500,000. The second highest bucket is \$1M to \$2.5M. On the other end, however, there are around 1,000 companies that make between \$50M to \$500M. These might be worth looking into as well!

Here is a closer look at the kind of businesses that are most prevalent in the final segment. The pie chart on the right illustrates the breakdown of the top 52% of NAICS category codes. It looks like about half of the businesses provide professional services or are in the healthcare industry.

