

Digital Targeting Segments

Business to Business

KEY BENEFITS

Target small businesses online more effectively by their attributes such as size, age and industry

Reduce wasted ad spend by ensuring more ads are served to businesses with the attributes you seek

Segments leverage best-in-class marketing attributes using a proprietary marketing database comprised of over 41 million businesses aggregated to the ZIP+4 level

Engage your online audiences to maximize customer experience and uncover growth opportunities

Improve digital marketing ROI by reaching more key targets and improving lead conversion rates

Finding the Right Audience Matters

Business-to-Business (B2B) companies can often struggle to find their ideal audience online. Yet, just like consumer marketers, B2B marketers are under pressure to make best use of online marketing budgets by reaching specific target audiences with their online ads and offers.

Challenges:

- Pressure to maximize digital marketing ROI
- Reaching key buying audiences with current segmentation strategies
- Increasing lead conversion rates

As the shift from traditional marketing to digital marketing continues, the ability to optimize digital marketing spend and maximize your ROI is imperative. This is especially critical in the B2B space where one sale can be worth millions of dollars. Equifax has carefully categorized its 41M+ of US Business Records into more than 200 segments allowing marketers to better reach their target audience.

Reach More Qualified Prospects

Business to Business Targeting Segments help marketers improve their online marketing efficiency by helping them to reach more qualified prospects based on specific likely attributes.

The Business to Business Targeting Segments leverage attributes from the Equifax Commercial Marketing Database, the best-in-class, multi-sourced commercial database that enables customers to improve targeting, increase response rates and reduce marketing costs. The data is updated on a real-time basis, and comprises over 42 million business site locations. Independent studies confirm that 10 percent of these commercial records are unique to Equifax and are concentrated in micro- to small-sized business.



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*The Commercial Marketing database is built from third-party sources and does not include any information from the Equifax Commercial database or the Small Business Financial Exchange.



The Business to Business Targeting Segments include audiences who work at businesses likely to be in these industries, company types or job roles:

Industry	
Examples Include:	
<ul style="list-style-type: none"> ■ Non-Profit ■ Agriculture, Forestry, and Fishing ■ Mining ■ Construction ■ Manufacturing ■ Transportation, Communications, Electric, Gas, and Sanitary Services ■ Wholesale Trade ■ Retail Trade ■ Finance, Insurance, and Real Estate ■ Services ■ Public Administration 	
Company Age	
Examples Include:	
<ul style="list-style-type: none"> ■ 5 Years or less ■ 6 to 15 Years ■ 16 Years or greater 	
Total Number of Employees	
Examples Include:	
<ul style="list-style-type: none"> ■ 1-4 ■ 5-10 ■ 11-20 ■ 21-30 ■ 31-50 ■ 51-100 	<ul style="list-style-type: none"> ■ 101-250 ■ 251-500 ■ 501-1000 ■ 1001-2000 ■ more than 2000
Annual Sales	
Examples Include:	
<ul style="list-style-type: none"> ■ <\$200k ■ \$200k - \$500k ■ \$500k - \$1M ■ \$1M - \$5M 	<ul style="list-style-type: none"> ■ \$5M - \$20M ■ \$20M - \$100M ■ \$100M - \$500M ■ more than \$500M

Job Role
Audiences in a variety of job roles:
<ul style="list-style-type: none"> ■ Titles include CEO to Manager including occupations such as Architect, Lawyer or Doctor ■ Decision makers and influencers ■ Functional roles in a variety of areas
Other Business Segments
Examples include:
<ul style="list-style-type: none"> ■ Non-Profit ■ Women-owned ■ Minority-owned ■ Top 500 Companies ■ Top 1000 Companies ■ Small Business Enterprise ■ Financial Risk ■ Credit Risk

Our Commitment to Privacy

Protecting privacy online is one of our core values. Our Business to Business Targeting Segments are estimates of likely business characteristics built using anonymous, aggregated data. Our digital products do not incorporate or reveal any personally identifiable information, nor are these segments built using any data gathered about individuals' online behavior.

Business to Business Targeting Segments are developed solely for non-FCRA marketing purposes and cannot be taken into consideration as a factor in establishing or determining a small business's eligibility for commercial credit, insurance, or employment.

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