



EQUIFAX[®]

Business-to-Business Digital Targeting Segments

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 return on investment (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 56M+ of U.S. business records into more than 200 segments allowing marketers to better reach their target audience.

Reach more qualified prospects

Business-to-Business Digital 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 Digital Targeting Segments leverage attributes provided by the Commercial Marketing database from Equifax, 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 millions of U.S. business site locations — 95% of which are small businesses, with over 40,000 businesses added weekly.

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 56 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

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

Industry		Annual sales	
<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 		<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
Company age		Job role	
<ul style="list-style-type: none"> • 5 years or less • 6 to 15 years • 16 years or greater 		<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 	
Total number of employees		Other business segments	
<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 	<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 Digital 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 Digital 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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*The Commercial Marketing database is built from third-party sources and does not include any commercial database information from Equifax or the Small Business Financial Exchange.