



## Reaching More Business

Reach the key decision makers and influencers at over 18 million businesses with business targeting.

## What is Business Targeting?

Business Targeting identifies the IP addresses of individual businesses—often providing online targeting at a rooftop level.

## What Data Attributes Are Available for Targeting?

Business Targeting will match to the name of a business, the domain address, location, or to firmographic attributes, such as:

- Company Name
- Domain
- Industry
- Revenue
- SIC Code
- NAICS Code
- Company Size
- Employee Count
- Business Owners at Home

## What are the Benefits?

B2B Business Targeting reaches more businesses and more decision makers at rooftop level:



### 100% REACH

18 million businesses, 25 million domains and 14 million business leaders at home



### COOKIE-FREE PRIVACY

No tracking or use of cookies



### DATA RICH

1,600 industry categories, including revenue, employee counts and business leaders at home



### DEVICE INDEPENDENT

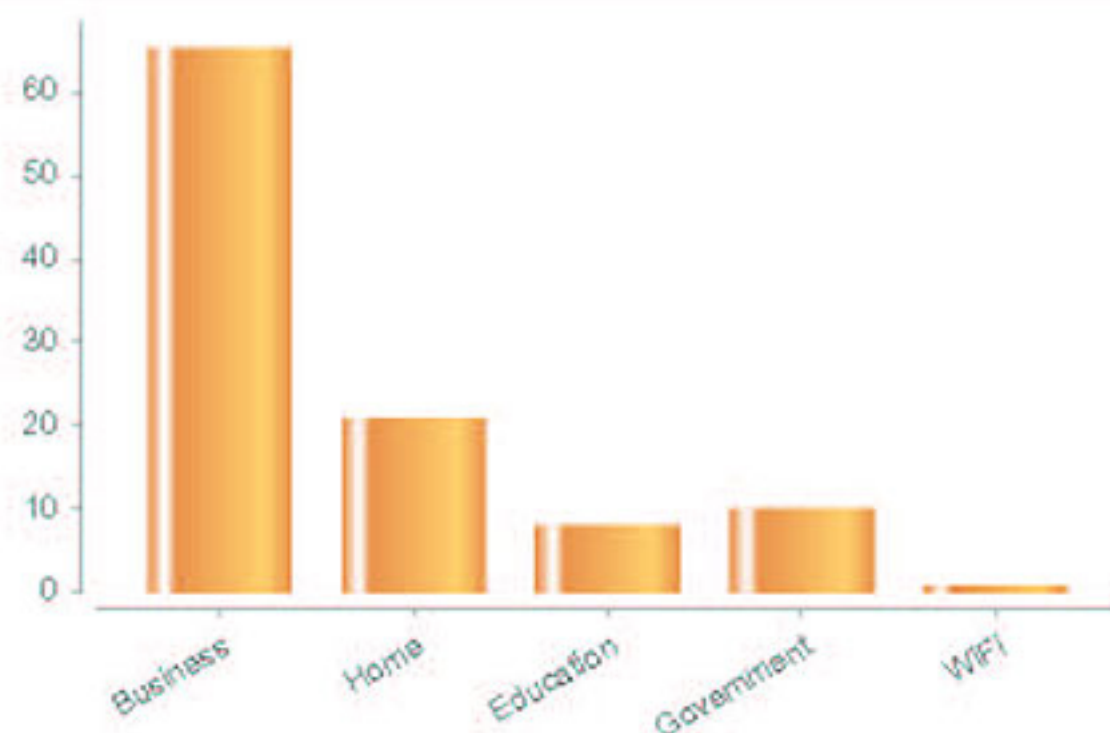
Access to desktops, laptops, tablets, smartphones, IP radio and TV

### Zone Summary and Coverage

Uploaded Records	4,281	Unique Zipcodes	198
Matched Records	2,168	Unique Cities	351
Unmatched Records	2,113	Unique States	50
Matched Percentage	50.6%	Unique Zones	1,190
Businesses in Matched Zones	7,722	Population	4,471

### User Type

Value	Match %	People
Business	65.2%	0
Home	20.9%	4,471
Education	8.0%	0
Government	10.0%	57
WiFi	0.8%	171

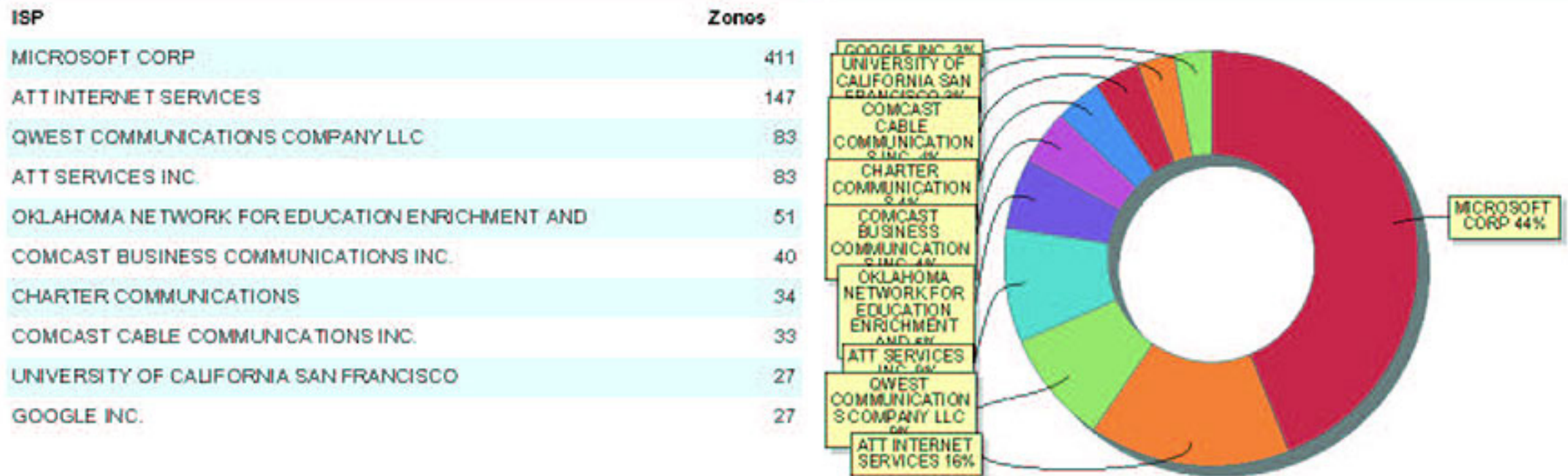


### Top Business Zones

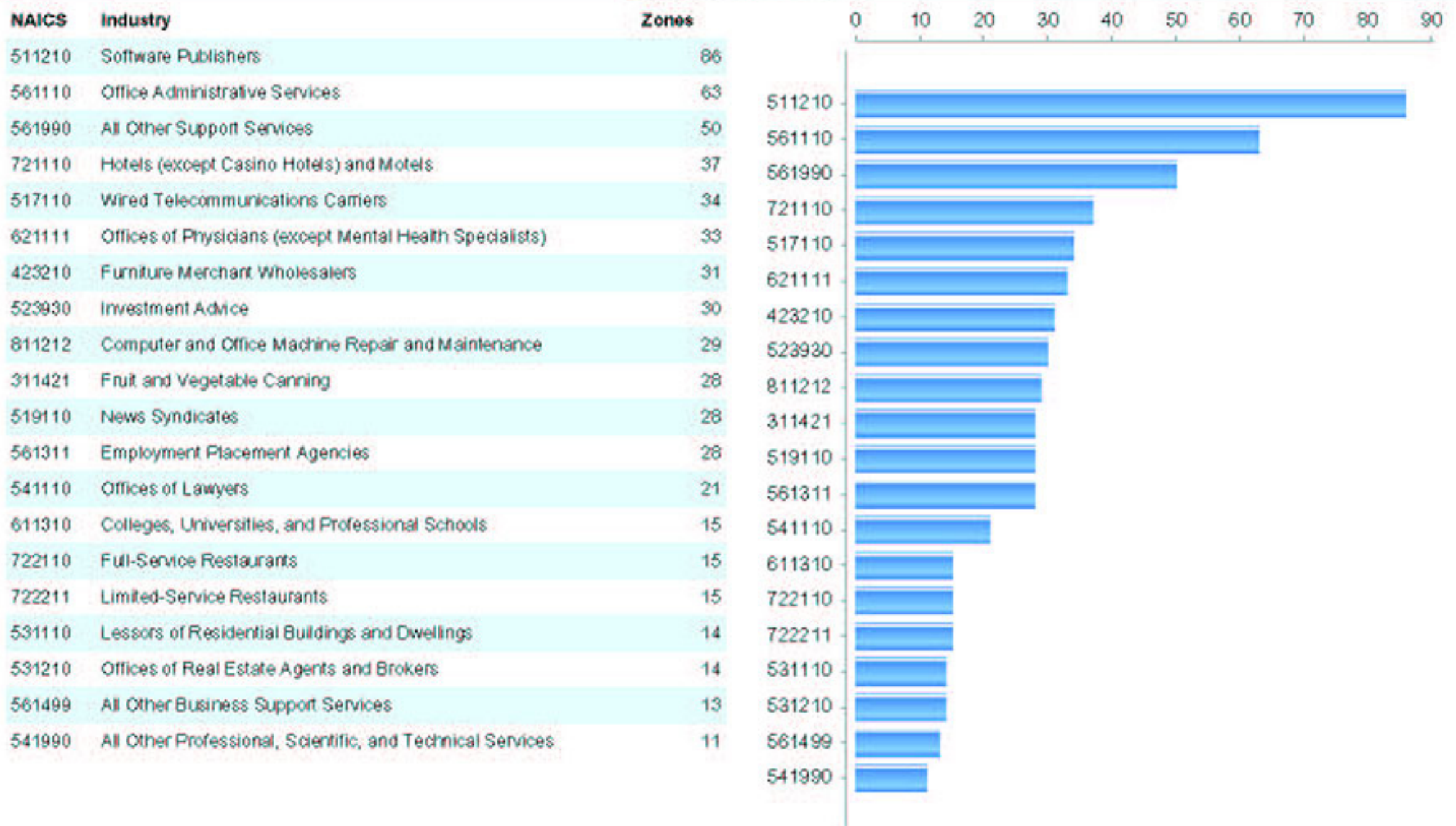
Zip Code	Business	Home	Education	Govt	WiFi	
98052	392	0	0	0	0	98052
94043	14	0	0	0	0	94043
60914	10	0	0	0	0	60914
80260	10	0	0	0	0	80260
90248	10	0	0	0	0	90248
53204	9	0	0	0	0	53204
92128	9	0	0	0	0	92128
50309	8	0	0	0	0	50309
50313	7	0	0	0	0	50313
94539	7	0	0	0	0	94539
68701	6	0	0	0	0	68701
30339	5	0	0	0	0	30339
50310	5	0	0	0	0	50310
84119	5	0	0	0	0	84119
92025	5	0	0	0	0	92025



## Top Business ISPs

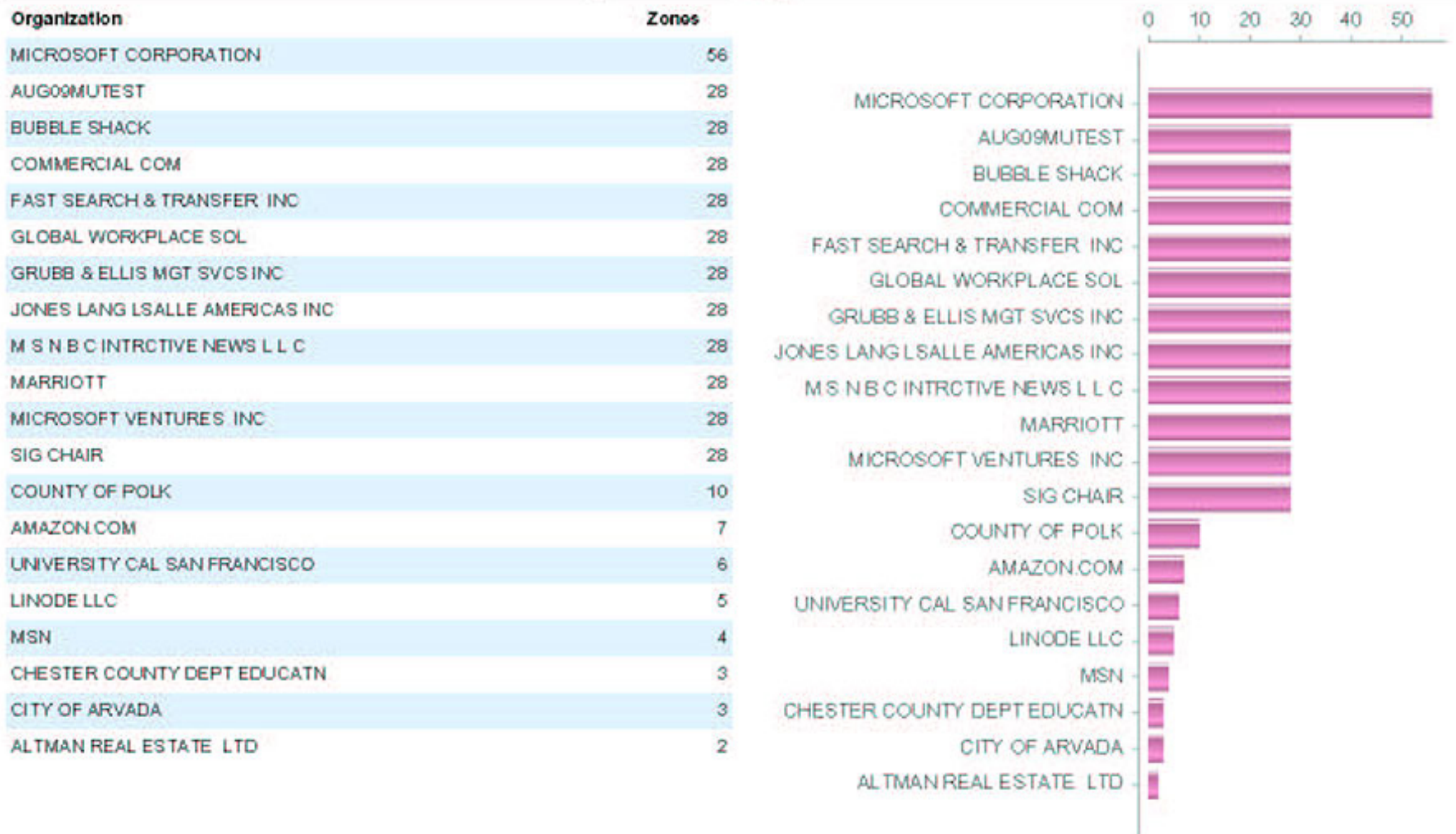


## Top Business NAICS





### Top Business Organizations



### Revenue

