

# B2B Segments for Digital Targeting

**40M**  
People

**100M+**  
Cookies

**400**  
Segments

## Example Segments

### Firmographics

Industry  
Geography  
Employees & Revenue

### Manufacturing

Certifications  
Government Suppliers  
Products Manufactured

### Demographics

High Net Worth  
Job Function / Level  
Age, Languages & Ethnicity

### Installed Technologies

Cloud Services  
Data Center Technologies  
Customer Relationship Management