

# Digital Audience Targeting

Engage B2B Audiences with Smarter Programmatic Campaigns

STANDARD DATA TAXONOMY



# Standard Data Taxonomy

The tables below represent D&B’s definitive list of predefined data segments.

We call these segments our Standard audience data segments.

There are 280+ of them, and they occupy the following 8 key categories:

- B2B Company ..... 3
- B2B Job Function (Level 1) ..... 4
- B2B Job Function (Level 2) ..... 5-11
- B2B Seniority ..... 12
- B2B Decision Makers ..... 12
- B2B Industry (Level 1) ..... 13-14
- B2B Industry (Level 2) ..... 15-23
- B2B Professionals ..... 23



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SEGMENT TYPE: B2B COMPANY	
COMPANY	SEGMENT NAME
<b>EMPLOYEES</b>	
Micro: 1 - 4	B2B Company > Employees > Micro: 1 - 4
Micro: 5 - 10	B2B Company > Employees > Micro: 5 - 10
Small: 11 - 20	B2B Company > Employees > Small: 11 - 20
Small: 21 - 30	B2B Company > Employees > Small: 21 - 30
Small: 31 - 50	B2B Company > Employees > Small: 31 - 50
Medium: 51 - 100	B2B Company > Employees > Medium: 51 - 100
Medium: 101 - 250	B2B Company > Employees > Medium: 101 - 250
Large: 251 - 500	B2B Company > Employees > Large: 251 - 500
Large: 501 - 1000	B2B Company > Employees > Large: 501 - 1000
Large: 1001 - 2000	B2B Company > Employees > Large: 1001 - 2000
Large: > 2000	B2B Company > Employees > Large: > 2000
<b>SALES</b>	
Micro: < \$200K	B2B Company > Sales > Micro: < \$200K
Small: \$200K - \$500K	B2B Company > Sales > Small: \$200K - \$500K
Small: \$500K - \$1M	B2B Company > Sales > Small: \$500K - \$1M
Medium: \$1M - \$5M	B2B Company > Sales > Medium: \$1M - \$5M
Medium: \$5M - \$20M	B2B Company > Sales > Medium: \$5M - \$20M
Med - Large: \$20M - \$100M	B2B Company > Sales > Med - Large: \$20M - \$100M
Large: \$100M - \$500M	B2B Company > Sales > Large: \$100M - \$500M
Very Large: > \$500M	B2B Company > Sales > Very Large: > \$500M
<b>B2B COMPANY TYPE</b>	
Young: 2010 - Present	B2B Company > Company Tenure > Young: 2010 - Present
Established: < 2010	B2B Company > Company Tenure > Established: < 2010
Fortune 500	B2B Company > B2B Company Type > Fortune 500
Fortune 1000	B2B Company > B2B Company Type > Fortune 1000



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SEGMENT TYPE: B2B JOB FUNCTION (LEVEL 1)		
FUNCTION (LEVEL 1)	SEGMENT NAME	SAMPLE TITLES
Administrative	B2B Job Function > Administrative > Administrator	Office Manager, Secretary, Administrator, Administrative Assistant
Computing & IT	B2B Job Function > Computing & IT	Technology Manager/Director, Chief Technology Officer, Chief Information Officer, Software Engineer
Educator	B2B Job Function > Educator	Library/Media Specialist, Principal/Assistant Principal, Teacher, Superintendent
Finance	B2B Job Function > Finance	Chief Financial Officer, Controller, Financial Advisor, Business Manager, Accountant
General Management	B2B Job Function > General Management > CEO	Principal, President, Director, Manager
Healthcare Professionals	B2B Job Function > Healthcare Professionals	Staff Pharmacist, Nurse Practitioner, Internal Medicine, Physicians Assistant, Family Practitioner
HR	B2B Job Function > HR	Human Resources Manager, Human Resources Director, Human Resources Executive
Legal	B2B Job Function > Legal	Attorney, Clerk, Paralegal, General Counsel, Legal Assistant
Marketing	B2B Job Function > Marketing	Marketing Director, Graphic Designer, Vice President of Marketing, Chief Marketing Officer, Creative Director
Operations	B2B Job Function > Operations	Operations Manager, Director of Operations, Plant Manager, Senior Project Manager, Site Manager
Other	B2B Job Function > Other	Unspecified coordinators, consultants and advisors as well as vocational roles in public and religious services.
Ownership/Board	B2B Job Function > Ownership/Board	Owner, Partner, Co-Owner, Chairman
Research & Development	B2B Job Function > Research & Development	Project Manager, Engineer, Project Engineer, Product Manager, Engineering Manager
Sales	B2B Job Function > Sales	VP of Sales, Sales Manager, Regional Sales Director, Director of Sales Operations



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SEGMENT TYPE: B2B JOB FUNCTION (LEVEL 2)		
FUNCTION (LEVEL 1)	SEGMENT NAME	SAMPLE TITLES
<b>ADMINISTRATIVE</b>		
Administrator	B2B Job Function > Administrative > Administrator	Administrator
Assistant	B2B Job Function > Administrative > Assistant	Executive Assistant, Office Assistant, Program Assistant, Staff Assistant, Administrative Associate
Office Manager	B2B Job Function > Administrative > Office Manager	Office Manager, Business Office Manager
Secretary	B2B Job Function > Administrative > Secretary	Secretary, School Secretary, Executive Secretary
<b>COMPUTING &amp; IT</b>		
CIO	B2B Job Function > Computing & IT > CIO	Chief Content Officer, Executive Vice President-CIO
Computing & IT	B2B Job Function > Computing & IT > Computing & IT	Developer, Technology Coordinator, Director - Telecommunications, Manager - Telecommunications, Technology Coordinator
CTO	B2B Job Function > Computing & IT > CTO	Chief Technology Officer, Executive Vice President-CTO
Data Management	B2B Job Function > Computing & IT > Data Management	Data Processing Executive, Data Processing Manager, Systems & Data Processing Manager, Data Center Manager, Systems & Data Processing Executive
Database Administration & Design	B2B Job Function > Computing & IT > Database Administration & Design	Database Administrator, Senior Database Administrator, Database Manager, Data Architect, Oracle Database Administrator
Information Security	B2B Job Function > Computing & IT > Information Security	Information Security Analyst, Information Security Officer, Director Information Security, Senior Security Engineer, Network Security Engineer
Information Technology	B2B Job Function > Computing & IT > Information Technology	Information Technology Manager, Chief Technology Officer, Chief Information Officer, Vice President Information Technology, It Manager
Network Administration & Engineering	B2B Job Function > Computing & IT > Network Administration & Engineering	Network Administrator, Network Manager, Senior Network Engineer, Senior Network Administrator, Senior Network Analyst
Software Engineering	B2B Job Function > Computing & IT > Software Engineering	Software Engineer, Senior Software Engineer, Software Developer, Senior Project Engineer, Senior Design Engineer



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Support	B2B Job Function > Computing & IT > Support	IT Specialist, IT Support, Support Specialist, SAP Implementation, Network Support
Systems Administration & Engineering	B2B Job Function > Computing & IT > Systems Administration & Engineering	Systems Administrator, Systems Analyst, Senior Systems Engineer, Information Systems Manager, Network System Administrator
Web Development & Management	B2B Job Function > Computing & IT > Web Development & Management	Webmaster, Web Developer, Internet Manager, Systems Programmer, Senior Web Developer
<b>FINANCE</b>		
Accounting	B2B Job Function > Finance > Accounting	Accountant, Accounting Manager, Bookkeeper, Certified Public Accountant, Senior Accountant
Admin	B2B Job Function > Finance > Admin	Administrative Assistant, Corporate Secretary, Office Administrator, Executive Administrative Assistant, Senior Administrative Assistant
Audit	B2B Job Function > Finance > Audit	Auditor, Audit Manager, Internal Auditor, Senior Auditor, Senior Internal Auditor
CFO	B2B Job Function > Finance > Audit	Chief Financial Officer, Executive Vice President-CFO
Compliance & Governance	B2B Job Function > Finance > CFO	Compliance Officer, Director of Risk Management, Chief Compliance Officer, Security Officer, Risk Manager
Corporate Finance and M&A	B2B Job Function > Finance > Corporate Finance and M&A	Chief Strategy Officer, Director of Acquisitions, Corporate Finance, Strategy Consultant, Vice President Corporate Finance
Economist	B2B Job Function > Finance > Economist	Economist, Senior Economist, Chief Economist, International Economist, Agricultural Economist
Financial Analyst	B2B Job Function > Finance > Financial Analyst	Financial Analyst, Senior Financial Analyst, Investment Analyst, Information Technology Business Analyst, Risk Analyst
General Finance	B2B Job Function > Finance > General Finance	Chief Financial Officer, Controller, Finance Executive, Finance Manager, Loan Officer
Investor Relations	B2B Job Function > Finance > Investor Relations	Director of Investor Relations, Investor Relations Manager, Vice President of Investor Relations, Head of Investor Relations, Investor Relations Coordinator



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Payroll	B2B Job Function > Finance > Payroll	Payroll Manager, Payroll Specialist, Payroll Administrator, Payroll Supervisor, Senior Payroll Specialist
Procurement	B2B Job Function > Finance > Procurement	Purchasing Manager, Purchasing Agent, Buyer, Business & Purchasing Director
Risk Management	B2B Job Function > Finance > Risk Management	Credit Manager, Risk Manager, Director of Risk Management, Actuary, Senior Underwriter
Tax Specialists	B2B Job Function > Finance > Tax Specialists	Tax Manager, Tax Preparer, Senior Tax Manager, Tax Associate, Tax Consultant
Treasurer	B2B Job Function > Finance > Treasurer	Treasurer, Secretary, Treasurer, Assistant Treasurer, Vice President, Treasurer, Controller and Treasurer
<b>GENERAL MANAGEMENT</b>		
CEO	B2B Job Function > General Management > CEO	Owner, Chief Executive Officer, Executive Director, Co-Owner, President and Chief Executive Officer
COO	B2B Job Function > General Management > COO	General Manager, Chief Operating Officer, Chief Operations Officer, President and Chief Operating Officer, Deputy Chief
Director	B2B Job Function > General Management > Director	Director, Assistant Director, Associate Director, Senior Director, Deputy Director
Founder	B2B Job Function > General Management > Founder	Founder, Co-Founder
General Management	B2B Job Function > General Management > General Management	Management, Officer, Department Manager, Director of Programs, Member, Board of Directors
Manager	B2B Job Function > General Management > Manager	Manager, Branch Manager, Senior Manager, Assistant Manager, Program Officer
Other Senior Management	B2B Job Function > General Management > Other Senior Management	Managing Director, Chief Investment Officer, Chief Information Security Officer, Chief Credit Officer, Executive Managing Director
President	B2B Job Function > General Management > President	President, Managing Partner, Founder and President, Co-President, President, Director
Principal	B2B Job Function > General Management > Principal	Principal, Managing Principal, Principal Architect, Principal Planner
VP	B2B Job Function > General Management > VP	Vice President, Senior Vice President, Executive Vice President, Assistant Vice President, Regional Vice President



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HR		
Benefits and Comp	B2B Job Function > HR > Benefits and Comp	Human Resources Benefits Director, Benefits Manager, Benefits Administrator, Compensation Manager, Senior Compensation Analyst
Employee Development	B2B Job Function > HR > Employee Development	Instructor, Trainer, Coach, Training Manager, Training Coordinator
General HR	B2B Job Function > HR > General HR	Human Resources Manager, Human Resources Executive, Director of Human Resources, Vice President of Human Resources, Director of Personnel
HR Management	B2B Job Function > HR > HR Management	Human Resources Manager, Human Resources Executive, Director Of Human Resources, Vice President Of Human Resources, Director Of Personnel
Recruiting	B2B Job Function > HR > Recruiting	Recruiter, Technical Recruiter, Senior Recruiter, Senior Technical Recruiter, Information Technology Recruiter
MARKETING		
Advertising	B2B Job Function > Marketing > Advertising	Media Director, Director of Advertising, Social Media Manager, Media Manager, Advertising Executive
CMO	B2B Job Function > Marketing > CMO	Chief Marketing Officer, Executive Vice President-CMO
Creative	B2B Job Function > Marketing > Creative	Graphic Designer, Creative Director, Art Director, Senior Graphic Designer, Web Designer
Events	B2B Job Function > Marketing > Events	Event Planner, Event Coordinator, Trade Show Coordinator, Event Manager, Event Supplier Professional
General Marketing	B2B Job Function > Marketing > General Marketing	Marketing Manager, Director of Marketing, Vice President Marketing, Chief Marketing Officer, Senior Marketing Manager
Lobbyists	B2B Job Function > Marketing > Lobbyists	Government Affairs Manager, Director of Government Relations, Director of Government Affairs, Vice President of Government Affairs, Vice President of Government Relations
MarComm	B2B Job Function > Marketing > MarComm	Director of Communications, Communications Manager, Public Relations Manager, Public Relations Director, Communications Coordinator





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Marketing Management	B2B Job Function > Marketing > Marketing Management	Marketing Director, Marketing Manager, Marketing Executive, VP Marketing, Senior Marketing Executive
Product/Market Management	B2B Job Function > Marketing > Product/Market Management	Product Manager, Senior Product Manager, E-Commerce Manager, Product Marketing Manager, Brand Manager
<b>OPERATIONS</b>		
COO	B2B Job Function > Operations > COO	Chief Operations Officer, Executive Vice President-CIO
Environmental	B2B Job Function > Operations > Environmental	Environmental Manager, Safety and Environmental Manager, Senior Environmental Manager, Corporate Environmental Manager
Food & Beverage	B2B Job Function > Operations > Food & Beverage	Director of Food Services, Catering Manager, Kitchen Manager, Director of Catering, Restaurant Manager
General Operations	B2B Job Function > Operations > General Operations	Operations Manager, Plant Manager, Director of Operations, Operations Executive, Facilities Manager
Logistics	B2B Job Function > Operations > Logistics	Warehouse Manager, Fleet Manager, Transportation Director, Logistics Manager, Transportation Manager
Maintenance	B2B Job Function > Operations > Maintenance	Maintenance Manager, Maintenance Supervisor, Head Custodian, Director of Maintenance, Maintenance Superintendent
Operations Management	B2B Job Function > Operations > Operations Management	Operations Manager, Director of Operations, VP Operations, Facilities Manager, Director of Quality
Production	B2B Job Function > Operations > Production	Production Manager, Manufacturing Manager, Production Supervisor, Production Coordinator, Director of Manufacturing
Quality Assurance	B2B Job Function > Operations > Quality Assurance	Quality Assurance Manager, Quality Control Manager, Quality Assurance Director, Quality Control Director, Quality Assurance Specialist
Real Estate	B2B Job Function > Operations > Real Estate	Realtor, Real Estate Agent, Agent, Designer, Architect
Records Management	B2B Job Function > Operations > Records Management	Director of Medical Records, Records Manager, Medical Records Manager, Executive Director of Medical Records, Corporate Records Manager



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Safety	B2B Job Function > Operations > Safety	Safety Manager, Safety Director, Food Safety Inspector, Consumer Safety Officer, Safety Specialist / Engineer
Technical Support	B2B Job Function > Operations > Technical Support	Director of Technical Services, Manager Technical Services, Director Technical Services, Technical Services Engineer, Vice President Technical Services
<b>OTHER</b>		
Administrative	B2B Job Function > Other > Administrative	Coordinator, Project Coordinator, Program Coordinator, Administrative Coordinator, Officer Manager
Advisor	B2B Job Function > Other > Advisor	Advisor, Financial Advisor
Analyst	B2B Job Function > Other > Analyst	Business Analyst, Senior Analyst, Senior Business Analyst, Program Analyst, Management Analyst
Associate	B2B Job Function > Other > Associate	Associate, Senior Associate
Consultant	B2B Job Function > Other > Consultant	Consultant, Senior Consultant, Principal Consultant, Financial Consultant, Technical Consultant
General Business	B2B Job Function > Other > General Business	Service Manager, Contractor, Estimator, Contract Specialist
Planner	B2B Job Function > Other > Planner	Planner, Senior Planner, Planning Manager, Director of Planning, Corporate Planning
Public Service	B2B Job Function > Other > Public Service	Mayor, Social Worker, Commissioner, Captain, Police Officer
Religious Leader	B2B Job Function > Other > Religious Leader	Pastor, Religious Leader, Religious Director, Minister, Youth Minister
Unspecified Management	B2B Job Function > Other > Unspecified Management	Executive, Executive Officer, Team Leader, Senior Level Officer, Leader
Writer/Editor	B2B Job Function > Other > Writer/Editor	Contributor, Editor, Associate Editor, Senior Editor, Editor-In-Chief
<b>OWNERSHIP/BOARD</b>		
Advisory Board	B2B Job Function > Ownership/Board > Advisory Board	Advisory Board Member, Advisory Director, Senior Advisory Director
Board	B2B Job Function > Ownership/Board > Board	Board of Trustees Member, Executive Board Member, Member Board of Directors, Honorary Trustee, President of The Board of Trustees
Board Member	B2B Job Function > Ownership/Board > Board Member	Board of Trustees Member, Executive Board Member, Member Board of Directors, Honorary Trustee, President of The Board of Trustees



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Chair	B2B Job Function > Ownership/Board > Chair	Chairman, Vice Chairman, Chairman of The Board, Co-Chair, Chairman Emeritus
Other	B2B Job Function > Ownership/Board > Other	Shareholder, Stockholder
Owner	B2B Job Function > Ownership/Board > Owner	Owner, Partner, Co-Owner, Managing Partner
Partner	B2B Job Function > Ownership/Board > Partner	Partner
<b>RESEARCH &amp; DEVELOPMENT</b>		
Engineering	B2B Job Function > Research & Development > Engineering	Project Engineer, Systems Engineer, Engineering Manager, Technology Manager, Senior Engineer
General R&D	B2B Job Function > Research & Development > General R&D	Technician, Scientist, Technical Manager, Research Scientist, Director of Technology
Project Management	B2B Job Function > Research & Development > Project Management	Project Manager, Senior Project Manager, Project Director, Assistant Project Manager, Technical Project Manager
Research	B2B Job Function > Research & Development > Research	Research Associate, Research Assistant, Chemist, Senior Scientist, Clinical Pharmacist
Community Development	B2B Job Function > Sales > Community Development	Community Development Director, Assistant Director of Community Development, Economic and Community Development Director, Housing and Community Development Director
Customer Service	B2B Job Function > Sales > Customer Service	Sales Associate, Customer Service Representative, Customer Service Manager, Account Representative, Technical Support
Sales	B2B Job Function > Sales > Sales	Sales Manager, Director of Sales, Regional Sales Manager, Sales and Marketing Manager, Vice President Sales and Marketing
Sales Executives	B2B Job Function > Sales > Sales Executives	Sales Executive, Vice President of Sales, Director of Business Development, National Sales Manager, Vice President Business Development
Sales Support	B2B Job Function > Sales > Sales Support	Sales Operations Manager, Sales Support Specialist, Director Sales Operations, Sales Support Coordinator, Vice President Sales Operations



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SEGMENT TYPE: B2B SENIORITY		
JOB ROLE	SEGMENT NAME	SAMPLE TITLES
C-suite	B2B Seniority > C-Suite	Chief Operating Office, Chief Finance Officer, Chief Technology Officer, Chief Information Officer, Chief Marketing Officer
Ownership and Board	B2B Seniority > Ownership and Board	Owner, Partner, Co-Owner, Managing Partner
Management	B2B Seniority > Management	Senior Management, Directors and Vice Presidents
Manager Supervisor	B2B Seniority > Manager Supervisor	Manager, Office Manager, Branch Manager, Project Manager, General Manager
Senior Management	B2B Seniority > Senior Management	Principal, President, Secretary
Director	B2B Seniority > Director	Director, Executive Director, Marketing Director, Managing Director
Vice President	B2B Seniority > Vice President	VP, SVP, Vice President, Senior Vice President
Non-management	B2B Seniority > Non-management	Assistants, Medical and Legal Practitioners

SEGMENT TYPE: B2B DECISION MAKERS	
DECISION MAKERS	SEGMENT NAME
Small Business Decision Makers	B2B Decision Makers > Small Business Decision Makers
IT Decision Makers	B2B Decision Makers > IT Decision Makers
Sales & Marketing Decision Makers	B2B Decision Makers > Sales & Marketing Decision Makers
Finance Decision Makers	B2B Decision Makers > Finance Decision Makers



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SEGMENT TYPE: B2B INDUSTRY (LEVEL 1)		
INDUSTRY	SEGMENT NAME	SAMPLE TITLES
Accommodation & Food Services	B2B Industry > Accommodation & Food Services	Server, Bartender, Business Travel Sales Manager, Executive Meeting Manager, Director of Front Office
Administrative	B2B Industry > Administrative	Credit & Collections Manager, Corps Member, Residential Sales Representative, Travel
Agriculture	B2B Industry > Agriculture	Winemaker, Hatchery Manager, Crop Manager, Forestry Technician, Feed Fill Manager
Arts & Entertainment	B2B Industry > Arts & Entertainment	Clubhouse Manager, Golf Pro, Associate Artistic Director, Ticket Sales Representative, Chief Curator
Business Services	B2B Industry > Business Services	Attorney, Actuary, Consulting, State Office Staff, State Staff, Site Review Consultant
Construction	B2B Industry > Construction	Architect, Senior Superintendent, New Home Consultant, Estimating Coordinator, Vice President Estimating
Educational Services	B2B Industry > Educational Services	Library Aide, Instructional Media Services, Director, Computer Instructional Technician, Adjunct Faculty Member
Energy and Raw Materials	B2B Industry > Energy and Raw Materials	Completions Engineer, Drilling Superintendent, Exploration Manager, Subsea Engineer
Finance and Insurance	B2B Industry > Finance and Insurance	Insurance Sales, Home Mortgage Consultant, Insurance Sales, Home Mortgage Consultant, Financial Adviser, Insurance Agent, Vice President of Mortgage Lending
Government	B2B Industry > Government	Natural Resources Conservation Officer, Judicial Branch Staff, Food Safety Inspector, State Staff, State Office Staff
Healthcare	B2B Industry > Healthcare	Neonatal-perinatal Medicine, Ophthalmology/pediatrics, Chiropractor/Owner, Critical Care Medicine, Chief of Family Practice
Management of Companies	B2B Industry > Management of Companies	Principal, Owner, President, Member, Vice President



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Manufacturing	B2B Industry > Manufacturing	Engineer Software Engineering, Network Consulting Engineer, Systems Engineer Sales
Media	B2B Industry > Media	Retail Wireless Consultant, Technical Staff Member, Implementation Project Manager, Principal Applications Engineer, Delivery Consultant
Non-Professional Services	B2B Industry > Non-Professional Services	Music Director, Office Manager, Associate Pastor, Director of Religious Education, Senior Pastor
Real Estate	B2B Industry > Real Estate	Licensed Real Estate Salesperson, Vice President, Sales Manager, Realtor Associate, Real Estate Professional
Retail Trade	B2B Industry > Retail Trade	Beauty Consultant, Pre Owned Sales Manager, Pro Account Sales Associate, Kitchen Designer, New Car Sales Manager
Software	B2B Industry > Software	Manager, Chief Technology Officer, Systems Manager, Chief Technology Officer, Systems Engineer, Senior Software Engineer
Telecommunications	B2B Industry > Telecommunications	Retail Wireless Consultant, Retail Sales Representative, Principal Technical Staff Member
Transportation and Warehousing	B2B Industry > Transportation and Warehousing	Flight Attendant, Bus Driver, Package Handler, Relocation Consultant
Utilities	B2B Industry > Utilities	Engineer Maintenance Technician, Control Room Supervisor, Meter Reader, Electric Distribution Manager
Wholesale Trade	B2B Industry > Wholesale Trade	Event Specialist, Retail Representative, Retail Representative, Retail Sales Merchandiser, Wine Beer and Spirit Specialist



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SEGMENT TYPE: B2B INDUSTRY (LEVEL 2)		
INDUSTRY	SEGMENT NAME	SAMPLE TITLES
<b>ACCOMMODATION &amp; FOOD SERVICES</b>		
Accommodation	B2B Industry > Accommodation & Food Services > Accommodation	Assistant Front Office Manager, Business Travel Sales Manager, Convention Services Manager, Director of Rooms, Executive Meeting Manager
Food and Drink Services	B2B Industry > Accommodation & Food Services > Food and Drink Services	Barista, Crew Member, Waitress, Server, Bartender
<b>ADMINISTRATIVE</b>		
Administrative and Support	B2B Industry > Administrative > Administrative and Support	Staffing Supervisor, Commercial Account Executive, Inter Office Account Executive, Residential Sales Representative, Senior Travel Consultant
Waste Management and Remediation	B2B Industry > Administrative > Waste Management and Remediation	Contract Compliance Manager, Gas Plant Manager, Industrial Account Manager
<b>AGRICULTURE</b>		
Animal Farming and Hunting	B2B Industry > Agriculture > Animal Farming and Hunting	Hatchery Manager, Feed Mill Manager, Live Production Manager, Export Sales Representative
Crop Production	B2B Industry > Agriculture > Crop Production	Winemaker, Tasting Room Manager, Farmer, Crop Manager
Forestry and Logging	B2B Industry > Agriculture > Forestry and Logging	This segment contains people working in the Agriculture industry, specifically in the field of Forestry & Logging
Support Activities	B2B Industry > Agriculture > Support Activities	Forestry Technician, Food Safety Manager, Materials Buyer, Food Safety Coordinator
<b>ARTS &amp; ENTERTAINMENT</b>		
Gambling and Amusement	B2B Industry > Arts and Entertainment > Gambling and Amusement	Club Manager, Fitness Manager, Clubhouse Manager, Assistant Golf Professional, Director of Tennis
Museums and Historical Sites	B2B Industry > Arts and Entertainment > Museums and Historical Sites	Curator, Chief Curator
Performance	B2B Industry > Arts and Entertainment > Performance	Associate Artistic Director, Ticket Sales Representative, Model, Production Stage Manager



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BUSINESS SERVICES		
Accounting	B2B Industry > Business Services > Accounting	Certified Public Accountant, Tax Manager, Audit Manager, Tax Preparer, Senior Auditor
Advertising/PR	B2B Industry > Business Services > Advertising/PR	Creative Director, Graphic Designer, Marketing Manager, Marketing Director, Associate Creative Director
Architecture/Engineering	B2B Industry > Business Services > Architecture/Engineering	Engineer, Architect, Project Engineer, Senior Engineer, Chairman
Biotech	B2B Industry > Business Services > Biotech	Engineer, Research Scientist, Research Associate, Information Technology Director, Chemist
Consulting	B2B Industry > Business Services > Consulting	Consultant, Project Manager, Account Manager, Managing Director, Analyst
Industrial/Graphic Design	B2B Industry > Business Services > Industrial/Graphic Design	Designer, Architect, Graphic Designer, Creative Director, Senior Designer
Legal Services	B2B Industry > Business Services > Legal Services	Partner, Paralegal, Attorney At Law, Senior Counsel, Special Counsel
Scientific and Technical	B2B Industry > Business Services > Scientific and Technical	Member Attorney, Auditor, Actuary, Firm Administrator, Audit Assistant
CONSTRUCTION		
Construction of Buildings	B2B Industry > Construction > Construction of Buildings	Senior Superintendent, Office Engineer, General Contractor, Preconstruction Manager
Heavy and Civil Engineering	B2B Industry > Construction > Heavy and Civil Engineering	State Staff, State Office Staff, State Administrative Staff, Administrative Staff, Capitol Office Staff
Specialty Trade Contractors	B2B Industry > Construction > Specialty Trade Contractors	Assembler, Project Manager, Architect, Builder, HVAC Contractor
EDUCATIONAL SERVICES		
Business and Computer Training	B2B Industry > Educational Services > Business and Computer Training	Information Technology Manager, Software Engineer, Senior Software Engineer, Application Sales Manager, Senior Product Manager
Colleges and Universities	B2B Industry > Educational Services > Colleges and Universities	Assistant Professor, Associate Professor, Adjunct Faculty, Dean, Trustee
Educational Support Services	B2B Industry > Educational Services > Educational Support Services	Consultant, Faculty, Teacher, Analyst, Educator
Elementary and Secondary	B2B Industry > Educational Services > Elementary and Secondary	School Staff, Paraprofessional / Instructional Aide, Library/Media Specialist, Superintendent, Athletic Director





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Other Schools and Instruction	B2B Industry > Educational Services > Other Schools and Instruction	Teacher, Information Technology Manager, Library/Media Specialist, Assistant Director, Director of Development
Technical and Trade Schools	B2B Industry > Educational Services > Technical and Trade Schools	Instructor, Vice President, Board Member, Branch Manager, Information Technology Manager
<b>ENERGY &amp; RAW MATERIALS</b>		
Oil and Gas Extraction	B2B Industry > Energy and Raw Materials > Oil and Gas Extraction	Petroleum Engineer, Landman, Completions Engineer, Senior Reservoir Engineer, Senior Drilling Engineer
Electric Power Generation	B2B Industry > Energy and Raw Materials > Electric Power Generation	Information Technology Manager, Senior Engineer, Plant Manager, Electrical Engineer, Project Engineer
Mining (except Oil and Gas)	B2B Industry > Energy and Raw Materials > Mining (except Oil and Gas)	Plant Manager, Operations Manager, Safety Manager, Maintenance Manager, Purchasing Manager
Natural Gas Distribution	B2B Industry > Energy and Raw Materials > Natural Gas Distribution	Project Manager, Engineer, Information Technology Manager, Senior Engineer, Operations Manager
Support Activities for Mining	B2B Industry > Energy and Raw Materials > Support Activities for Mining	Rig Manager, Petroleum Engineer, Directional Driller, Drilling Superintendent
<b>FINANCE &amp; INSURANCE</b>		
Credit Intermediation	B2B Industry > Finance and Insurance > Credit Intermediation	Personal Banker, Home Mortgage Consultant, Loan Processor, Vice President of Mortgage Lending, Vice President Branch Manager
Financial Investments	B2B Industry > Finance and Insurance > Financial Investments	Vice President Investments, Investment Consultant, Financial Adviser, Investment Executive
Funds and Trusts	B2B Industry > Finance and Insurance > Funds and Trusts	Portfolio Manager, Analyst, Associate, Broker
Insurance	B2B Industry > Finance and Insurance > Insurance	Insurance Sales, Licensed Insurance Agent, District Leader, Insurance Producer, Insurance Agent
<b>GOVERNMENT</b>		
Economic Programs	B2B Industry > Government > Economic Programs	Natural Resources Conservation Officer, Food Safety Inspector, Farm Service Agency Manager, Program Technician, Aviation Safety Flight Standards



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Environmental Quality	B2B Industry > Government > Environmental Quality	Forestry Technician, Air Resource Protection Agency Employee, Hydrologist, Hydrologic Technician, Biological Science Technician
Executive and Legislative	B2B Industry > Government > Executive and Legislative	State Staff, State Office Staff, State Administrative Staff, Judicial Branch, City Engineer
Housing and Urban Planning	B2B Industry > Government > Housing and Urban Planning	Commissioner, Exec Director, Property Manager, Inspector, Purchasing Agent
Human Resources	B2B Industry > Government > Human Resources	Consumer Safety Officer, Corrections Officer, Medical Support Assistant, Medical Officer, NC Supervisor
Justice, Order and Safety	B2B Industry > Government > Justice, Order and Safety	Court Staffer, Special Agent, Sheriff, Deputy Sheriff, Corrections Officer
National Security and International	B2B Industry > Government > National Security and International	Contract Specialist, Information Technology Manager, Commander, Deputy Director, Systems Engineer
<b>HEALTH CARE</b>		
Ambulatory Services	B2B Industry > Health Care > Ambulatory Services	Oral & Maxillofacial Surgeon, Pediatrician Adolescent Medicine, Ophthalmic Technician, Pulmonary Critical Care
Hospitals	B2B Industry > Health Care > Hospitals	Chief of Emergency Room, Clinical Coordinator of ER, Chief of Radiology Services, Director Patient Care, Director of Admissions Services
Nursing and Residential Care	B2B Industry > Health Care > Nursing and Residential Care	Director In-Service Education, Social Services Director, Director of Records, Central Supply Coordinator, Physical Therapy Director
Social Assistance	B2B Industry > Health Care > Social Assistance	Child Psychiatrist, Licensed Clinical Social Worker
<b>MANUFACTURING</b>		
Apparel	B2B Industry > Manufacturing > Apparel	Senior Manager Customer Development, Associate Designer, Assistant Designer
Appliances and Electrical	B2B Industry > Manufacturing > Appliances and Electrical	Specification Sales, Sales Engineer, Design and Development Engineer
Beverage and Tobacco	B2B Industry > Manufacturing > Beverage and Tobacco	Winemaker, Tasting Room Manager, Chain Account Executive, Distributor Sales Manager, Brewer



# Digital Audience Targeting

Engage B2B Audiences with Smarter Programmatic Campaigns

Chemical	B2B Industry > Manufacturing > Chemical	Pharmaceutical Sales Representative, Validation Engineer, Senior Associate Scientist, Senior Principal Scientist, Drug Safety Manager
Computers and Electronics	B2B Industry > Manufacturing > Computers and Electronics	Engineer Software Engineering, Network Consulting Engineer, Manager, Business Development Sales, Technical Marketing Engineer, Field Applications Engineer
Fabricated Metal	B2B Industry > Manufacturing > Fabricated Metal	Wholesale Sales, Tooling Engineer, Engineering Service Representative, Proposal Engineer
Food	B2B Industry > Manufacturing > Food	Barista, Retail Sales Representative, Sanitation Manager, Food Safety Manager
Furniture	B2B Industry > Manufacturing > Furniture	Product Marketing Engineer, Workplace Consultant, Procurement Manager, Engineering Designer
Leather and Allied Product	B2B Industry > Manufacturing > Leather and Allied Product	Marketing Manager, Store Manager, Operations Manager, Plant Manager, Designer
Machinery	B2B Industry > Manufacturing > Machinery	Supply Management Specialist, Research Staff, Supply Base Manager, Applied Materials Engineer
Miscellaneous Manufacturing	B2B Industry > Manufacturing > Miscellaneous Manufacturing	Engineer, Project Manager, Controller, Territory Manager, Purchasing Manager
Nonmetallic Mineral	B2B Industry > Manufacturing > Nonmetallic Mineral	Architectural Representative, Ceramic Engineer, Quarry Manager
Paper	B2B Industry > Manufacturing > Paper	Order Management Analyst, Structural Designer, Printing Manager, Packaging Consultant, Finishing Manager
Petroleum and Coal	B2B Industry > Manufacturing > Petroleum and Coal	Petroleum Engineer, Business Support Services, Exploration and Production Research Management, Global Procurement Supplier Management
Plastics and Rubber	B2B Industry > Manufacturing > Plastics and Rubber	Tooling Engineer, Tooling Manager, Molding Manager, Tool Room Manager, Process Technician
Primary Metal	B2B Industry > Manufacturing > Primary Metal	Metallurgical Engineer, Foundry Manager, Metallurgist, Production and Manufacturing Staff
Printing	B2B Industry > Manufacturing > Printing	Prepress Manager, Senior Center Manager, Prepress Supervisor



# Digital Audience Targeting

Engage B2B Audiences with Smarter Programmatic Campaigns

Textile Mills	B2B Industry > Manufacturing > Textile Mills	Sales Manager, Distribution Manager, Territory Manager, Director of Sales, Purchasing Agent
Textile Product Mills	B2B Industry > Manufacturing > Textile Product Mills	Sales Manager, Distribution Manager, Territory Manager, Director of Sales, Purchasing Agent
Transportation Equipment	B2B Industry > Manufacturing > Transportation Equipment	Tooling Engineer, Consultant and Independent Contractor, Embedded Software Engineer
Wood Product	B2B Industry > Manufacturing > Wood Product	Components Buyer, Home Consultant, Housing Consultant, Trade Sales Consultant
<b>MEDIA</b>		
Broadcasting (except Internet)	B2B Industry > Media > Broadcasting (except Internet)	Anchor Reporter, Assignment Editor, Show Producer, Chief Meteorologist, Disc Jockey
Motion Picture and Sound	B2B Industry > Media > Motion Picture and Sound	Film Crew, Producer, Director, Creative Executive, Theater Manager
Other Information Services	B2B Industry > Media > Other Information Services	Library Director, Judicial Branch, Librarian, Adjunct Professor, Senior Research Technician
Publishing (except Internet)	B2B Industry > Media > Publishing (except Internet)	Publisher, Sports Reporter, News Editor, Technical Staff
<b>NON-PROFESSIONAL SERVICES</b>		
Personal and Laundry	B2B Industry > Non-professional Services > Personal and Laundry	Independent Business Owner, Funeral Director and Embalmer, Licensed Funeral Director, Salon Manager, Valet
Religious and Professional	B2B Industry > Non-professional Services > Religious and Professional	Music Director, Youth Minister, Secretary, Office Manager, Associate Pastor
Repair and Maintenance	B2B Industry > Non-professional Services > Repair and Maintenance	Body Shop Manager, Customer Service Engineer, Service Writer, Field Service Engineer
<b>REAL ESTATE</b>		
Real Estate	B2B Industry > Real Estate > Real Estate	Licensed Real Estate Salesperson, Vice President, Sales Manager, Realtor Associate, Real Estate Professional
Rental and Leasing Services	B2B Industry > Real Estate > Rental and Leasing Services	Branch Rental Manager, Lease Sales Representative, Business Rental Sales Executive



# Digital Audience Targeting

Engage B2B Audiences with Smarter Programmatic Campaigns

RETAIL TRADE		
Building and Garden	B2B Industry > Retail Trade > Building and Garden	Sales Associate, Kitchen Designer, Contractor Sales
Clothing and Accessories	B2B Industry > Retail Trade > Clothing and Accessories	Wardrobe Consultant, Style Advisor, Independent Style Consultant
Electronics and Appliances	B2B Industry > Retail Trade > Electronics and Appliances	Wireless Sales Consultant, Mobile Sales Consultant, Multi-Channel Sales Associate, Mobile Manager, Sales Operator
Food and Beverage	B2B Industry > Retail Trade > Food and Beverage	Pharmacy Licensing Manager, Manager of Managed Care, Manager of Plan Implementation, Managed Care Plan Specialist, Manger of Government Contracting
Furniture and Home	B2B Industry > Retail Trade > Furniture and Home	Home Furnishings Consultant, Lighting Consultant, Sales and Design Consultant, Furniture Sales
Gasoline Stations	B2B Industry > Retail Trade > Gasoline Stations	Petroleum Engineer, Business Support Services, Petrophysicist, Pipeline Supervisor, Exploration and Production Research
General Merchandise Stores	B2B Industry > Retail Trade > General Merchandise Stores	Branch Manager, Pharmacy Manager, Buyer, Business Manager, Store Team Leader
Health and Personal Care	B2B Industry > Retail Trade > Health and Personal Care	Independent Beauty Consultant, Director Payer Relations, Independent Sales Director, Manager Pharmacy Enrollments, Medicare Administrator
Miscellaneous Store Retailers	B2B Industry > Retail Trade > Miscellaneous Store Retailers	General Manager, Sales Manager, Information Technology Manager, Marketing Director, Store Manager
Non-Store Retailers	B2B Industry > Retail Trade > Non-Store Retailers	Software Development Engineer, Independent Consultant, Technical Program Manager, VMware Engineer, Senior Technical Program Manager
Sporting Goods and Hobby	B2B Industry > Retail Trade > Sporting Goods and Hobby	Game Advisor, Facilities Manager, Bookseller, Players Assistant, Sales and Training Manager
Vehicle and Parts Dealers	B2B Industry > Retail Trade > Vehicle and Parts Dealers	Pre-Owned Sales Manager, Parts Sales Manager, New Car Sales Manager, Assistant Parts Manager



# Digital Audience Targeting

Engage B2B Audiences with Smarter Programmatic Campaigns

SOFTWARE		
Custom Software and Design	B2B Industry > Software > Custom Software and Design	Software Engineer, Information Technology Manager, Chief Technology Officer, Systems Engineer, Senior Software Engineer
Packaged Software	B2B Industry > Software > Packaged Software	Software Engineer, Information Technology Manager, Senior Software Engineer, Systems Engineer, Software Developer
TELECOMMUNICATIONS		
Data Processing and Hosting	B2B Industry > Telecommunications > Data Processing and Hosting	District Manager, Digital Advisor, Associate District Manager, Software Engineer
Telecommunications	B2B Industry > Telecommunications > Telecommunications	Retail Wireless Consultant, Retail Sales Representative, Principal Technical Staff Member
Wired Telecommunications	B2B Industry > Telecommunications > Wired Telecommunications	Chief Technology Officer, Network Engineer, Systems Engineer, Sales Engineer, Regional Sales Manager
Wireless and Satellite	B2B Industry > Telecommunications > Wireless and Satellite	Branch Manager, Account Executive, Network Engineer, Systems Engineer, Human Resources Manager
TRANSPORTATION & WAREHOUSING		
Air Transportation	B2B Industry > Transportation and Warehousing > Air Transportation	Flight Attendant, Fleet Service Clerk, First Officer, International Flight Attendant, Fleet Service
Couriers and Messengers	B2B Industry > Transportation and Warehousing > Couriers and Messengers	Package Handler, Service Provider, Loader, Sorter, Supervisor
Postal Service	B2B Industry > Transportation and Warehousing > Postal Service	Post Master
Transit and Ground Passenger	B2B Industry > Transportation and Warehousing > Transit and Ground Passenger	Bus Operator, Train Operator, Conductor, Bus Driver, Coach Operator
Transportation Support	B2B Industry > Transportation and Warehousing > Transportation Support	Logistics Account Executive, Carrier Sales Representative, Transportation Sales, Carrier Sales, Operations Representative
Truck Transportation	B2B Industry > Transportation & Warehousing > Truck Transportation	Relocation Consultant, Driver Manager, Freight Operations Supervisor, Terminal Manager, Relocation Coordinator
Warehousing & Storage	B2B Industry > Transportation & Warehousing > Warehousing & Storage	Facility Service Manager, Inside Solutions Sales Representative, Solutions Sales Representative, General Manager



# Digital Audience Targeting

Engage B2B Audiences with Smarter Programmatic Campaigns

WHOLESALE TRADE		
Durable Goods	B2B Industry > Wholesale Trade > Durable Goods	Showroom Consultant, Field Sales Consultant, Branch Manager, Industrial Sales
Nondurable Goods	B2B Industry > Wholesale Trade > Nondurable Goods	Event Specialist, Retail Representative, Data Collection Associate, Supervisor, Wine Beer and Spirit Specialist

SEGMENT TYPE: B2B PROFESSIONALS		
JOB ROLE	SEGMENT NAME	SAMPLE TITLES
Small Business Professionals	B2B Professionals > Small Business Professionals	This segment contains all people working in small businesses
IT Professionals	B2B Professionals > IT Professionals	This segment contains all IT professionals
Sales & Marketing Professionals	B2B Professionals > Sales & Marketing Professionals	This segment contains all sales and marketing professionals
Finance Professionals	B2B Professionals > Finance Professionals	This segment contains all finance professionals



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