

The global pandemic has brought about major changes within the B2B industry. In-person trade fairs and corporate events have been cancelled, and employees worldwide have been forced to work from home. B2B marketers are adapting their strategies to reach business decision makers and **spending on B2B digital ads is anticipated to reach \$25.79 billion** this year, an increase of 20.4% YOY<sup>1</sup>.

**Did you know?** B2B brands can optimise digital ad spending and influence buyers more effectively by integrating audiences segments built with powerful consumer attitudes and behaviours into their campaigns.

Download our B2B audience playbook for a complete list of attitudes, personas, and profiles to reach your best future customers.



## Connect with **IT and Software Decision-Makers**

### Sample segments to reach this audience:

- Eyeota - B2B - Technographics - Products and Services - Productivity Solutions
- Eyeota - B2B - Interest - Products and Services - Communications Technology
- Dynata - B2B - Purchase DM - Technology Services, Hardware and / or Software - I am the sole decision maker
- HG Data - B2B Installed Technology - Past Purchases - Database Management Software
- Roy Morgan - B2B - Decision Makers - Computers Software or Online Services



## Connect with **B2B Intenders**

### Sample segments to reach this audience:

- Eyeota - B2B - Intent - Products and Services - Laptops
- Eyeota - B2B - Intent - Products and Services - ERP Solutions
- Affinity Answers - Intent - B2B - Slack
- Affinity Answers - Intent - B2B - Amazon AWS
- Bombora - B2B - B2B Intent Signals - Technology - Productivity Software



## Connect with **C-Suite Executives**

### Sample segments to reach this audience:

- Eyeota - B2B - Decision Makers - Job Function - C Level - CEO
- Eyeota - B2B - Decision Makers - Job Function - C Level - CTO
- Bombora - B2B - Seniority - C-Suite
- Dynata - B2B - B2B Job Title Level - Senior Management (CEO / VP / Managing Director)
- Selling Simplified - Job Function - Supply Chain and Logistics - Seniority - Director

Source: <sup>1</sup> eMarketer, 2021



## Connect with **Work From Home Consumers**

### Sample segments to reach this audience:

- Eyeota - B2B - Intent - Products and Services - Office Supplies
- **NEW** Eyeota - CPG and FMCG - Proximity Locations - Specialty Stores - Best Buy
- Eyeota - B2B - Interest - Products and Services - Communications Technology
- Affinity Answers - Intent - Work from Home Technology & Services
- ShareThis - Business and Industrial - Small Business - Home Office



## Connect with **Software Installers**

### Sample segments to reach this audience:

- Eyeota - B2B - Technographics - Products and Services - Communications Technology
- Eyeota - B2B - Technographics - Products and Services - Productivity Solutions
- Bombora - B2B - Install Data - Productivity Solutions - Productivity Solutions
- HG Data - B2B Installed Technology - Past Purchases - Project Management
- HG Data - B2B Installed Technology - Past Purchases - Productivity Solutions



## Connect with **SMB Executives**

### Sample segments to reach this audience:

- Eyeota - B2B - Decision Makers - Organization Type - Small Business
- Eyeota - B2B - Employment - Job Function - Small Business Professional
- ShareThis - B2B - Professional Groups - Small Business Professionals
- Selling Simplified - Industry - Insurance - Company Size - 0-49
- Ziff Davis - Interests - Technology - Business (B2B) - Small Business

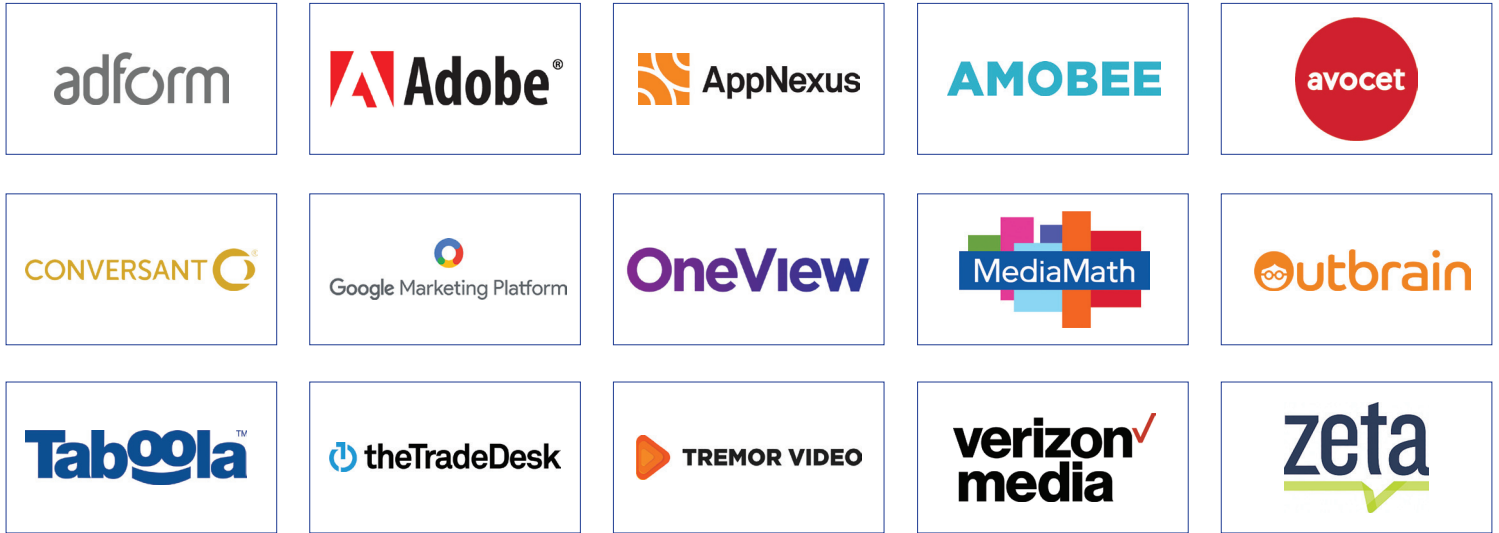
Want more B2B audience segments? [Click here for our complete list of B2B consumer-type segments, buyer personas and profiles.](#)

Audience profiles sourced from premium **Branded Data Partners**



Available for **display, mobile and social campaign activation**

### Demand Side Platforms



### Data Management Platforms (available on request)



### Social Networking Platforms (available on request)



**datadesk**

Ready to activate? Contact our dedicated team at [datadesk@eyeota.com](mailto:datadesk@eyeota.com) to find out more.

**Commitment to Data Quality**  
Eyeota audiences are independently audited to provide confidence and reassurance to marketers of the quality, transparency and compliance of the data they are buying.

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iab TECH LAB VERIFIED

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