Eye On | APAC B2B Audiences

eyeota

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[1].

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 - Consumer Electronics - Interest - Computers and Laptops
- Eyeota - B2B - Firmographics - Company Size - Medium-Small (50-99 Employees)
- Selling Simplified - Job Function - Information Technology
- ShareThis - Computers and Electronics - Software - Business and Productivity Software

Connect with B2B Intenders

Sample segments to reach this audience:

- Eyeota - B2B - Intent - Products and Services - Laptops
- Eyeota - B2B - Intent - Products and Services - High Volume Printers
- Affinity Answers - Intent - B2B - Amazon AWS
- Affinity Answers - Intent - B2B - Slack
- Bombora - B2B - B2B Intent Signals - Technology - Productivity Software

Connect with Buyers According to Seniority

Sample segments to reach this audience:

- Eyeota - B2B - Decision Makers - Construction Industry
- Dynata - B2B - Business Title or Role - Chief Information Officer / Chief Technology Officer
- Dynata - B2B - B2B Decision Maker Responsibilities - Internet Services
- Selling Simplified - Job Function - Information Technology - Seniority - Senior
- Selling Simplified - Job Function - Healthcare Services - Seniority - Senior

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 - Firmographics - Company Size - Micro (1-9 Employees)
- Eyeota - B2B - Decision Makers - Organization Type - Small Business
- Eyeota - B2B - Employment - Job Function - Small Business Professional
- Bombora - B2B - Company Size - Small (10-49 Employees)
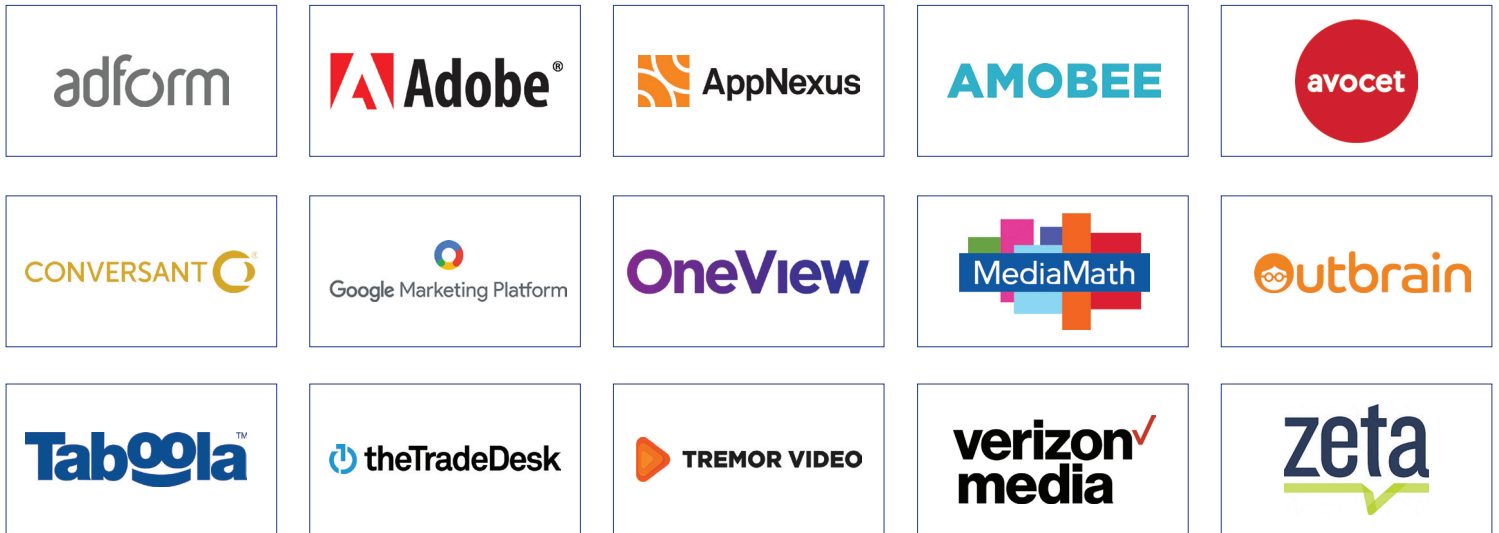- ShareThis - B2B - Professional Groups - Small Business Professionals

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**

eyeota · affinity answers · bombora · dynata

experian · HG Insights · lifesight · ROY MORGAN CONSULTING

SellingSimplified · sharethis · ZIFF DAVIS

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

Demand Side Platforms

adform

Adobe®

AppNexus

AMOBEE

avocet

CONVERSANT

Google Marketing Platform

OneView

MediaMath

outbrain

Taboola™

theTradeDesk

TREMOR VIDEO

verizon media

zeta

Data Management Platforms (available on request)

Adobe®

LOTAME™

ORACLE® Marketing Cloud

Permutive

salesforce audience studio

Social Networking Platforms (available on request)

datadesk

Ready to activate? Contact our dedicated team at datadesk@eyeota.com to find out more.

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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.