

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% YOY¹.

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)
- Bombora - B2B - B2B Intent Signals - Technology - Productivity Software
- GfK - Purchasing Power - Retail Product Lines - Information Technology - Information Technology, PCs, software, peripherals - High



Connect with Finance Leaders

Sample segments to reach this audience:

- Eyeota - B2B - Employment - Finance Industry
- Eyeota - B2B - Decision Makers - Finance Industry
- Eyeota - B2B - Firmographics - Company Size - Small (10-49 Employees)
- MeritDirect - Job Function - Finance
- ShareThis - B2B - Professional Groups - Finance and Accounting Professionals



Connect with Internet and Telco Buyers

Sample segments to reach this audience:

- Eyeota - B2B - Decision Makers - Communications Industry - Internet Providers
- Eyeota - B2B - Technographics - Products and Services - Communications Technology
- Affinity Answers - Intent - B2B - Slack
- Data Locator (DLG) - Demographic - Home Workers
- MeritDirect - Industry - Internet / Online / IT Services / Ecommerce

Source: ¹ eMarketer, 2021



Connect with **Work From Home Consumers**

Sample segments to reach this audience:

- Eyeota - B2B - Technographics - Products and Services - Productivity Solutions
- Eyeota - B2B - Intent - Products and Services - Office Supplies
- **NEW** Eyeota - CPG and FMCG - Proximity Locations - Specialty Stores - Best Buy
- EQ Data - Travel To Work - Home
- Ziff Davis - Interests - Technology - Brands - Microsoft



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
- Bombora - B2B - Company Size - Medium-Small (50-199 Employees)
- MeritDirect - Employee Size - 26-50 Employees
- ShareThis - B2B - Professional Groups - Small Business Professionals



Connect with **Users Interested in Software Brands**

Sample segments to reach this audience:

- Affinity Answers - Intent - B2B - Amazon AWS
- Affinity Answers - Intent - B2B - Microsoft Teams
- Affinity Answers - Intent - B2B - Slack
- Affinity Answers - Intent - B2B - Workday
- Affinity Answers - Intent - B2B - Xero



Connect with **IT Brand Buyers**

Sample segments to reach this audience:

- Eyeota - CPG and FMCG - Proximity Locations - Specialty Stores - Best Buy
- Affinity Answers - Intent - Consumer Electronics - Laptop - Dell
- Affinity Answers - Intent - Consumer Electronics - Laptop - Lenovo
- Future Plc - Brands / Products - ASUS
- Future Plc - Brands / Products - Intel

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**



bombora

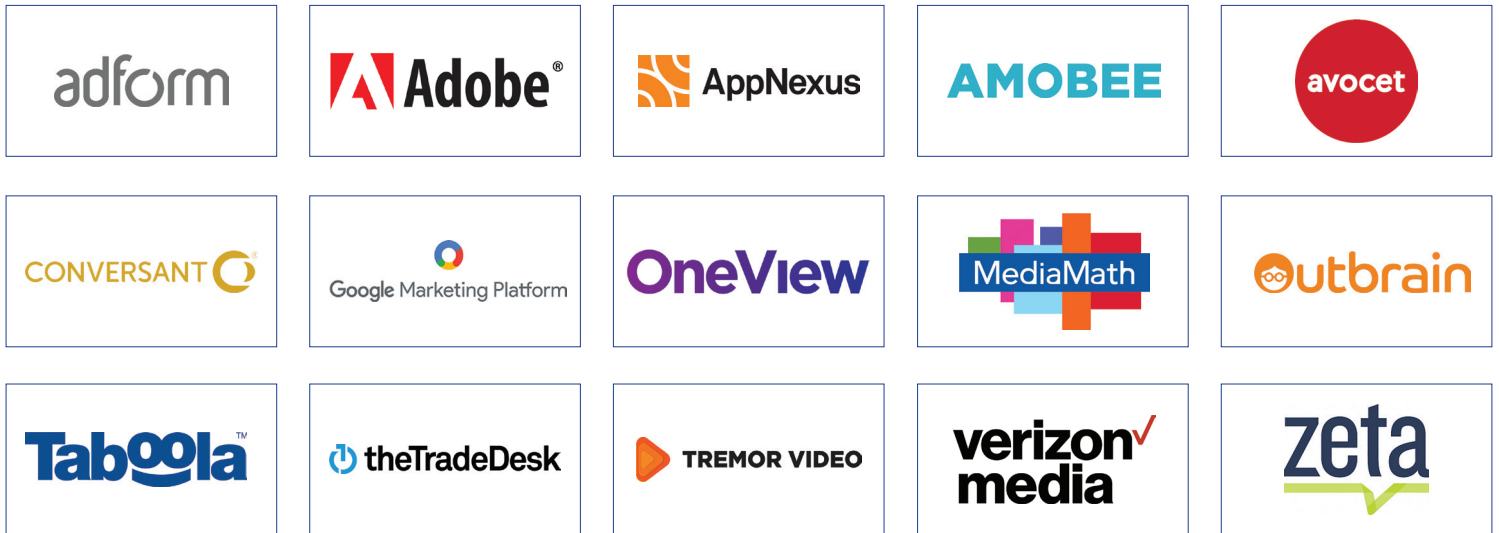


EQUINITI
DATA



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

Demand Side Platforms



Data Management Platforms (available on request)



Social Networking Platforms (available on request)

The background of the advertisement features two figures in business suits and blue helmets standing in a desert landscape. The figure on the left is holding a large, stylized letter 'D'.

datadesk

Ready to activate? Contact our dedicated team at 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.