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. In the US, 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.

**Link to B2B audience playbook**

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**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)
- Adstra - Business - Professionals by Industry - Information Technology

**Connect with Finance Leaders**

**Sample segments to reach this audience:**
- Eyeota - B2B - Employment - Finance Industry
- Eyeota - B2B - Firmographics - Company Size - Small (10-49 Employees)
- Dun & Bradstreet - B2B Decision Makers (DM) - Finance Decision Makers
- Selling Simplified - 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
- 33Across - Transactional - Purchases - Computing / Home Office
- Affinity Answers - Intent - Work from Home Technology & Services
- Affinity Answers - Intent - B2B - Slack

**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
- Dun & Bradstreet - B2B Company Type - Work from 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)
- **NEW** Data Axle - Business & Professional - Company - Business - Small Business
- Equifax - Equifax B2B - Small Business Enterprise Decision Makers

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

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

- Eyeota
- 33across
- Axicom
- Adstra
- Affinity Answers
- Alliant
- Bombora
- Compass Ventures Group
- Data Axle
- Dataxpand
- Dun & Bradstreet
- Epsilon
- Experian
- Equifax
- Future
- HG Insights
- Mastercard
- Media Source Solutions
- Meridirect
- SellingSimplified
- Sharethis
- Specialists Marketing Services
- Ziff Davis

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Demand Side Platforms

adform  Adobe®  AppNexus  AMOBEE  avocet

CONVERGENT  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)

Facebook  Instagram  Pinterest  Snapchat  Twitter

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.