



How to Target B2B Audiences



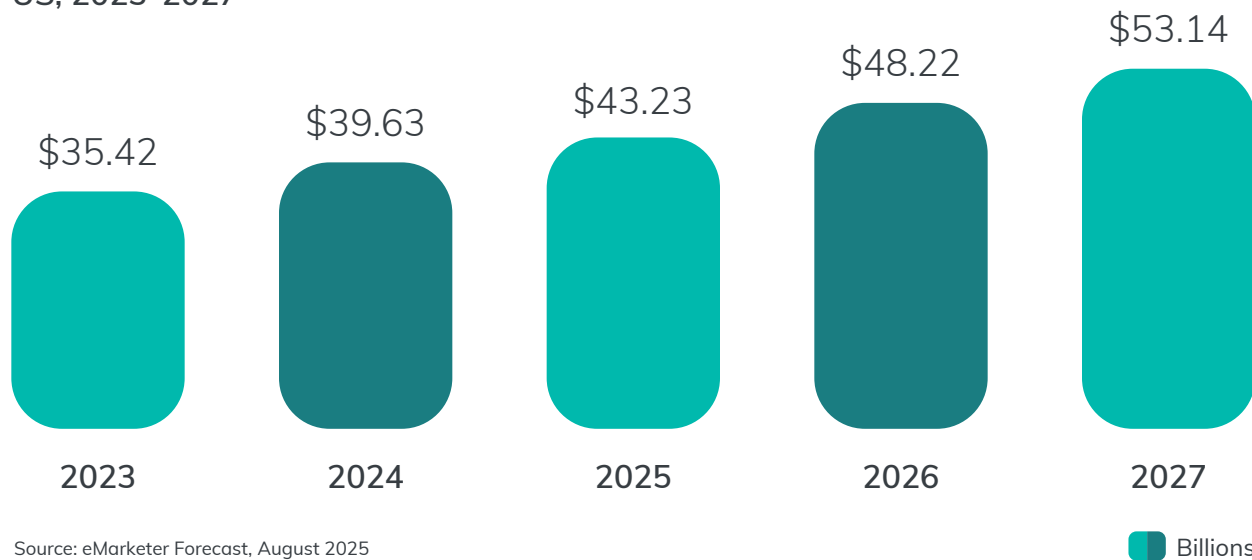
Whether your goal is precision targeting or driving brand awareness at scale, Eyeota's B2B Audience Guide is your blueprint for reaching business professionals online.

With audience data sourced from trusted partners, these segments help you connect with decision-makers, influencers, and professionals from companies of all sizes and industries.

Browse our curated selection of B2B audience segments built from firmographic data, company size and revenue, job titles, seniority, and role-based insights. Activate these segments across all major demand-side and supply-side platforms to identify, reach, and engage your ideal business customers on audio, connected TV, display, digital out-of-home, mobile, and social channels.

Key Trends Shaping B2B Advertising in 2026

B2B Ad Spending US, 2023-2027



B2B ad spending
expected to surpass
\$53 billion in 2027

Source: eMarketer, "B2B Digital Ad Spend Forecast 2025," September 2025



Display ads to
account for over **50%**
of B2B digital ad
spending by 2026

Source: eMarketer, "B2B Digital Ad Spend Forecast 2025," September 2025



56% of B2B buyers say data accuracy is one of their
biggest challenges when understanding campaign impact

Source: Demandbase, "State of B2B Advertising — 2nd Edition," November 2024

Source:

eMarketer, "B2B Digital Ad Spend Forecast 2025" | Demandbase, "State of B2B Advertising (2nd Edition)," November 2024

Target Decision-Makers

Audiences engaged with business leadership and strategic decision-making, including C-level executives, senior managers, and key influencers across global markets.

Global

- Eyeota - B2B - Decision Makers
- Eyeota - B2B - Decision Makers - Job Function - C Level
- Global Anteriad (Non-US) - B2B Expansion - Job Function - Decision Maker
- Global Dun & Bradstreet (non-US) - Finance - All Decision Making Locations



APAC

- APAC Selling Simplified - Seniority - CXO
- APAC Selling Simplified - Seniority - Director
- APAC Selling Simplified - Seniority - Head
- APAC Selling Simplified - Seniority - Manager
- APAC Selling Simplified - Seniority - Owner
- APAC Selling Simplified - Seniority - Partner
- APAC Selling Simplified - Seniority - Senior
- APAC Selling Simplified - Seniority - VP
- Dynata - B2B Decision Maker Responsibilities - Accounting or Tax Services
- Dynata - B2B Decision Maker Responsibilities - Computer Software
- Dynata - B2B Decision Maker Responsibilities - Consulting Services
- Dynata - Business Title or Role - Chairman / Board Member
- Dynata - Business Title or Role - Chief Executive Officer
- Dynata - Business Title or Role - Chief Financial Officer

Get the Complete B2B
Audience Guide

[Download Full Guide](#)

Engage future customers across all digital channels



Mobile



Display



Audio



CTV



Gaming



DOOH

Target Decision-Makers

EMEA

- EMEA Selling Simplified - Seniority - Director
- EMEA Selling Simplified - Seniority - VP
- EMEA Selling Simplified - Seniority - Manager
- EMEA Selling Simplified - Seniority - Partner
- EMEA Selling Simplified - Seniority - Head
- Dynata - Business Title - Chief Executive Officer
- Dynata - Business Title - Chief Marketing Officer
- Dynata - Business Title - Chief Information Officer / Chief Technology Officer
- Dynata - Business Title - Director / Department Head
- Dynata - Business Title - Vice President / Assistant Vice President
- Dynata - Business Title - Chief Financial Officer
- Dynata - Business Title - Senior Manager
- Dynata - Business Title - Managing Director
- Dynata - Business Title - Company Owner / Founder
- Dynata - Business Title - Partner

US

- Dun & Bradstreet - C-Level / C-Suite
- Dun & Bradstreet - Board Members
- Dun & Bradstreet - IT / Technology Decision Makers
- Dun & Bradstreet - Finance Decision Makers
- Dun & Bradstreet - Sales and Marketing Decision Makers
- Dun & Bradstreet - Healthcare Decision Makers
- Dun & Bradstreet - Small Business Owners / SBO
- AnalyticsIQ - B2B - Employee Attributes - Business Decision Makers
- Anteriad - B2B - Decision Makers
- Data Axle - Business & Professional - Decision Makers
- Dynata - Purchase Decision Maker - Marketing / Advertising Services / Market Research
- Dynata - Purchase Decision Maker - HR / Employee Benefits
- Dynata - Purchase Decision Maker - Legal Services
- Dynata - Purchase Decision Maker - e-Commerce / e-Business
- Dynata - Business Title - Chief Executive Officer
- Dynata - Business Title - Chief Marketing Officer
- Dynata - Business Title - Chief Information Officer / Chief Technology Officer
- Dynata - Business Title - Vice President / Assistant Vice President
- Dynata - Business Title - Director / Department Head
- IXI (Equifax) - Equifax B2B - Decision Makers

Get the Complete B2B
Audience Guide

[Download Full Guide](#)

Engage future customers across all digital channels



Mobile



Display



Audio



CTV



Gaming



DOOH

Target Company Size

Audiences based on company size, from micro-businesses to global enterprises.

Global

- Eyeota - Micro (1-9 Employees)
- Eyeota - Small (10-49 Employees)
- Eyeota - Medium (100-499 Employees)
- Eyeota - Medium-Large (500-999 Employees)
- Eyeota - Large (More Than 1000 Employees)
- Anteriad - 20-49 Employees
- Anteriad - 100-199 Employees
- Anteriad - 500-999 Employees
- Anteriad - 10,000+ Employees
- Bombora - Small (10-49 Employees)
- Bombora - Medium-Small (50-199 Employees)
- Bombora - Medium-Large (500-999 Employees)
- Bombora - Large (1,000-4,999 Employees)
- Bombora - XXLarge (10,000+ Employees)
- Dun & Bradstreet - Micro (1-10 Employees)
- Dun & Bradstreet - Small (11-50 Employees)
- Dun & Bradstreet - Medium (101-500 Employees)
- Dun & Bradstreet - Medium-Large (501-1000 Employees)
- Dun & Bradstreet - Large (1001-2000 Employees)
- Dun & Bradstreet - Large (>2000 Employees)

APAC

- APAC Selling Simplified - Industry - Business Services Sector - Company Size - 0-49
- APAC Selling Simplified - Industry - Business Services Sector - Company Size - 100-499
- APAC Selling Simplified - Industry - Business Services Sector - Company Size - 1,000-4,999
- APAC Selling Simplified - Industry - Business Services Sector - Company Size - 5,000 and above
- Dynata - Small Employer (1-249 Employees)
- Dynata - Large Employer (250-10k Employees)
- Dynata - Very Large Employer (10k+ Employees)
- DBM Atlas - B2B - SMEs - Sole Traders
- DBM Atlas - B2B - SMEs - Start-up Businesses (Operating for < 1 year)
- DBM Atlas - B2B - SMEs - With Positive Financial Outlook
- DatalQ - B2B - Business Size - < 20 Staff
- DatalQ - B2B - Business Size - 50+ Staff
- Nielsen - B2B - Functional Area - The Micro-Enterprise Movers (Entrepreneur 1-4 Employees)
- Nielsen - B2B - Firmographic - The Mid-Market Movers (100-249 Employees)

Get the Complete B2B
Audience Guide

[Download Full Guide](#)

Engage future customers across all digital channels



Mobile



Display



Audio



CTV



Gaming



DOOH

Target Company Size

EMEA

- Dynata - Large Employer (250-10k Employees)
- Dynata - Small Employer (1-249 Employees)
- Dynata - Very Large Employer (10k+ Employees)



US

- Dun & Bradstreet - Micro (1-4 Employees)
- Dun & Bradstreet - Micro (5-10 Employees)
- Dun & Bradstreet - Small (11-20 Employees)
- Dun & Bradstreet - Small (21-30 Employees)
- Dun & Bradstreet - Small (31-50 Employees)
- Dun & Bradstreet - Medium (51-100 Employees)
- Dun & Bradstreet - Medium (101-250 Employees)
- Dun & Bradstreet - Large (251-500 Employees)
- Dun & Bradstreet - Large (501-1000 Employees)
- Dun & Bradstreet - Large (1001-2000 Employees)
- Dun & Bradstreet - Large (>2000 Employees)
- Dun & Bradstreet - Enterprise (10k+ Employees)
- Dun & Bradstreet - Midmarket (500-999 Employees)
- AnalyticsIQ - Less than 5 Employees
- AnalyticsIQ - Less than 20 Employees
- Data Axle - 1-4 Employees
- Data Axle - 5-49 Employees
- Webbula - Micro (1-20 Employees)
- Webbula - Small (21-100 Employees)
- Webbula - Medium (101-500 Employees)

Get the Complete B2B
Audience Guide

[Download Full Guide](#)

Engage future customers across all digital channels



Mobile



Display



Audio



CTV



Gaming



DOOH

Target Industry

Audiences categorized by industry verticals, allowing precise sector-based targeting.

Global

- Eyeota - Agriculture Industry
- Eyeota - Business Services Industry
- Eyeota - Communications Industry
- Eyeota - Construction Industry
- Eyeota - Education Industry
- Eyeota - Finance Industry
- Eyeota - Healthcare Industry
- Eyeota - IT Industry
- Eyeota - Manufacturing Industry
- Eyeota - Retail Industry
- Eyeota - Transportation Industry
- Eyeota - Travel and Hospitality Industry
- Dun & Bradstreet - Accommodation and Food Services
- Dun & Bradstreet - Administrative Services
- Dun & Bradstreet - Energy and Raw Materials
- Dun & Bradstreet - Finance and Insurance
- Dun & Bradstreet - Government
- Dun & Bradstreet - Media
- Dun & Bradstreet - Software / Information Technology
- Dun & Bradstreet - Telecommunications

APAC

- APAC Selling Simplified - Business Services Sector
- APAC Selling Simplified - Financial Services
- APAC Selling Simplified - Information Technology Services
- APAC Selling Simplified - Manufacturing / Process Industries / Agriculture
- APAC Selling Simplified - Logistics & Supply Chain
- APAC Selling Simplified - Healthcare & Hospital Care
- APAC Selling Simplified - Telecommunications
- APAC Selling Simplified - Retail
- Dynata - Construction / Building Materials
- Dynata - Banking / Financial Services
- Dynata - Computer Software
- Dynata - Manufacturing
- Dynata - Internet / Web Development
- Dynata - Healthcare / Medical
- Dynata - Automotive
- Dynata - Electronics
- NZ DataIQ - ANZSIC C Manufacturing
- SG Nielsen - IT and Communications
- SG Nielsen - Finance and Insurance
- TH Nielsen - Government & Public Sector Employees

Get the Complete B2B
Audience Guide

[Download Full Guide](#)

Engage future customers across all digital channels



Mobile



Display



Audio



CTV



Gaming



DOOH

Target Industry

EMEA

- Dynata - Advertising
- Dynata - Aerospace / Aviation
- Dynata - Banking / Financial Services
- Dynata - Computer Software
- Dynata - Healthcare / Medical
- Selling Simplified - Accounting
- Selling Simplified - Automotive
- Selling Simplified - Banks & Credit Unions
- Selling Simplified - Business Services
- Selling Simplified - Construction
- Selling Simplified - Entertainment
- Selling Simplified - Financial Services
- Selling Simplified - Food & Beverages
- Selling Simplified - Government
- Selling Simplified - Information Technology Services
- Selling Simplified - Insurance
- Selling Simplified - Leisure, Travel & Tourism
- Selling Simplified - Manufacturing / Process Industries / Agriculture
- Selling Simplified - Marketing & Advertising
- Selling Simplified - Retail



Get the Complete B2B
Audience Guide

[Download Full Guide](#)

Engage future customers across all digital channels



Mobile



Display



Audio



CTV



Gaming



DOOH

Target Industry

US

- US Dun & Bradstreet - Accommodation and Food Services
- US Dun & Bradstreet - Agriculture
- US Dun & Bradstreet - Arts and Entertainment
- US Dun & Bradstreet - Business Services
- US Dun & Bradstreet - Construction
- US Dun & Bradstreet - Educational Services
- US Dun & Bradstreet - Energy and Raw Materials
- US Dun & Bradstreet - Finance and Insurance
- US Dun & Bradstreet - Government
- US Dun & Bradstreet - Healthcare (HCP)
- US Dun & Bradstreet - Manufacturing
- US Dun & Bradstreet - Retail Trade
- US Dun & Bradstreet - Transportation and Warehousing
- US Dun & Bradstreet - Information and Media
- US Dun & Bradstreet - Software / Information Technology
- US Dun & Bradstreet - Telecommunications
- US Dun & Bradstreet - Wholesale Trade
- US Dynata - Advertising
- US Dynata - Aerospace & Defense
- US Dynata - Automotive
- US Dynata - Business Services (Staffing, Printing, etc.)

- US Dynata - Computer Software
- US Dynata - Construction (Contractor, Home Builder, etc.)
- US Dynata - Education / Training
- US Dynata - Energy & Utilities / Oil & Gas
- US Dynata - Healthcare / Medical
- US Experian - Agriculture, Forestry, and Fishing
- US Experian - Construction
- US Experian - Finance, Insurance, and Real Estate
- US Experian - Manufacturing
- US Experian - Public Administration and Government
- US Experian - Retail Trade
- US Experian - Services
- US Experian - Wholesale Trade



Get the Complete B2B
Audience Guide

[Download Full Guide](#)

Engage future customers across all digital channels



Mobile



Display



Audio



CTV



Gaming



DOOH

Target Job Role / Function

Audiences built around professional roles and departmental functions, such as marketing, IT, finance, and operations.

Global

- Eyeota - B2B - Employment - Department - Accounting
- Eyeota - B2B - Employment - Department - Administration
- Eyeota - B2B - Employment - Department - Engineering
- Eyeota - B2B - Employment - Department - Finance
- Eyeota - B2B - Employment - Department - HR and Recruitment
- Eyeota - B2B - Employment - Department - IT
- Eyeota - B2B - Employment - Department - Legal
- Eyeota - B2B - Employment - Department - Marketing
- Eyeota - B2B - Employment - Department - Sales and Business Development
- Eyeota - B2B - Employment - Job Function - Management
- Global Anteriad (Non-US) - Functional Area - Accounting and Finance
- Global Anteriad (Non-US) - Functional Area - Administration
- Global Anteriad (Non-US) - Functional Area - Customer Service
- Global Anteriad (Non-US) - Functional Area - Education
- Global Anteriad (Non-US) - Functional Area - Health Services
- Global Anteriad (Non-US) - Functional Area - Human Resources
- Global Anteriad (Non-US) - Functional Area - IT and Data Processing
- Global Anteriad (Non-US) - Functional Area - Legal
- Global Anteriad (Non-US) - Functional Area - Manufacturing
- Global Anteriad (Non-US) - Functional Area - Sales and Marketing



Get the Complete B2B
Audience Guide

[Download Full Guide](#)

Engage future customers across all digital channels



Mobile



Display



Audio



CTV



Gaming



DOOH

Target Job Role / Function

APAC

- APAC Selling Simplified - Job Function - Information Technology
- APAC Selling Simplified - Job Function - Marketing
- APAC Selling Simplified - Job Function - Finance
- APAC Selling Simplified - Job Function - Operations
- APAC Selling Simplified - Job Function - Human Resources
- APAC Selling Simplified - Job Function - Sales
- AU Dynata - B2B IT / Software Development, Creative / Design - Role - Software or Web Development
- AU Dynata - B2B IT / Software Development, Creative / Design - Role - IT Project Management
- AU Dynata - B2B IT / Software Development, Creative / Design - Role - Data Warehousing / Data Mining
- IN Dynata - B2B IT / Software Development, Creative / Design - Role - Enterprise Resources Planning (ERP)
- IN Dynata - B2B IT / Software Development, Creative / Design - Role - Database Development or Administration
- IN Dynata - B2B IT / Software Development, Creative / Design - Role - Network or Server Administration
- JP Dynata - B2B IT / Software Development, Creative / Design - Role - Executive IT responsibilities

- JP Dynata - B2B IT / Software Development, Creative / Design - Role - Computer or Network Security
- JP Dynata - B2B IT / Software Development, Creative / Design - Role - Software or System Architecture
- NZ DataIQ - B2B - Job Type - Business Owner
- NZ DataIQ - B2B - Job Type - IT Professionals
- NZ DataIQ - B2B - Job Type - Marketing
- NZ DataIQ - B2B - Job Type - Operations
- TH Nielsen - B2B - Functional Area - The Expert Practitioners (Professionals)



Get the Complete B2B
Audience Guide

[Download Full Guide](#)

Engage future customers across all digital channels



Mobile



Display



Audio



CTV



Gaming



DOOH

Target Job Role / Function

EMEA

- EMEA Selling Simplified - Job Function - Accounting
- EMEA Selling Simplified - Job Function - Administrative
- EMEA Selling Simplified - Job Function - Business Development
- EMEA Selling Simplified - Job Function - Consulting
- EMEA Selling Simplified - Job Function - Customer Service
- EMEA Selling Simplified - Job Function - Education
- EMEA Selling Simplified - Job Function - Engineering
- EMEA Selling Simplified - Job Function - Finance
- EMEA Selling Simplified - Job Function - Healthcare Services
- EMEA Selling Simplified - Job Function - Human Resources
- EMEA Selling Simplified - Job Function - Information Technology
- EMEA Selling Simplified - Job Function - Legal
- EMEA Selling Simplified - Job Function - Management
- EMEA Selling Simplified - Job Function - Manufacturing
- EMEA Selling Simplified - Job Function - Marketing
- EMEA Selling Simplified - Job Function - Media & Communication
- EMEA Selling Simplified - Job Function - Operations
- EMEA Selling Simplified - Job Function - Sales
- EMEA Selling Simplified - Job Function - Supply Chain & Logistics
- EMEA Selling Simplified - Job Function - Research

US

- US Dun & Bradstreet - Administrative
- US Dun & Bradstreet - Blue Collar
- US Dun & Bradstreet - Business Owners / Board
- US Dun & Bradstreet - Computing and IT
- US Dun & Bradstreet - Education
- US Dun & Bradstreet - Entrepreneurs
- US Dun & Bradstreet - Executives
- US Dun & Bradstreet - Finance
- US Dun & Bradstreet - Franchise Owner
- US Dun & Bradstreet - General Management
- US Dun & Bradstreet - Government
- US Dun & Bradstreet - Healthcare (HCP)
- US Dun & Bradstreet - HR / Human Resources
- US Dun & Bradstreet - Legal
- US Dun & Bradstreet - Marketing
- US Dun & Bradstreet - Operations
- US Dun & Bradstreet - Other
- US Dun & Bradstreet - Research and Development
- US Dun & Bradstreet - Sales
- US Dun & Bradstreet - White Collar

Get the Complete B2B
Audience Guide

[Download Full Guide](#)

Engage future customers across all digital channels



Mobile



Display



Audio



CTV



Gaming



DOOH

Target Company Revenue

Audiences grouped by annual revenue ranges.

Global

- Eyeota - Less Than \$500k
- Eyeota - \$500K-\$1M
- Eyeota - \$1-\$5M
- Eyeota - \$5-\$10M
- Eyeota - \$10-\$20M
- Eyeota - \$20-\$50M
- Eyeota - \$50-\$100M
- Eyeota - \$100-\$500M
- Eyeota - More Than \$1B
- Global Dun & Bradstreet (non-US) - Micro - < \$200K Sales
- Global Dun & Bradstreet (non-US) - Small - \$200K-\$500K Sales
- Global Dun & Bradstreet (non-US) - Medium - \$1M-\$5M Sales
- Global Dun & Bradstreet (non-US) - Med-Large - \$20M-\$100M Sales
- Global Dun & Bradstreet (non-US) - Very Large - > \$500M Sales
- Global Anteriad (Non-US) - \$250,000-\$499,999
- Global Anteriad (Non-US) - \$500,000-\$999,999
- Global Anteriad (Non-US) - \$1,000,000-\$2,499,999
- Global Anteriad (Non-US) - \$5,000,000-\$9,999,999
- Global Bombora - Medium-Small (\$10MM-\$50MM)
- Global Bombora - XXLarge (\$1B Plus)



Get the Complete B2B
Audience Guide

[Download Full Guide](#)

Engage future customers across all digital channels



Mobile



Display



Audio



CTV



Gaming



DOOH

Target Company Revenue

APAC

- AU DBM Atlas - Company Size - Micro (turnover < \$1m)
- AU DBM Atlas - Company Size - Small (turnover \$1-\$5m)
- AU DBM Atlas - Company Size - Medium (turnover \$5-\$40m)
- AU Dynata - B2B - Less than \$50,000
- AU Dynata - B2B - \$150,000 to less than \$500,000
- AU Dynata - B2B - \$500,000 to less than \$1 million
- AU Dynata - B2B - \$1 million to less than \$3 million
- AU Dynata - B2B - \$3 million to less than \$8 million
- AU Dynata - B2B - \$8 million to less than \$13 million
- AU Dynata - B2B - \$13 million to less than \$20 million
- AU Dynata - B2B - \$20 million to less than \$30 million
- JP Dynata - B2B - Less than JPY 5 million
- JP Dynata - B2B - JPY 30 million to less than JPY 50 million
- JP Dynata - B2B - JPY 100 million to less than JPY 300 million
- JP Dynata - B2B - JPY 800 million to less than JPY 10 billion
- JP Dynata - B2B - Over JPY 100 billion
- IN Dynata - B2B - Under Rs. 1,00,000
- IN Dynata - B2B - Rs. 1,00,00,000-Rs. 4,99,99,999
- IN Dynata - B2B - Rs. 10,00,00,000-Rs. 49,99,99,999
- NZ DataIQ - B2B - \$5M plus

EMEA

- EMEA Expandi Group - Revenues below €10M (Small Business)
- EMEA Expandi Group - Revenue €10M to €100M (Midmarket)
- EMEA Expandi Group - Revenue €100M and above (Enterprise & Corporate)
- Dynata - B2B - Less than €50K
- Dynata - B2B - €50K to less than €250K
- Dynata - B2B - €250K to less than €500K
- Dynata - B2B - €500K to less than €1M
- Dynata - B2B - €1M to less than €5M
- Dynata - B2B - €5M to less than €10M
- Dynata - B2B - €10M to less than €25M
- Dynata - B2B - €25M to less than €50M
- Dynata - B2B - €50M to less than €100M
- Dynata - B2B - €100M to less than €500M
- Dynata - B2B - €500M to less than €1B
- Dynata - B2B - €1B to less than €10B
- Dynata - B2B - Over €10B
- Dynata - B2B - GBP50K to less than GBP250K
- Dynata - B2B - GBP250K to less than GBP500K
- Dynata - B2B - GBP10M to less than GBP50M
- Dynata - B2B - GBP500M to less than GBP1B

Get the Complete B2B
Audience Guide

[Download Full Guide](#)

Engage future customers across all digital channels



Mobile



Display



Audio



CTV



Gaming



DOOH

Target Company Revenue

US

- US Dun & Bradstreet - Micro: <= \$200K Sales
- US Dun & Bradstreet - Small: \$200K-\$500K Sales
- US Dun & Bradstreet - Small: \$500K-\$1M Sales
- US Dun & Bradstreet - Medium: \$1M-\$5M Sales
- US Dun & Bradstreet - Medium: \$5M-\$20M Sales
- US Dun & Bradstreet - Med - Large: \$20M-\$100M Sales
- US Dun & Bradstreet - Large: \$100M-\$500M Sales
- US Dun & Bradstreet - Very Large: > \$500M Sales
- US Experian - \$1-\$499,999
- US Experian - \$500,000-\$999,999
- US Experian - \$1,000,000-\$2,499,999
- US Experian - \$2,500,000-\$4,999,999
- US Experian - \$5,000,000-\$9,999,999
- US Experian - \$10,000,000-\$19,999,999
- US Experian - \$20,000,000-\$49,999,999
- US Experian - \$50,000,000-\$99,999,999
- US Experian - \$100,000,000-\$499,999,999
- US Experian - \$500,000,000-\$999,999,999
- US Experian - \$1 Billion+
- US Webbula - Small (\$1,000,000-\$9,999,999)



Get the Complete B2B
Audience Guide

[Download Full Guide](#)

Engage future customers across all digital channels



Mobile



Display



Audio



CTV



Gaming



DOOH

Target

U.S. Market Data Retrieval (MDR) Education Audiences

Audiences across the education sector, including higher education leaders, professors by discipline, and K-12 administrators and staff.

Higher Education

- US Dun & Bradstreet - Administration - Higher Education Leadership
- US Dun & Bradstreet - Administration - Higher Education Library Staff
- US Dun & Bradstreet - Arts Professors - Fine & Applied Arts Professors
- US Dun & Bradstreet - Business Professors
- US Dun & Bradstreet - Communications Professors
- US Dun & Bradstreet - Education Professors
- US Dun & Bradstreet - Health Professors
- US Dun & Bradstreet - Language & Literature Professors
- US Dun & Bradstreet - Law, General Studies & Military Professors
- US Dun & Bradstreet - Science & Math Professors

K-12 Education

- US Dun & Bradstreet - K-12 Leadership - K-12 District Administrators
- US Dun & Bradstreet - K-12 Leadership - K-12 Principals
- US Dun & Bradstreet - K-12 Staff - Influencers
- US Dun & Bradstreet - K-12 Staff - K-12 Kindergarten - 2nd Grade Teachers
- US Dun & Bradstreet - K-12 Staff - K-12 3rd Grade - 5th Grade Teachers
- US Dun & Bradstreet - K-12 Staff - K-12 6th Grade - 8th Grade Teachers
- US Dun & Bradstreet - K-12 Staff - K-12 9th Grade - 12th Grade Teachers
- US Dun & Bradstreet - K-12 Staff - K-12 Special Education Teachers
- US Dun & Bradstreet - K-12 Staff - K-12 English & Reading Teachers
- US Dun & Bradstreet - K-12 Staff - K-12 Math Teachers

Get the Complete B2B
Audience Guide

[Download Full Guide](#)

Engage future customers across all digital channels



Mobile



Display



Audio



CTV



Gaming



DOOH

Elevate your marketing with quality-certified audience data.

Eyeota empowers marketers with precise targeting, deeper insights, and enhanced omnichannel performance, fueling campaigns that convert.



Unlock the Power of Global Audience Data



B2B & B2C Audience Data

60,000+ addressable audiences to support omnichannel marketing strategies



Global Data Coverage

Data available in 180 countries, covering major markets including AMER, EMEA, Asia and ANZ



Omnichannel Activation Made Easy

Audience data available across display, native, social, CTV, DOOH, contextual channels, and more



Data Quality & Privacy Compliance

Data sourced, validated, and enriched from reliable providers to ensure accuracy and consistency

120+ premium online data providers

180 countries worldwide

60+ DSPs, SSPs, and social channels

Our Commitment to Data Quality

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



Eyeota Audience Marketplace

Eyeota collaborates with 70+ premium branded and unbranded data partners who supply rich, ethically sourced audience segments across B2B, B2C, and industry-specific categories.



Activate **B2B** Audiences for Your Campaign!

B2B Audiences are available through Eyeota's Partner Network of leading DSPs, SSPs, DMPs and social platforms for digital campaign activation.

[Download the Full Audience Guide](#)



Connect with our Audience Specialists for support.

[Contact Now](#)



Demand Side Platforms

Supply Side Platforms

Data Management Platforms

Social Networking Platforms

