



# GLOBAL BUSINESS ACCESS

## A GLANCE AT OUR TARGETING ABILITIES\*

With increased depth in profiling on all business professionals and improved partnership with niche sources, our ability to support business to business research worldwide is unmatched. We deliver on the most challenging target groups and quotas and do so with the same high level of quality and service our clients have come to love.

### GENERAL TARGETING

- Job Title
- Industry
- Company Revenue
- Number of Employees
- Number of Locations
- Decision Making Roles
- Blue Collar v. White Collar

### PURCHASE AUTHORITY FOR SERVICES/PRODUCTS

- Finance/Banking
- Computers
- Employee Benefits
- Human Resources
- Internet Services
- Legal
- Maintenance
- Marketing/Advertising
- Meetings/Accommodations
- Office Supplies
- Shipping
- Tax/Accounting
- Telecommunications
- Transportations

### DEDICATED NICHE PANELS

- IT Decision Makers
- Small Business Owners
- HR/Benefits
- Construction Professionals
- Building Managers

### INDUSTRIES AND VERTICALS

- Agriculture
- Automotive
- Banking/Finance
- Communications
- Construction
- Education
- Energy
- Engineering
- Entertainment
- Food/Beverage
- Government
- Insurance
- Law/Legal
- Marketing
- Non Profit
- Pharmaceutical
- Printing/Publishing
- Real Estate
- Retail
- Technology
- Telecommunication
- Travel/Hospitality

### SPECIFIC JOB TITLES

- Accountant
- Administrative Staff
- Architect
- Attorney
- C-Level Executive
- Consultant
- Customer Support
- Designer
- Department Head
- Doctor
- Engineer
- Financial Advisor
- Graphic Designer
- HR Director
- IT Manager
- Military
- Nurse
- Owner
- Sales Representative
- Skilled Tradesman
- Teacher/Professor
- Vice President
- Web/Software Developer

*\*Targeting will vary from country to country. Please inquire for specific capabilities.*