

## B2B audience intelligence at scale.

As the world's largest deterministic B2B data provider, RevOptimal specializes in building hard-to-reach professional audiences from full-text resumes, industry associations, and validated educational history. Audiences can be delivered deterministically per industry restrictions or modeled to meet campaign requirements.



Deliver your message with the highest quality data, spanning **job titles, company attributes, and decision-making power**

# 17M

unique job titles,  
updated monthly

# 160M

AI-processed,  
full-text resumes

# 270M

US individuals, ready  
for activation

# 28B

resolved device  
linkages



### Syndicated and Custom Audiences

From M&A specialists to veterinary hematologists, select from 3000+ pre-built segments or contact us for 24-hour delivery of custom audiences



### Identity-First, Privacy-Forward

All segments are built from known online and offline identifiers - ensuring maximum reach, while maintaining privacy and never using 3rd-party cookies



### Refreshingly Up to Date

Ditch stale data and maximize your ad spend by leveraging the only digital audiences with monthly occupational and association updates

Dozens of activation channels



# Segment List

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## B2B > Decisionmakers >

- Business (Management / Leadership / Executive / C-Suite / Owner / Founder)
- C-Suite / C-Level
- Education
- Finance / Accounting
- HR / Human Resources
- Investment
- IT / Technology (Tech)
- Legal
- Marketing
- Medical
- Operations
- Product
- Quality Assurance (QA) / Quality Control (QC)
- Risk / Security / Compliance
- Sales

## B2B > Occupation >

- Blue-collar Worker
- Gig Worker
- Military
- White-collar / Office Worker / Knowledge Worker

## B2B > Company Size (Revenue) >

- Under a Million (<\$1,000,000)
- One to Ten Million (\$1,000,000 - 10,000,000)
- Ten to Fifty Million (\$10,000,000-\$49,999,999)
- Fifty to a Hundred Million (\$50,000,000-\$99,999,999)
- One Hundred to Two Fifty Million (\$100,000,000-\$249,999,999)
- Two Fifty Million to One Billion (\$250,000,000-\$999,999,999)
- Over a Billion (\$1,000,000,000+)

## B2B > Job Seniority >

- Director
- Executive
- Manager
- Staff / Individual Contributor (IC)
- Vice President

## B2B > Job Role / Function >

- Administrative
- Community And Social Services
- Education
- Engineering
- Executive
- Finance
- Government / Public Service
- Health Services
- Human Resources
- Information Technology
- Legal
- Marketing
- Media And Communications
- Military And Protective Services
- Operations
- Product Management
- Real Estate
- Sales

## B2B > Company Size (Employees) >

- 1-10
- 11-50
- 51-250
- 251-1,000
- 1,001-5,000
- 5,001-10,000
- 10,000+



# Segment List (cont.)

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## B2B > Job Title >

- Account Management
- Accounting / Finance
- Actor / Actress
- Administrative / Assistant
- Anesthesiologist
- C-Suite / C-Level
- Cardiologist
- Caregiver
- Chef
- Chief Accountant
- Chief Administrative Officer (CAO)
- Chief Compliance Officer (CCO)
- Chief Creative Officer (CCO)
- Chief Development Officer (CDO)
- Chief Executive Officer (CEO)
- Chief Financial Officer (CFO)
- Chief Information Officer (CIO)
- Chief Information Security Officer (CISO)
- Chief Investment Officer (CIO)
- Chief Legal Officer (CLO)
- Chief Marketing Officer (CMO)
- Chief Medical Officer (CMO)
- Chief Nursing Officer (CNO)
- Chief of Staff
- Chief Operations Officer (COO)
- Chief Product Officer (CPO)
- Chief Revenue Officer (CRO)
- Chief Risk Officer (CRO)
- Chief Strategy Officer (CSO)
- Chief Technology Officer (CTO)
- Coach
- Consulting / Advisory
- Counselor
- Creative / Design
- Customer Experience / Excellence / Service / Support
- Data
- Dentist / Dentistry
- Dermatologist
- Education
- Emergency Room Nurse
- Financial / Tax Services
- Government / Public Service
- Health Coach
- Healthcare / Medical
- Higher Education / Academia
- Hospitality
- Human Resources (HR) / Recruitment
- Insurance
- Lawyer / Attorney
- Legal / Compliance
- Licensed Massage Therapist
- Management / Leadership / Executive / C-Suite / Owner / Founder
- Manufacturing / Production
- Marketing
- Medical Coder
- Medical Scribe
- Musician
- Neurologist
- Nursing
- Occupational Therapist
- Operations / Logistics / Supply Chain / Warehouse
- Ophthalmologist
- Owner / Founder
- Pharmacist / Pharmacy
- Physical Therapist
- Physicians / Doctors
- Police Officer / Sheriff
- President / CEO
- Real Estate / Property Management
- Recruiter / Talent Acquisition
- Retail
- Risk / Compliance / Security
- Sales
- Science / Research
- Social Worker
- Software Engineer / Programmer / Developer / Coder
- Software Engineering / Technology / IT
- Stylist
- Therapist
- Tourism
- UX / UI Designer



# Segment List (cont.)

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## B2B > Industry >

- Accounting
- Administration of Justice / Courts
- Advertising / Marketing Services
- Airlines and Aviation
- Alternative Dispute Resolution
- Alternative Medicine
- Animation and Post-Production
- Appliances, Electrical and Electronics Manufacturing
- Architecture and Planning
- Armed Forces / Army / Military
- Artists and Writers
- Arts, Entertainment, and Recreation
- Automation Machinery Manufacturing
- Automotive / Auto
- Aviation / Aerospace
- Aviation and Aerospace Component Manufacturing
- Banking
- Beverage Manufacturing
- Biotechnology Research
- Broadcast Media Production and Distribution / TV
- Business Consulting and B2B Services
- Capital Markets
- Chemical Manufacturing
- Civil Engineering
- Computer Games
- Computer Hardware Manufacturing
- Computer Networking / Server Infrastructure
- Computers and Electronics Manufacturing
- Construction
- Consumer Goods
- Consumer Services
- Cybersecurity
- Cybersecurity / Computer and Network Security
- Dairy Product Manufacturing
- Defense and Space Manufacturing
- Design Services
- E-Learning Providers / Education Technology / EduTech
- Education
- Education Administration
- Entertainment
- Environmental Services
- Events Services
- Executive Offices
- Facilities Services
- Farming / Agriculture
- Financial and Professional Services
- Financial Services
- Fisheries
- Food and Beverage Services
- Freight and Package Transportation
- Fundraising
- Furniture and Home Furnishings Manufacturing
- Gambling Facilities and Casinos
- Glass, Ceramics and Concrete Manufacturing
- Government Administration / Public Office
- Government Relations Services
- Health / Wellness and Fitness Services
- Higher Education
- Hospitality
- Hospitality and Tourism
- Hospitals / Healthcare / Medical
- Human Resources Services / HR
- Individual and Family Services
- Industrial Machinery Manufacturing
- Insurance
- International Affairs
- International Trade and Development / Global Business
- Internet
- Investment Banking
- Investment Management
- Law / Legal
- Law Enforcement
- Legal Services
- Legislative Offices / Congress
- Libraries
- Machinery Manufacturing
- Manufacturing
- Manufacturing and Construction
- Maritime Transportation
- Market Research
- Medical Equipment Manufacturing
- Medical Practices
- Mental Health Care / Therapy
- Mining
- Motor Vehicle Manufacturing
- Movies, Videos and Sound / Entertainment
- Museums, Historical Sites, and Zoos
- Music
- Nanotechnology Research
- Newspaper Publishing
- Non-Profit Organizations
- Nonprofits / Civic and Social Organizations
- Nonprofits / NGOs



# Segment List (cont.)

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## B2B > Industry > (cont.)

- Oil and Gas
- Online and Mail Order Retail
- Online Audio and Video Media
- Outsourcing and Offshoring Consulting
- Packaging and Containers Manufacturing
- Paper and Forest Product Manufacturing
- Personal Care Product Manufacturing
- Pharmaceutical Manufacturing
- Philanthropic Fundraising Services
- Photography
- Plastics Manufacturing
- Political Organizations
- Primary and Secondary Education
- Printing Services
- Professional Training and Coaching
- Public Policy Offices
- Public Relations and Communications Services
- Public Safety
- Publishing
- Railroad Equipment Manufacturing
- Ranching
- Real Estate
- Real Estate and Construction
- Recreational Facilities
- Religious Institutions / Church / Religion
- Renewable Energy Semiconductor Manufacturing
- Research Services
- Restaurants
- Retail
- Retail and Consumer Goods
- Retail Apparel and Fashion
- Retail Art Supplies
- Retail Groceries / Grocery Stores
- Retail Luxury Goods and Jewelry
- Retail Office Equipment
- Security and Investigation
- Semiconductor Manufacturing
- Shipbuilding
- Social Services and Healthcare
- Software Development
- Spectator Sports / Stadiums
- Sporting Goods Manufacturing
- Strategic Management Services / Strategy and Management Consulting
- Technology / IT Services and Consulting
- Technology and Telecommunications (Tech and Telecom)
- Textile Manufacturing
- Think Tanks (thinktanks)
- Tobacco Manufacturing
- Tourism
- Translation and Localization
- Transportation and Logistics
- Transportation, Logistics, Supply Chain and Storage
- Travel Arrangements / Booking / Travel Agents and Assistants
- Truck Transportation / Trucking
- Utilities
- Venture Capital and Private Equity
- Veterinary Services
- Warehousing and Storage
- Wholesale
- Wholesale Building Materials
- Wholesale Import and Export
- Wireless Services
- Writing and Editing

## B2B > NAICS Codes >

374 segments available, searchable by code, division, and keywords. For more information, please visit <https://www.census.gov/naics/>.

## B2B > SIC Codes >

1301 segments available, searchable by code, division, major group, industry group, and keywords. For more information, please visit <https://www.osha.gov/data/sic-manual>.

