

Unlock the power of B2B taxonomy

OnAudience introduces a comprehensive (B2B) Taxonomy comprising over 150 distinct segments, designed to categorize and target businesses based on their industry, size, revenue, and operational needs. The B2B taxonomy enables companies to precisely identify and reach specific business segments, enhancing the effectiveness and ROI of marketing campaigns, lead generation efforts, and strategic partnerships across diverse industries and company profiles.

Explore Our B2B Taxonomy

With over 150 unique segments, our B2B Taxonomy covers:

18 professional groups and industries

Healthcare Industry



- > Nursing
- > Dentists
- > Health insurance
- > Diagnostics laboratories
- > Medical equipment & devices

Business Professionals



- > Human Resources and Recruitment
- > Corporate Legal Services and Advice
- > Marketing & Advertising

Finance Professionals



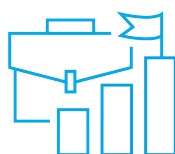
- > Insurance broker
- > Financial advisor
- > Beauty, cosmetics & personal care
- > Fintech

Retail Industry



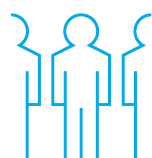
- > Beauty, cosmetics & personal care
- > Consumer electronics & appliances
- > Furniture & home decor

Reach Your Audience Precisely on the Ground of:



Seniority

Engage with individuals based on their seniority level and specific work positions.



Company Size

Choose segments on account of the number of employees working in a company.



Company Revenue

Select segment based on the company revenue.

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Company's Ownership Structure

Includes different company structures, e.g.:

- > Corporations
- > Partnerships
- > Non-profit
- > Independent professionals



Company's Spending Power

Based on the level of spending on specific products or services e.g.

- > IT Industry
- > Telecom
- > Food and Beverage

Seamless Campaign & Data Integration

Find OnAudience segments on leading DSP platforms such as:



Why Choose OnAudience?



Global Reach

Highly qualitative data on a worldwide scale



Privacy-first

Privacy-safe & transparent data policy



Technology Partner

Data Platform, in-house technology & data experts



Data Experts

Flexible data offering with own taxonomy & custom data segments



Worldwide Trust

Cooperation with top data partners

Ready to Elevate Your B2B Targeting?

Transform your B2B strategies with OnAudience's powerful taxonomy. Leverage our 150+ unique segments, industry-specific insights, and precision targeting to maximize your campaign ROI.



Get in touch to unlock the full potential of B2B data targeting.
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