

DUN & BRADSTREET **AUDIENCE SOLUTIONS**

DETERMINISTIC AUDIENCES FOR BUSINESS

A Guide

Contents

Standard Segments

- Company
- Job Function
- Job Role
- Decision Makers
- Industry
- Specialism

Premium Segments

- TBD

Standard Segments

Segment Type: Company

Company	Segment Name
Employees	
Micro 1 - 4	Company > Employees > Micro: 1 - 4
Micro 5 - 10	Company > Employees > Micro: 5 - 10
Small 11 - 20	Company > Employees > Small: 11 - 20
Small 21 - 30	Company > Employees > Small: 21 - 30
Small 31 - 50	Company > Employees > Small: 31 - 50
Medium 51 - 100	Company > Employees > Medium: 51 - 100
Medium 101 - 250	Company > Employees > Medium: 101 - 250
Large 251 - 500	Company > Employees > Large: 251 - 500
Large 501 - 1000	Company > Employees > Large: 501 - 1000
Large 1001 - 2000	Company > Employees > Large: 1001 - 2000
Large > 2000	Company > Employees > Large: > 2000
Sales	
Micro <= \$200K	Company > Sales > Micro: <= \$200K
Small \$200K - \$500K	Company > Sales > Small: \$200K - \$500K
Small \$500K - \$1M	Company > Sales > Small: \$500K - \$1M
Medium \$1M - \$5M	Company > Sales > Medium: \$1M - \$5M
Medium \$5M - \$20M	Company > Sales > Medium: \$5M - \$20M
Med - Large \$20M - \$100M	Company > Sales > Med - Large: \$20M - \$100M
Large \$100M - \$500M	Company > Sales > Large: \$100M - \$500M
Very Large > \$500M	Company > Sales > Very Large: > \$500M
Company Tenure	
Young	Company > Company Tenure > Young: 2010 - Present

2010 - PresentEstablished
< 2010Company > Company Tenure > Established: < 2010

Segment Type: Job Function

Function	Segment Name	Sample Titles
Education	Job Function > Education	Library/Media Specialist, Principal/Assistant Principal, Teacher, Superintendent
Sales/Marketing/PR	Job Function > Sales/Marketing/PR	Sales Manager, Account Manager, Account Executive, Sales Associate, Marketing Manager
Manufacturing/ Operations	Job Function > Manufacturing/Operations	Operations Manager, Director Of Operations, Plant Manager, Senior Project Manager, Site Manager
Purchasing/ Procurement	Job Function > Purchasing/Procurement	Purchasing Manager, Purchasing Agent, Buyer, Business & Purchasing Director
Government	Job Function > Government	Chief, Mayor, Postmaster, Commissioner
Facilities	Job Function > Facilities	Supervisor, Facilities Manager, Property Manager, Maintenance Manager, Custodial Personnel
Personnel/Benefits/ HR	Job Function > Personnel/Benefits/HR	Human Resources Manager, Human Resources Director, Human Resources Executive
Management	Job Function > Management	Principal, President, Director, Manager
Religion	Job Function > Religion	Pastor, Religious Leader, Religious Director, Minister, Youth Minister
Health Care	Job Function > Health Care	Staff Pharmacist, Nurse Practitioner, Internal Medicine, Physicians Assistant, Family Practitioner
Finance/Banking/Insurance	Job Function > Finance/Banking/Insurance	Chief Financial Officer, Controller, Financial Advisor, Business Manager, Accountant
Legal	Job Function > Legal	Attorney, Clerk, Paralegal, General Counsel, Legal Assistant
Science/Engineering	Job Function > Science/Engineering	Project Manager, Engineer, Project Engineer, Product Manager, Engineering Manager
Computer/ Information	Job Function > Computer/Information	Information Technology Manager/Director, Chief Technology Officer, Chief Information Officer, Software Engineer
Ownership/Board	Job Function > Ownership/Board	Owner, Partner, Co-Owner, Chairman
Administrative	Job Function > Administrative	Office Manager, Secretary, Administrator, Administrative Assistant
Publishing/ Communications	Job Function > Publishing/Communications	Editor, Director Of Communications, Reporter, Communications Manager, Publisher
Security/Compliance	Job Function > Security/Compliance	Compliance Officer, Director Of Risk Management, Chief Compliance Officer, Security Officer, Risk Manager
Construction/Real Estate	Job Function > Construction/Real Estate	Realtor, Real Estate Agent, Agent, Designer, Architect

Segment Type: Job Role

Job Role	Segment Name	Sample Titles
Senior Management	Job Role > Senior Management	Principal, President, Secretary
Owner	Job Role > Owner	Owner, Partner, Co-Owner, Managing Partner
Medical Practitioner	Job Role > Medical Practitioner	Staff Pharmacist, Nurse Practitioner, Registered Nurse, Medical Director, Diagnostic Radiologist
Assistant	Job Role > Assistant	Administrative Assistant, Executive Assistant, Medical Assistant
Manager Supervisor	Job Role > Manager Supervisor	Manager, Office Manager, Branch Manager, Project Manager, General Manager
Specialized Legal Practice	Job Role > Specialized Legal Practice	Attorney, Paralegal, General Counsel, Legal Assistant, Counsel
Director	Job Role > Director	Director, Executive Director, Marketing Director, Managing Director
Officer	Job Role > Officer	Chief Operating Officer, Chief Finance Officer, Chief Technology Officer, Chief Information Officer, Chief Marketing Officer
Vice President	Job Role > Vice President	VP, SVP, Vice President, Senior Vice President

Segment Type: Decision Makers

Decision Makers	Segment Name
Small Business Decision Makers	Decision Makers > Small Business Decision Makers
IT Decision Makers	Decision Makers > IT Decision Makers
Sales & Marketing Decision Makers	Decision Makers > Sales & Marketing Decision Makers
Finance Decision Makers	Decision Makers > Finance Decision Makers

Segment Type: Industry

Industry	Segment Name	Sample Titles
Accommodation and Food Services	Industry > Accommodation and Food Services	Server, Bartender, Business Travel Sales Manager, Executive Meeting Manager, Director Of Front Office
Administrative	Industry > Administrative	Credit & Collections Manager, Corps Member, Residential Sales Representative, Travel Consultant, Senior Staffing Supervisor
Agriculture	Industry > Agriculture	Winemaker, Hatchery Manager, Crop Manager, Forestry Technician, Feed Mill Manager
Arts and Entertainment	Industry > Arts and Entertainment	Clubhouse Manager, Golf Pro, Associate Artistic Director, Ticket Sales Representative, Chief Curator
Construction	Industry > Construction	Architect, Senior Superintendent, New Home Consultant, Estimating Coordinator, Vice President Estimating

Educational Services	Industry > Educational Services	Kindergarten, Grade # Teachers, Principal
Finance and Insurance	Industry > Finance and Insurance	Insurance Sales, Home Mortgage Consultant, Financial Adviser, Insurance Agent, Vice President Of Mortgage Lending
Health Care	Industry > Health Care	Neonatal-perinatal Medicine, Ophthalmology/pediatrics, Chiropractor/owner, Critical Care Medicine, Chief Of Family Practice
Information	Industry > Information	Retail Wireless Consultant, Technical Staff Member, Implement Project Manager I, Principal Applications Engineer, Delivery Consultant
Manufacturing	Industry > Manufacturing	Engineer Software Engineering, Network Consulting Engineer, Systems Engineer Sales, Senior Firmware Engineer, Product Marketing Engineer
Mining and Oil	Industry > Mining and Oil	Completions Engineer, Drilling Superintendent, Exploration Manager, Subsea Engineer
Professional Services	Industry > Professional Services	Attorney, Actuary, Consulting, State Office Staff, State Staff, Site Review Consultant
Non-professional Services	Industry > Non-professional Services	Music Director, Office Manager, Associate Pastor, Director Of Religious Education, Senior Pastor
Public Administration	Industry > Public Administration	Natural Resources Conservation Officer, Judicial Branch Staff, Food Safety Inspector, State Staff, State Office Staff
Management of Companies	Industry > Management of Companies	Principal, Owner, President, Member, Vice President
Property	Industry > Property	Licensed Salesperson, Licensed Real Estate Salesperson, Vice Presidents And Sales Manager, Real Estate Professional, Real Estate Agent, Sales
Retail Trade	Industry > Retail Trade	Beauty Consultant, Pre Owned Sales Manager, Pro Account Sales Associate, Kitchen Designer, New Car Sales Manager
Transportation and Warehousing	Industry > Transportation and Warehousing	Logistics Account Executive, Conductor, Fleet Service Clerk, Locomotive Engineer, Carrier Sales Representative
Utilities	Industry > Utilities	Engineer Maintenance Technician, Control Room Supervisor, Meter Reader, Electric Distribution Manager
Wholesale Trade	Industry > Wholesale Trade	Event Specialist, Retail Representative, Retail Representative, Retail Sales Merchandiser, Wine Beer And Spirit Specialist

Segment Type: Specialism

Specialism	Segment Name	Sample Titles
Accommodation and Food Services		
Accommodation	Industry > Accommodation and Food Services > Accommodation	Assistant Front Office Manager, Business Travel Sales Manager, Convention Services Manager, Director Of Rooms, Executive Meeting Manager
Food and Drink Services	Industry > Accommodation and Food Services > Food and Drink Services	Barista, Crew Member, Waitress, Server, Bartender
Administrative		
Administrative and Support	Industry > Administrative > Administrative and Support	Staffing Supervisor, Commercial Account Executive, Inter-office Account Executive, Residential Sales Representative, Senior Travel Consultant
Waste Mgmt and Remediation	Industry > Administrative > Waste Mgmt and Remediation	Contract Compliance Manager, Gas Plant Manager, Industrial Account Manager
Agriculture		
Animal and Aquaculture	Industry > Agriculture > Animal and Aquaculture	Hatchery Manager, Feed Mill Manager, Live Production Manager, Export Sales Representative
Crop Production	Industry > Agriculture > Crop Production	Winemaker, Tasting Room Manager, Farmer, Crop Manager
Support Activities	Industry > Agriculture > Support Activities	Forestry Technician, Food Safety Manager, Materials Buyer, Food Safety Coordinator
Art & Entertainment		
Gambling and Amusement	Industry > Arts and Entertainment > Gambling and Amusement	Club Manager, Fitness Manager, Clubhouse Manager, Assistant Golf Professional, Director Of Tennis
Museums and Historical Sites	Industry > Arts and Entertainment > Museums and Historical Sites	Curator, Chief Curator
Performance	Industry > Arts and Entertainment > Performance	Associate Artistic Director, Ticket Sales Representative, Model, Production Stage Manager
Construction		
Construction of Buildings	Industry > Construction > Construction of Buildings	Senior Superintendent, Office Engineer, General Contractor, Preconstruction Manager
Heavy and Civil Engineering	Industry > Construction > Heavy and Civil Engineering	State Staff, State Office Staff, State Administrative Staff, Administrative Staff, Capitol Office Staff
Specialty Trade Contractors	Industry > Construction > Specialty Trade Contractors	Assembler, Project Manager, Architect, Builder, HVAC Contractor
Educational Services		
Educational Services	Industry > Educational Services > Educational Services	Library Aide, Instructional Media Services Director, Computer Instructional Technician, Adjunct Faculty Member
Finance and Insurance		
Credit Intermediation	Industry > Finance and Insurance > Credit	Personal Banker, Home Mortgage Consultant,

	Intermediation	Loan Processor, Vice President Of Mortgage Lending, Vice President Branch Manager
Funds and Trusts	Industry > Finance and Insurance > Funds and Trusts	Portfolio Manager, Analyst, Associate, Broker
Insurance	Industry > Finance and Insurance > Insurance	Insurance Sales, Licensed Insurance Agent, District Leader, Insurance Producer, Insurance Agent
Financial Investments	Industry > Finance and Insurance > Financial Investments	Vice President Investments, Investment Consultant, Financial Adviser, Investment Executive

Health Care

Ambulatory Services	Industry > Health Care > Ambulatory Services	Oral & Maxillofacial Surgeon, Pediatrician Adolescent Medicine, Ophthalmic Technician, Pulmonary Critical Care
Hospitals	Industry > Health Care > Hospitals	Chief Of Emergency Room, Clinical Coordinator Of ER, Chief Of Radiology Services, Director Patient Care, Director Of Admissions Services
Nursing and Residential Care	Industry > Health Care > Nursing and Residential Care	Director In-Service Education, Social Services Director, Director Of Records, Central Supply Coordinator, Physical Therapy Director
Social Assistance	Industry > Health Care > Social Assistance	Child Psychiatrist, Licensed Clinical Social Worker

Information

Broadcasting (except Internet)	Industry > Information > Broadcasting (except Internet)	Anchor Reporter, Assignment Editor, Show Producer, Chief Meteorologist, Disc Jockey
Data Processing and Hosting	Industry > Information > Data Processing and Hosting	District Manager, Digital Advisor, Associate District Manager, Software Engineer
Motion Picture and Sound	Industry > Information > Motion Picture and Sound	Film Crew, Producer, Director, Creative Executive, Theater Manager
Other Information Services	Industry > Information > Other Information Services	Library Director, Judicial Branch, Librarian, Adjunct Professor, Senior Research Technician
Publishing (except Internet)	Industry > Information > Publishing (except Internet)	Publisher, Sports Reporter, News Editor, Technical Staff
Telecommunications	Industry > Information > Telecommunications	Retail Wireless Consultant, Retail Sales Representative, Principal Technical Staff Member

Manufacturing

Apparel	Industry > Manufacturing > Apparel	Senior Manager Customer Development, Associate Designer, Assistant Designer
Beverage and Tobacco	Industry > Manufacturing > Beverage and Tobacco	Winemaker, Tasting Room Manager, Chain Account Executive, Distributor Sales Manager, Brewer
Chemical	Industry > Manufacturing > Chemical	Pharmaceutical Sales Representative, Validation Engineer, Senior Associate Scientist, Senior Principal Scientist, Drug Safety Manager
Computers and Electronics	Industry > Manufacturing > Computers and Electronics	Engineer Software Engineering, Network Consulting Engineer, Manager, Business Development Sales, Technical Marketing

		Engineer, Field Applications Engineer
Appliances & Electrical	Industry > Manufacturing > Appliances & Electrical	Specification Sales, Sales Engineer, Design And Development Engineer
Fabricated Metal	Industry > Manufacturing > Fabricated Metal	Wholesale Sales, Tooling Engineer, Engineering Service Representative, Proposal Engineer
Food	Industry > Manufacturing > Food	Barista, Retail Sales Representative, Sanitation Manager, Food Safety Manager
Furniture	Industry > Manufacturing > Furniture	Product Marketing Engineer, Workplace Consultant, Procurement Manager, Engineering Designer
Machinery	Industry > Manufacturing > Machinery	Supply Management Specialist, Research Staff, Supply Base Manager, Applied Materials Engineer
Nonmetallic Mineral	Industry > Manufacturing > Nonmetallic Mineral	Architectural Representative, Ceramic Engineer, Quarry Manager
Paper	Industry > Manufacturing > Paper	Order Management Analyst, Structural Designer, Printing Manager, Packaging Consultant, Finishing Manager
Petroleum and Coal	Industry > Manufacturing > Petroleum and Coal	Petroleum Engineer, Business Support Services, Exploration And Production Research Management, Global Procurement Supplier Management
Plastics and Rubber	Industry > Manufacturing > Plastics and Rubber	Tooling Engineer, Tooling Manager, Molding Manager, Tool Room Manager, Process Technician
Primary Metal	Industry > Manufacturing > Primary Metal	Metallurgical Engineer, Foundry Manager, Metallurgist, Production And Manufacturing Staff
Printing	Industry > Manufacturing > Printing	Prepress Manager, Senior Center Manager, Prepress Supervisor
Textile Product Mills	Industry > Manufacturing > Textile Product Mills	Sales Manager, Distribution Manager, Territory Manager, Director of Sales, Purchasing Agent
Transportation Equipment	Industry > Manufacturing > Transportation Equipment	Tooling Engineer, Consultant And Independent Contractor, Embedded Software Engineer
Wood Product	Industry > Manufacturing > Wood Product	Components Buyer, Home Consultant, Housing Consultant, Trade Sales Consultant

Mining and Oil

Oil and Gas Extraction	Industry > Mining and Oil > Oil and Gas Extraction	Petroleum Engineer, Landsman, Completions Engineer, Senior Reservoir Engineer, Senior Drilling Engineer
Support Activities for Mining	Industry > Mining and Oil > Support Activities for Mining	Rig Manager, Petroleum Engineer, Directional Driller, Drilling Superintendent

Services

Personal and Laundry	Industry > Services > Personal and Laundry	Independent Business Owner, Funeral Director And Embalmer, Licensed Funeral Director, Salon Manager, Valet
Religious and Professional	Industry > Services > Religious and Professional	Music Director, Youth Minister, Secretary, Office Manager, Associate Pastor

Repair and Maintenance	Industry > Services > Repair and Maintenance	Bodyshop Manager, Customer Service Engineer, Service Writer, Field Service Engineer
Scientific and Technical	Industry > Services > Scientific and Technical	Member Attorney, Auditor, Actuary, Firm Administrator, Audit Assistant
Public Administration		
Economic Programs	Industry > Public Administration > Economic Programs	Natural Resources Conservation Officer, Food Safety Inspector, Farm Service Agency Manager, Program Technician, Aviation Safety Flight Standards
Environmental Quality	Industry > Public Administration > Environmental Quality	Forestry Technician, Air Resource Protection Agency Employee, Hydrologist, Hydrologic Technician, Biological Science Technician
Human Resources	Industry > Public Administration > Human Resources	Consumer Safety Officer, Corrections Officer, Medical Support Assistant, Medical Officer, NC Supervisor
Executive and Legislative	Industry > Public Administration > Executive and Legislative	State Staff, State Office Staff, State Administrative Staff, Judicial Branch, City Engineer
Justice, Order and Safety	Industry > Public Administration > Justice, Order and Safety	Court Staffer, Special Agent, Sheriff, Deputy Sheriff, Corrections Officer
Property		
Lessors	Industry > Property > Lessors	Framer, Franchise Business Consultant, Stockman, Frame Shop Manager, Client Care Coordinator
Real Estate	Industry > Property > Real Estate	Licensed Real Estate Salesperson, Vice President, Sales Manager, Realtor Associate, Real Estate Professional
Rental and Leasing Services	Industry > Property > Rental and Leasing Services	Branch Rental Manager, Lease Sales Representative, Business Rental Sales Executive
Retail Trade		
Building and Garden	Industry > Retail Trade > Building and Garden	Sales Associate, Kitchen Designer, Contractor Sales
Clothing and Accessories	Industry > Retail Trade > Clothing and Accessories	Wardrobe Consultant, Style Advisor, Independent Style Consultant
Electronics and Appliances	Industry > Retail Trade > Electronics and Appliances	Wireless Sales Consultant, Mobile Sales Consultant, Multi Channel Sales Associate, Mobile Manager, Sales Operator
Food and Beverage	Industry > Retail Trade > Food and Beverage	Pharmacy Licensing Manager, Manager Of Managed Care, Manager of Plan Implementation, Managed Care Plan Specialist, Manger of Government Contracting
Furniture and Home	Industry > Retail Trade > Furniture and Home	Home Furnishings Consultant, Lighting Consultant, Sales And Design Consultant, Furniture Sales
Gasoline Stations	Industry > Retail Trade > Gasoline Stations	Petroleum Engineer, Business Support Services, Petrophysicist, Pipeline Supervisor, Exploration And Production Research
Health and Personal Care	Industry > Retail Trade > Health and	Independent Beauty Consultant, Director Payer

	Personal Care	Relations, Independent Sales Director, Manager Pharmacy Enrollments, Medicare Administrator
Vehicle and Parts Dealers	Industry > Retail Trade > Vehicle and Parts Dealers	Pre Owned Sales Manager, Parts Sales Manager, New Car Sales Manager, Assistant Parts Manager
Non-store Retailers	Industry > Retail Trade > Non-store Retailers	Software Development Engineer, Independent Consultant, Technical Program Manager, VMware Engineer, Senior Technical Program Manager
Sporting Goods and Hobby	Industry > Retail Trade > Sporting Goods and Hobby	Game Advisor, Facilities Manager, Bookseller, Players Assistant, Sales And Training Manager
Transportation and Warehousing		
Air Transportation	Industry > Transportation and Warehousing > Air Transportation	Flight Attendant, Fleet Service Clerk, First Officer, International Flight Attendant, Fleet Service
Couriers and Messengers	Industry > Transportation and Warehousing > Couriers and Messengers	Package Handler, Service Provider, Loader, Sorter, Supervisor
Transportation Support	Industry > Transportation and Warehousing > Transportation Support	Logistics Account Executive, Carrier Sales Representative, Transportation Sales, Carrier Sales, Operations Representative
Transit and Ground Passenger	Industry > Transportation and Warehousing > Transit and Ground Passenger	Bus Operator, Train Operator, Conductor, Bus Driver, Coach Operator
Truck Transportation	Industry > Transportation and Warehousing > Truck Transportation	Relocation Consultant, Driver Manager, Freight Operations Supervisor, Terminal Manager, Relocation Coordinator
Warehousing and Storage	Industry > Transportation and Warehousing > Warehousing and Storage	Facility Service Manager, Inside Solutions Sales Representative, Solutions Sales Representative, General Manager
Utilities		
Utilities	Industry > Utilities > Utilities	Engineer, Maintenance Technician, Control Room Supervisor, Lineman, Engineering Department
Wholesale Trade		
Durable Goods	Industry > Wholesale Trade > Durable Goods	Showroom Consultant, Field Sales Consultant, Branch Manager, Industrial Sales
Nondurable Goods	Industry > Wholesale Trade > Nondurable Goods	Event Specialist, Retail Representative, Data Collection Associate, Supervisor, Wine Beer And Spirit Specialist