

# B2B Contextual Engagers

Go beyond firmographics - reach business professionals who have shown purchase intent

You might have experimented with intent data in consumer campaigns, but have you considered leveraging it in your B2B marketing strategies? Our B2B Contextual Engager audiences consist of business professionals actively engaging with ads, perusing articles, conducting price comparisons, and researching products and services like yours. Why not explore these audiences for your email and direct mail campaigns? Alternatively, consider incorporating them into your digital, display, CTV, and social media campaigns for broader reach and impact.



Engaging with content categories relevant to these industries:

- Accounting & Finance
- IT Information Technology
- Healthcare
- Retail
- Agriculture
- Construction
- Stock Brokers
- Insurance
- IT Security
- Marketing
- Transportation
- Green Energy

Can't see the audience you're looking for? Inquire for the full taxonomy or ask about our custom audiences.

Combine with firmographics and customize today:

- Company Size
- Sales Volume
- Business Start-up
- Job Title
- Job Function
- Decision Makers

Get started today with these in-market audiences

Did you know our clients report higher engagement with contextual engagers compared with audiences from other sources? See the results for yourself. These audiences are available in the LiveRamp Data Marketplace, TransUnion Data Marketplace, Oracle Advertising, IQM, The Trade Desk and Lotame. Additionally, they can be delivered to any digital platform!

