

# Audience catalog

Full breakdown of available segments by industry, job function, seniority, company size, and technology interest category—all first party, LiveRamp approved, all use cases permitted.

## What makes Foundry different

### Owned media. Direct signal.

Foundry owns the touchpoints—CIO.com, Computerworld, TechCrunch, and more. Audience signals are anchored in direct engagement across Foundry’s owned properties and enriched with intent and firmographic intelligence—giving you a verified, high-quality B2B audience that’s ready to activate.

### Contact-level precision.

Foundry identifies the verified individual—their role, seniority, company size, and industry—not just the account. You reach the actual decision maker, not a modeled proxy for their company. Account-level intent tells you where. Foundry tells you who.

### Editorial and event intelligence.

Intent signals are built from direct content engagement and 800+ annual technology events—meaning Foundry knows what professionals are actively researching, not just what sites they’ve passively visited. Active research signals, not passive browsing behavior.

**62M**

AMERICAS

**35M**

EMEA

**25M**

APAC

**5M**

LATAM

## Segment dimensions

### INDUSTRY (26)

Information technology | Financial services | Healthcare | Manufacturing | Business services | Government | Education | Retail | Telecommunications | Media & communications | Consulting | Banks & credit unions | Insurance | Legal | Real estate | Supply chain & logistics | Automotive | Construction | Food & beverage | Entertainment | Marketing & advertising | Agriculture | Mining, oil & gas | Public safety | Leisure, travel & tourism | Wholesalers

### JOB FUNCTION (30+)

Information technology | Finance | Marketing | Operations | Sales | Human resources | Procurement / purchasing | Legal | Engineering | Security | Software development | Business development | Research | Customer relations | Compliance & governance | Product management | Supply chain & logistics | Healthcare services | Manufacturing | Networking | Database | Systems & business analysts | Media buyers | Advertising

### SENIORITY

C-suite | VP / SVP / EVP | Director | Management | Non-management | Board & ownership

### COMPANY SIZE

Small (0–49) | Medium-small (50–99) | Medium (100–499) | Medium-large (500–999) | Large (1,000–4,999) | Xlarge (5,000+)

### TECHNOLOGY INTEREST

Cloud computing | Cybersecurity | Data centers | CRM & marketing automation | Business analytics | Mobility & wireless | Networking & VOIP | Virtualization | Productivity software | App & software dev | IT administration | Databases & storage

## Featured segments

### Information technology services

Largest industry segment—buyers across cloud, security, SaaS, and managed services.

**Industry**  
71.36M HEMs

### Business executive

Broadest B2B universe—directors, VPs, c-suite across every function and industry.

**Job function**  
109.80M HEMs

### Finance

CFOs, treasurers and FP&A leaders—owners of ERP and fintech procurement decisions.

**Job function**  
4.44M HEMs

### Healthcare

CMOs, CIOs, and procurement managers at hospitals, health systems, and payers.

**Industry**  
18.40M HEMs

### Manufacturing

Plant managers, ops VPs, and c-suite across industrial and process industries.

**Industry**  
11.89M HEMs

## Custom segment builds

### Don't see exactly what you need?

If your client’s brief requires something more specific than the standard catalog, Foundry’s data team can build a bespoke B2B audience sourced exclusively from our verified first-party network—tailored to your exact targeting requirements and exclusive to your campaign.

- **Combine any dimensions:** Industry, job function, seniority, company size, and geography in a single build.
- **72-hour SLA:** ABM audiences, technology install intelligence, and geography-specific builds with IP account data delivered fast.
- **Exclusive to your campaign:** Custom segments are not available to other buyers in the marketplace.
- **Contact us to get started:** Share your targeting brief and our team will scope a custom segment build.