

Verified first-party B2B decision maker segments—sourced from Foundry’s owned premium network including CIO.com, Computerworld and TechCrunch. 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.

True first party data

Verified professionals from Foundry’s owned B2B media brands—anchored in direct, first-party engagement and enriched with intent intelligence.

Unmatched depth

26 industries, 30+ job functions, 6 seniority levels, 6 company size bands.

Omnichannel activation

Activate Foundry audiences seamlessly across CTV, social, programmatic, and display—one audience, multiple channels.

Full committee coverage

Layer industry + job function + seniority to reach evaluator, influencer, and approver in one build.

Don’t see exactly what you need? Foundry builds custom.

Our standard catalog covers 200+ segments across 26 industries and 30+ job functions. But if your client’s brief requires something more specific, 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 segment dimensions:** Industry, job function, seniority, company size, and geography in a single custom build.
- **Contact us to get started:** Share your targeting brief and our team will scope a custom segment build for you.

Featured segments

Information technology services

Industry
71.36M HEMs

Enterprise tech buyers across IT services, cloud and security

Decision makers at IT services firms, MSPs, SaaS companies, and tech consultancies—the largest industry segment in the catalog. Buyers and influencers of enterprise technology, cloud infrastructure, cybersecurity, and managed services across every company size.

- **BEST FOR:** Cloud, security, SaaS, managed services, DevOps

Business executive

Job function
109.80M HEMs

Senior leaders across all functions and industries

The broadest B2B audience in the catalog—directors, VPs, and c-suite across every function and industry. Use as a universe builder layered with an industry segment or seniority cut for full executive committee reach.

- **BEST FOR:** Enterprise awareness, brand campaigns, ABM, cross-vertical

Finance

Job function
4.44M HEMs

CFOs, treasurers and FP&A leaders across all industries

Verified finance professionals responsible for corporate financial decisions, ERP, and fintech procurement. Available from associate through CXO—layer with financial services or banks and credit unions industry for full FSI coverage.

- **BEST FOR:** FP&A, ERP, corporate banking, fintech, treasury

Key audience profiles

IT decision-makers

AMER + US

CIOs, CTOs, IT directors—evaluators and approvers for enterprise software, security, and cloud.

IT services industry: 71.36M

IT job function: 6.32M

Healthcare decision-makers

AMER + US

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

Hospital and healthcare industry: 18.40M

Healthcare services job function: 1.95M

Finance decision-makers

US ONLY

CFOs, finance directors, and controllers—owners of financial software and fintech purchase decisions.

Financial services industry: 6.99M

Finance function: 4.44M

Manufacturing decision-makers

AMER + US

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

Manufacturing industry: 11.89M

Manufacturing job function: 17.95M

Procurement decision-makers

AMER + US

VP and director-level procurement leaders—final approvers on every B2B vendor decision.

Purchasing job function: 902K

Supply chain and logistics job function: 902K