

Data methodology

How Foundry's first-party B2B audience segments are built, maintained, and delivered through LiveRamp for programmatic activation.

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.

125M+

GLOBAL BUSINESS
DECISION-MAKERS

28M+

MONTHLY TECH
PROFESSIONALS ENGAGED

15,000

TERM TAXONOMY
DEPTH

72HR

CUSTOM
SEGMENT SLA

Four data sources—all first party

Editorial research engagement

Technology solution evaluation across CIO, CSO, InfoWorld, Computerworld, Macworld, PCWorld, and TechCrunch, supplemented by behavioral intelligence from Foundry's industry newsletter network.

Foundry-owned and partner events

CIO and CISO summits, executive roundtables, and industry conferences including TechCrunch Disrupt—capturing high-intent signals from professionals actively evaluating solutions.

Digital and web activity

Marketer website engagement and public web research activity related to enterprise technology evaluation, enriching audience profiles with in-market behavioral signals.

Lead generation intelligence

Millions of demand generation leads annually—content syndication, BANT, webcasts, and intent leads—each tied to specific topics with strict demographic and firmographic criteria.

Audience taxonomy

26 industries

30+ job functions

6 seniority levels

6 company sizes

Global coverage

Segments continuously refreshed to reflect active in-market research behavior

Custom segment builds

If a brief requires something more specific, Foundry's data team builds bespoke B2B audiences tailored to exact requirements and exclusive to your campaign—delivered within 72 hours.

- **Any dimension combination:** Industry, job function, seniority, company size, geography, or technology interest.
- **ABM and IP-targeted builds:** Account-based audiences with IP data, technology install intelligence, and geography-specific targeting.