

Easy-to-Use, Targeted Business Audiences

Increase your company's marketing and sales effectiveness by accurately predicting which businesses and business people have the greatest propensity to buy your products and services. With Versium targeted audiences, you don't need data scientists or internal data aggregation. The power of predictive targeting is now directly in your hands with Versium high-value business audiences for your display, mobile, and social advertising campaigns.

Find the Right Businesses and Business Decision Makers

Find the right people at the right businesses. Whatever your target business customer looks like for your next B2B campaign, our proprietary technology brings you audiences that allow you to connect with the businesses and decision makers most likely to be interested in your product or service.

Optimized by Versium for Maximized Reach

Versium pulls rich data about businesses and business people from the Versium LifeData® warehouse and applies the power of predictive modeling, additional analysis, and data hygiene to optimize the audiences before we offer them to you. Versium maximizes cookie and device ID match rates, by including consumer identity data associated with the business people in each audience.

Data Covering a Range of Industries

Our data includes the following industry categories and more:

- Technology
- Agriculture
- Arts, Entertainment, and Recreation
- Auto and Gasoline Sales
- Clubs and Memberships
- Communication
- Construction and Manufacturing
- Telecom
- Financial
- Healthcare
- Real Estate
- Insurance
- Public Administration and Services
- Retail
- Services
- Transportation
- Wholesale

Versium Business (B2B) Audiences

Use our business audiences alone, or combine them with the industry categories to pinpoint just the right people at just the right businesses to target in your online campaigns. All audiences are for the US.

Audience Category	Samples Titles
C-Level	Chief Executive Officer (CEO), Chief Financial Officer (CFO), and Chief Technology Officer (CTO), among others.
Sales Decision Makers	Sales Manager and Vice President of Sales, among others.
HR Decision Makers	Head of Human Resources and Executive Vice President of Human Resources, among others.
Marketing Decision Makers	Chief Marketing Officer (CMO) and Marketing Manager, among others.
Engineering Decision Makers	Senior Developer, Architect, Principal Program Manager, and User Experience Director, among others.
IT Decision Makers	Titles in Information Technology (IT), Engineering, or Operations, such as IT Manager, CTO, VP of Engineering.
Admin Decision Makers	Chief Administrative Officer (CAO) and Director of Administration, among others.

We Have the Data

Versium's proprietary LifeData® warehouse contains over 1 trillion data attributes, including both on-line and off-line behavioral data, social-graphic details, real-time event-based data, purchase interests, financial information, activities & skills, and demographics. Versium data covers consumer and business data worldwide. We're gathering new data every day and update LifeData on a regular cadence.

Proprietary Matching Technology

Our unique technology validates, profiles, and cross-indexes online identities, so we can match contact information and insights to individuals and businesses.

AI Predictive Analytics

Versium has automated the process of building and using predictive models. Our rich data powers our predictive analytics services, providing a depth to our data not possible with just the top signals. This capability allows us to generate high-propensity target lists that improve sales and marketing efficiency and performance of campaigns.

Innovation

- Advanced Predictive Modeling and Analytics
- Machine learning finds the hidden patterns in user behavior.

Versium's LifeData®

- The highest quality, most accurate data available across the industry
- 1 trillion online and off-line data points, including over 1 trillion business and consumer attributes
- Comprised of more than 9,200 aggregated and indexed data files
- Rich, detailed information generated by consumers through real life events, actions, and activities
- Data points include contact details, demographic information, purchase interests, education level, financial details, social insights, and much more

Versium's Clients



Versium. Your marketing, powered by AI.