

# Audience Demographics: Data & Analytics

"Our audience is comprised of core data and analytics executives, managers, and practitioners from companies of all sizes and industries across North America. They are actively making or influencing new technology purchases and deployment. You want to be in front of this audience."

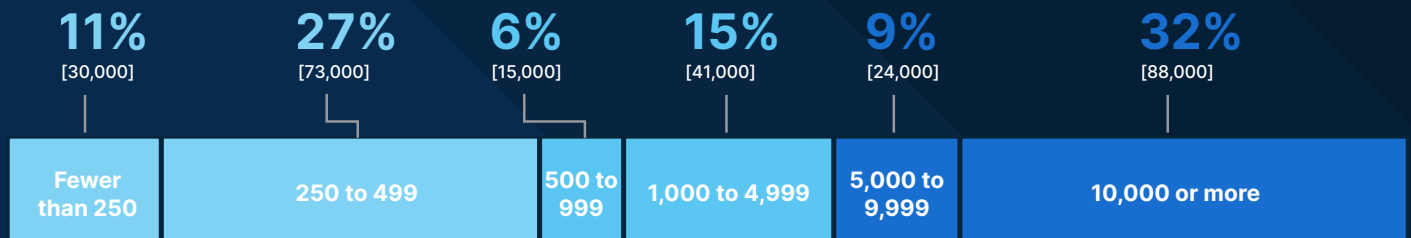
—Scott D. Lowe, CEO, ActualTech Media



## 271,000

Full Data & Analytics Audience Size

## Company Size



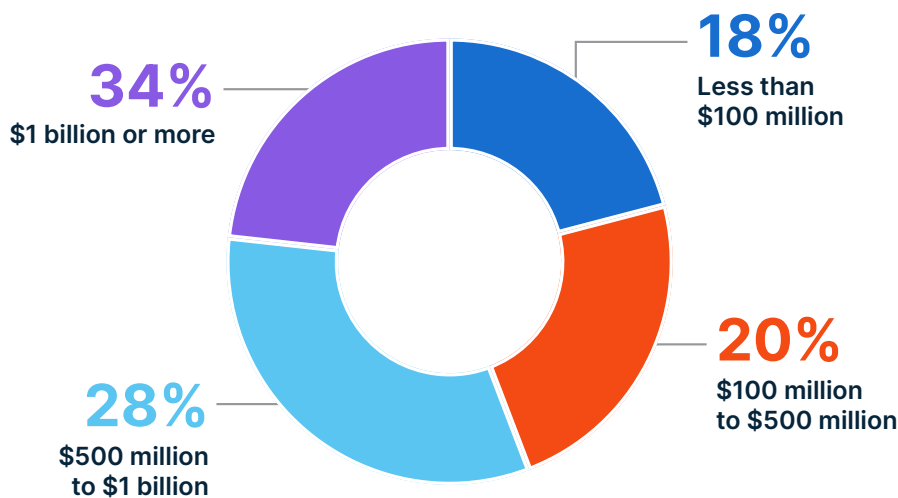
FEWER EMPLOYEES



MORE EMPLOYEES



## Company Revenue



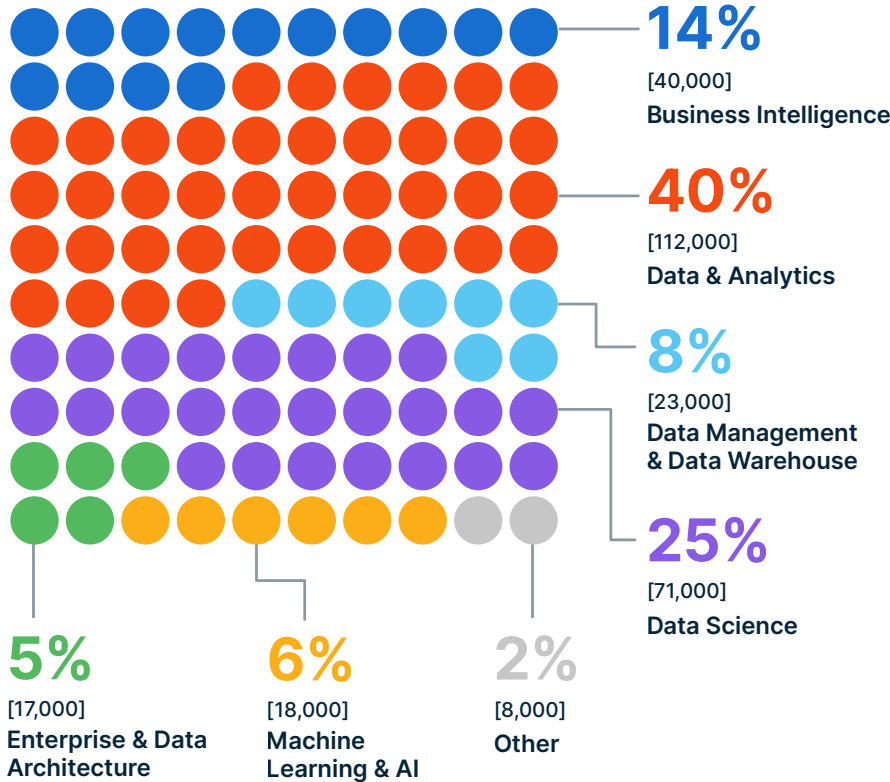
## COMPANY HIGHLIGHTS

(North America only)

- |                        |                   |
|------------------------|-------------------|
| T. Rowe Price Group    | Boeing            |
| Amgen                  | Equifax           |
| Nvidia                 | Exxon Mobil       |
| Nielsen Holding        | Quicken Loans     |
| Donaldson              | BlackRock         |
| Pacific Gas & Electric | Caterpillar       |
| Discover Financial     | Publix            |
| Cenovus Energy         | Door Dash         |
| Citigroup              | Nike              |
| Fidelity Investments   | Sabre Corp        |
| Goldman Sachs          | Netflix           |
| Celgene                | Merck & Co        |
| Genentech              | Agilent Tech      |
| CenturyLink            | Johnson & Johnson |
| Liberty Mutual         | Home Depot        |
| Humana                 | Eli Lilly         |
| Electronic Arts        | CVS Health        |
|                        | Dish Network      |
|                        | Airbnb            |

# Roles

## TECHNOLOGY AREAS



**67%**

consume more than 3 pieces of vendor content per month



**92%**

say webinars play a role in their purchase process

## NUMBER OF HATS AUDIENCE MEMBERS WEAR

Our audience members are often responsible for more than one technology area inside their organization, wearing multiple 'hats'. We recommend widening targeting wherever possible to capture maximum demand.

## JOB TITLES

