



B2B TECH BUYERS

Target Enterprise Tech Buyers based on brand and technology category

Are you looking to reach buyers of B2B Tech such as SaaS or IT infrastructure buyers? We have the audiences you've been searching for at Lighthouse-Ameribase! According to Arketi Group, the enterprise technology buyer is changing: 33% of Millennials report being able to sign-off on enterprise technology purchases of \$10,000+, while only 23% of Baby Boomers and 27% of Gen X reported the same level of autonomy. This makes B2B Tech buyers an increasingly highly-sought-after audience for marketers.

TRY OUR B2B TECH BUYER AUDIENCES

According to Adobe, the future of high-tech B2B sales is digital and they forecast that more than half of high-tech B2B sales will come from digital this decade. With Lighthouse-Ameribase's B2B Tech buyer audiences, you can run digital multichannel campaigns across email, social, CTV, mobile and other digital channels. Top segments include*:

Brand

- Adobe
- Amazon
- Apple
- Cisco Systems
- Dell
- Google
- HP
- IBM
- Microsoft
- Salesforce

Vertical

- Advertising
- Collaborate Design & Publish
- Customer Service
- Enterprise Business Solutions
- Financial Management & GRC
- Hardware
- Marketing
- Operations
- Retail & Digital Commerce

Category

- Business Intelligence & Analytics
- Data Integration
- Database Management
- Design & Publishing Software
- IT Infrastructure
- Frameworks & Libraries
- SaaS
- Web Analytics
- Web Hosting

*Inquire for full taxonomy and counts

READY TO GET STARTED?

Whether you're looking to boost sales, improve brand loyalty, or simply optimize your advertising strategies, our B2B Tech Buyer audiences can help you reach your marketing goals. Talk to us today about your specific data needs.

For recommendations or custom queries, contact:

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