Let’s get down to business. Reaching business owners online can be hit or miss. Not anymore. TrueTarget audience segments cut through the clutter to reach prospects that matter most, delivering audience integrity and accuracy—at scale.

**Quantcast Data Sources**
- NetWiseData
- DLX B2B

**Affinity**
2.2x

**Composition**
23%

**Pixelate Global Seller Trust Index**
#38

**Related TrueTarget Segments**
- Executive/ C- Suite
- Mid-Management
- Minority-Owned Business
- Small Business
- Women-Owned Business
- Company Size by Industry

**Ad Units**
- Flex
- In-Image/ In-Screen
- Editorial Video
- Native
- Pre/Mid/Post-Roll Video
- Standard IAB
- Custom Sizes
- Roadblock
- Branded Content

**Want to reach this segment via Private Marketplace or Direct Deal?**
Talk to a campaign professional today.