

# AT WORK & AT HOME AUDIENCES



Reach high-intent B2B contacts both in the office and at home thanks to our newly-created B2B Business Intent segments

Remote working is now a norm for many workers. In a recent study conducted by ResearchGate, it is estimated that 70% of the workforce will work remotely at least five days a month by 2025. This dramatic shift has to a large degree been brought about by the COVID-19 pandemic - according to Pew Research, 57% had rarely or never worked from home prior to the coronavirus outbreak.

How can you ensure you don't miss out on reaching your B2B contacts while they're working from home? With Lighthouse List's 75 B2B Business Intent audiences, you can have access to your business prospect's business and home address. These audiences include contact name, business name, job title, B2B email and digital devices to enable digital targeting across all channels with great scale.

## CHECK OUT OUR B2B BUSINESS INTENT AUDIENCES\*

- Accountants
- Business Consulting
- Business Financial Services
- Business Loans
- Business Services
- Business Software
- Business & Corporate Law
- Business & Office Supplies
- Office Furniture & Equipment
- Employment & Recruiting
- Payroll Processing
- Promotional Products
- Advertising & Marketing
- Construction & Architecture
- Engineering
- Government
- Healthcare
- Telecommunications

\*Inquire for other business services, industries and occupations.

## DRILL DOWN FURTHER WITH FIRMOGRAPHIC FILTERS

- Company Industry
- Company Location
- Company Revenue
- Number of Employees
- Private/Public Companies
- C-Suite
- Directors & Managers
- Employee Department
- Employee Job Title

## READY TO GET STARTED?

Our B2B Business Intent audiences can be delivered to your favorite digital platform! Talk to us today about your specific data needs.

For recommendations or custom queries, contact:

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**LIGHTHOUSE LIST**  
COMPANY

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