



# Essential American Workforce and Home Office Audiences

LBDigital offers a new collection of audiences featuring essential workers that keep America moving during both good and challenging times. This includes grocers, healthcare professionals, truckers, transportation and public safety workers. Just as important are those individuals keeping America's economy moving from their home office, seamlessly fulfilling their client or customer needs.



## Essential Workers

- Agriculture & Farming
- Manufacturing
- Truckers & Transportation
- Healthcare
- Public Safety & Security
- Food Wholesalers
- Construction
- Telecommunications

## Home Office Essentials

- Computers & Technology
- WiFi / Internet
- Online Conferencing
- Office Products
- Office Furnishings
- Telecom Services
- Tech Support
- Online Learning

All segments are available for digital, email, social and direct mail targeting.



For segment recommendations or custom audiences,  
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