

# Industry Audiences

The Industry Audience category consists of segments of people that utilize specific industry codes by SIC code targeting, as well as 3rd party registration data specific to occupations within the Industries. The segments also include people who are coming from specific domains of large companies of the specific industries.





College Seekers are people who have an interest in or ties to colleges and universities. They are interested in higher education and refer to sites for information. This group could also be current students of those colleges and universities accessing the sites for resources.  
**More Information Coming Soon**



Education Seekers are people who are able to access sites with .edu. This group consists of consumers who are interested in or specialize in education.  
**More Information Coming Soon**



Government Workers are people who are able to access sites with .gov. This group consists of consumers who are interested in or specialize in government related fields.  
**More Information Coming Soon**



Health Services Professionals are people who work in the medical industry.  
**More Information Coming Soon**



Insurance Professionals are people who work in the insurance industry whom access insurance domains for work purposes.  
**More Information Coming Soon**



Restaurant Enthusiasts are people who are affiliated with eating and drinking establishments. This can include the business owners who run the establishment, people on the business side of the establishment, or even people who are employees of the establishment.  
**More Information Coming Soon**



Real Estate Professionals are people who work in the real estate industry whom access real estate domains for work purposes.  
**More Information Coming Soon**