

Lead the Market List Segment Descriptions

Review the list of descriptions below to help you select up to 3 market segments for your customized leads list.



Construction

General contractors, construction companies, engineering firms, architectural firms, or government entities involved in building, renovation, or maintenance



Crew

Airlines, transportation, oil and gas companies, utility, and courier logistics companies



Energy

All industries including solar, electric, wind-powered, hydro-powered, oil and gas involved in the production and sale of energy, fuel extraction, manufacturing, refining, and distribution



Oil & Gas

Key industries within the energy market that serve as the world's primary fuel sources categorized into three subsegments: upstream, focusing on oil and gas exploration and production; midstream, encompassing transportation and storage; and downstream, including refining and marketing activities.



Insurance

Agencies and corporate offices involved in life, home, and auto insurance



Law Firms & Legal Services

Law firms and legal service organizations involved in any work done or business transacted in the course of legal action



Manufacturing

Organizations that use manual labor or machinery to create and/or produce goods



Media/Film Production Companies

Organizations in the entertainment industry, including film, television, radio, and print. This segment can be a division of crew due to the film and production crew needs



Medical

Hospitals including children's, Veterans Affairs, and research as well as travel nursing agencies



Organizations

Association affiliates, non-profit, charitable, membership, and religious organizations



Pharmaceutical

Companies with a commercial business licensed to research, develop, manufacture, market or distribute drugs, as well as those that sell pharmaceutical supplies and products



Government

Various city, county, state, and federal agencies, and also includes entities from public school district offices and military bases



Retail

Store openings, closings, and expansions along with increased seasonal needs



SMERF

Amateur sports groups and facilities, wedding venues, churches, funeral homes, and recreational destinations



Technology

Organizations engaged in the research, development, and manufacturing of technologically based goods and services



Training

Training to support the organization's strategic business objectives and to meet the tactical training needs that are common across projects and support groups



Transportation

Organizations that transport freight from one location to another including freight and logistics services, rail, trucking, moving, ports, and storage



University/College

Education institutions designed for both instruction and/or examination, for students in many branches of advanced learning that provide higher education, specialized professional, or vocational training