MEDIA KIT 2025

List2u LLC | Creative, Imaginative and Productive Strategies

Lead Generation | Content Syndication |Event Participation | MarketingAutomation

https://list2u.com/

BROADER REACH MORE TRAFFIC

QUALITY LEADS

List2u LLC DELIVER *MEASURABLE MARKETING SERVICES* FOR BUSY B2B MARKETERS & MEDIAPLANNERS WITH AGGRESSIVE LEAD,TRAFFIC AND REVENUE GOALS BYUSING THE *CHEMISTRY OF DEMANDGENERATION*

We deploy a potent mixture of.

SCALABLE AUDIENCE REACH

Tap into our diverse database of 8.5million B2B prospects across morethan 55 audience segments and 45 Industries inthe US and Internationally.

CUSTOM,FULL-FUNNEL PROGRAMS

Whether you need top of the funnel brand awareness and traffic or lowerfunnel leads, we'll mold a campaign tofit.

AGILE CAMPAIGN MANAGEMENT

Our responsive, results-driven Client Success team uses a systematic processof your feedback, data-informed iteration and constant improvement to meet yourexpectations.

DEEPDIVE ANALYSIS

We'll help you figure out what works,what doesn't &what to do next. Give our Data Tsarsome tangible feedback and he'llput His Master's Degree in Applied Statistics to work for you.

SYNERGISTIC PARTNERSHIP

Take comfort knowing you'll be working with the most responsive Account Executives and Client Success Team in an industry. If you meet us half way andwe'll make 1 + 1 =3.

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YOURIDEAL CUSTOMER

TARGETED.ENGAGED.DELIVERED

8.5 MILLION B2B PROSPECTS

55 AUDIENCE SEGMENTS

45 INDUSTRIES

UNIQUE B2BDATABASE.MULTI-CHANNELREACH

Get access tonearlyeveryjob functionand industry. Have confidence where yourLeadsandimpressionscomefrombecauseweownandcontrolour database100%.And,asfarasweknow,we'vegottheonlyB2Baudiencethat combines:

ActiveCustomers—We've built an in-house customer filetheconsistsof B2B information purchasers and physical goodsbuyers.

Phone-Verifiedopt-Ins & Leads—Our100%, teleprospecting group getsbusinesspeopleonthephoneandgainspermissiontoadd the m to our emaillist.

CompiledLists—We'vein-housedatabuildingteamtoidentifythe highest quality, most accurate sources of business data and prospects so you don'thave to.

OUR AUDIENCE ATA GLANCE

862,000
1,437,000
2,457,000
4,147,000
4,253,000
Influencers
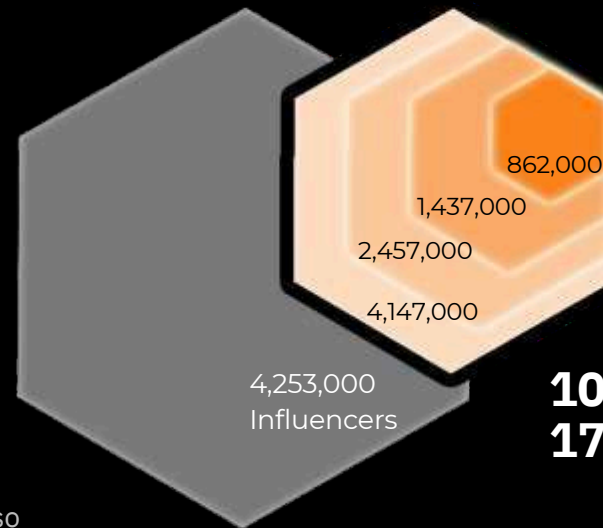
8,500,000
audience reach
4,247,000
decision makers

10% C-LEVEL
17% VP+

2 6% DIRECTOR+

47% MANAGER+

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DATASHEET

THE B2B AUDIENCE DATABASETO POWER YOUR GENERATION CAMPAIGNS

Featur ed Segment s

Audience Segment	Count	FeaturedTitles
Educ at i o n	871,0 9 3	Teacher, Principal, Assistant Professor, Assistant Principal, Director of Admissions, Athletic Director, School Counselor, Program Coordinator
Financ e	464,0 1 2	Controller, Chief Financial Officer, Accounting Manager, Accountant, Accounts Payable, FinanceManager
Healthcare Practitioners	511,2 3 5	AdministrativeAssistant,OfficeManager,DirectorofNursing, NurseManager, RNCaseManager, ChiefNursingOfficer,Patient Account Representative, MedicalCoder
Human Resources	446,2 7 1	HRManager,HRDirector, Recruiter, TechnicalRecruiter, Payroll Manager, HR Generalist, HR Coordinator, RecruitingCoordinator, Benefits Manager
Information Technology	594,1 9 9	Chief TechnologyOfficer,IT Manager,SoftwareEngineer, Software Developer, IT Director, Network Administrator, Systems Engineer
N onPr of i ts	115,0 3 0	Executive Director, Administrative Assistant, President, Office Manager, VicePresident
Risk,Compliance,& Legal	223,8 6 0	Attorney, Paralegal, General Counsel, Risk Manager, Staff Attorney, Compliance Manager, Compliance Officer, Audit Manager
Safety &Operations	798,0 0 4	Safety Manager, Purchasing Manager, Plant Manager, OperationsManager,COO,SafetyDirector,QualityEngineer, Director ofOperations
Sales &Marketing	1,222,665	Sales Manager, Account Manager, Marketing Manager, Customer Service Manager, Account Executive, Business Development Manager, MarketingDirector
Small/Medium Sized Business	1,851,057	Attorney, Vice President, OfficeManager, Controller,President, Executive Director, SalesManager

Education

AudienceSegment	Count	FeaturedTitles
Education Technology	42,42 1	Director of Technology, Technology Coordinator, Chief Information Officer, IT Manager, Information TechnologySpecialist
Higher Education	347,8 2 5	Director, Administrative Assistant, Assistant Professor, President, Executive Director, Program Coordinator, Professor, Director ofAdmissions
K-12	241,8 2 8	Teacher, Principal, Assistant Principal, Counselor, Athletic Director, School Counselor, Special Education Coordinator, Superintendent

Fi nance

Audience Segment	Count	FeaturedTitles
Ac c ounting	236,2 3 2	Controller, Accounting Manager, Accountant, Staff Accountant, Senior Accountant, AssistantController Accounts Payable, Accounts Payable Specialist,
Accounts Payable	32,30 7	Accounts Payable Supervisor, Accounts PayableManager
Accounts Receivable	44,63	Accounts Receivable Manager, ARManager, Accounts Receivable Supervisor, Accounts ReceivableClerk
CFO	68,27 0	Chief Financial Officer, CFO, President & CFO,COO/CFO
Finance Manager & Above	330,5 2 7	Finance Manager, Director of Finance, Chief Financial Officer, VP ofFinance

Healthcare

Audience Segment	Count	Featured Titles
Hospital	177,769	Nurse Manager, ChiefNursing Officer, RNCase Manager, Assistant Nurse Manager, Administrative Assistant, Chief Executive Officer, Coder, NurseTech
Primary Care	80,398	Office Manager, Nurse Manager, Registered Nurse, Executive Assistant, PracticeAdministrator
Specialists	94,799	OfficeManager, NurseManager, RegisteredNurse, ExecutiveAssistant, PracticeAdministrator

Information Technology

Audience Segment	Count	Featured Titles
Applications Development	33,607	Applications Engineer, Applications Developer, Applications Specialist, Applications Analyst, WebApplication Developer
Arc hitec ture	16,860	SoftwareArchitect, ApplicationArchitect, System Architect, Chief Software Architect, Database Architect, Lead SoftwareArchitect
Call Center	6,706	CallCenterManager, CallCenter Supervisor, ContactCenter Manager, Contact Center Supervisor, Call CenterDirector
Data Centers	25,843	Database Manager, Database Administrator, Data Analyst, Database Developer, Data Engineer, Database Specialist, Data Processing Manager
Infrastructure	6,644	IT Infrastructure Manager, Infrastructure Engineer, Director of IT Infrastructure, Network InfrastructureRecruiter
IT Security	18,854	Director of Security, Chief Information Security Officer, Security Engineer, Network Security Engineer, Information Security Manager
Network	44,795	Network Administrator, Network Engineer, Network Manager, Network Analyst, NetworkTechnician
Software Development	76,024	Software Engineer, Software Developer, Software Quality Assurance Engineer, Principal Software Engineer, Software Engineering Manager
Systems	94,277	Systems Engineer, Systems Administrator, Systems Analyst, Senior Systems Engineer, SystemsManager
IT Manager &Above	300,472	IT Manager, IT Director, Vice President of IT, Chief Technology Officer, Chief InformationOfficer

Human Resources

Audience Segment	Count	Featured Titles
Benef its	23,373	BenefitsManager, BenefitsAdministrator, Benefits Coordinator, Benefits Specialist, Director ofBenefits
Learning Management	5,257	Chief Learning Officer, Director of Learning and Developme... Learning Consultant, Manager of Learning andDevelopmen...
Payroll	35,297	Payroll Manager, Payroll Specialist, Payroll Administrator, Payroll Coordinator, Payroll Supervisor, PayrollClerk
Recruiting	58,694	Recruiter, Technical Recruiter, Senior Recruiter, Recruiting Coordinator, Executive Recruiter, Corporate Recruiter, Director of Recruiting
Talent Management	8,877	Talent Acquisition Specialist, Talent Acquisition Manager, Director of Talent Acquisition, TalentCoordinator
HR Manager &Above	227,025	HRManager, Direc t or of HR, VP of Hum anR es ourc es , CHRO

Risk, Compliance, & Legal

Audience Segment	Count	Featured Titles
Audit	9,997	Quality Assurance Auditor, Audit Manager, AuditAssistant, Food Safety Auditor, Auditor, VP of InternalAudit
Compliance	27,866	Compliance Manager, Compliance Officer, Chief Compliance Officer, Compliance Coordinator, Regulatory ComplianceSpecialist, Environmental ComplianceSpecialist
L eg al	174,671	Attorney, Paralegal, General Counsel, Lawyer, Counsel, Legal Assistant, Senior Counsel, StaffAttorney, Corporate Counsel
Risk	13,671	Risk Manager, Director of Risk Management, Risk Management Consultant, Clinical Risk Manager, Enterprise Risk Manager

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S a f e t y & Operations

Audience Segment	Count	FeaturedTitles
Construction	141,999	Project Manager, Project Engineer, Site SafetyManager, Construction Manager, Office Manager, Safety Director, Owner, Estimator, FieldEngineer
Engineering	280,916	Project Engineer, Engineering Manager, Mechanical Engineer, Environmental Engineer, Facilities Engineer, Chief Engineer, Director of Engineering, ElectricalEngineer
Environmental Health & Safety	25,690	Environmental Manager, Environmental Engineer, EHSManager, Environmental Coordinator, EHSSpecialist, Senior EnvironmentalScientist
Facilities	41,12 9	FacilitiesManager,Facilities Coordinator,DirectorofFacilities, Facilities Engineer, Facilities Management, Facilities Specialist
Logistics & Supply Chain	19,23 0	LogisticsManager, Supply Chain Manager, Transportation Man ag e r, LogisticsAccountExecutive,VPofSupplyChain,Transportation Engin e er
Maintenance	21,424	DirectorofSecurity,ChiefInformationSecurityOfficer, Security Engineer, Network Security Engineer, Information SecurityManager
Manufacturing	13,323	Maintenance Manager, Maintenance Supervisor, DirectorofMaintenance,FacilitiesMaintenance, Maintenance Coordinator
Operations	346,089	Manufacturing Engineer, VP of Manufacturing, Director of Manufacturing, Senior Manufacturing Engineer, Manufacturing Manager, Manufacturing QualityEngineer
Plant	27,24 6	Plant Manager, PlantEngineer, Director of Plant Operations, Plant Controller, Assistant Plant Manager, PlantSuperintendant
Procurement& Purc has ing	63,926	Purc h as ingM an ag er,P urc h as ing A g ent, Purc h as in gCl erk, DirectorofPurchasing,Purchaser,ProcurementManager, Corporate Purchasing Manager
Safety	120,740	Safety Manager, Safety Director,Safety Coordinator, EHSManager, Safety Specialist, Public SafetyOfficer
W arehous e	6,102	Warehouse Manager, Warehouse Supervisor, Warehouse Operations Manager, Warehouse and Facilities Manager
Operations Manager & Above	404,155	Operations Manager, Director of Operations, Chief Operations Officer, VP ofOperations
Safety Manager&Above	329,776	SafetyManager, SafetyDirector,SafetyExecutive, Chief SafetyOfficer

Sales &Marketing

Audi ence Segm ent	Count	FeaturedTitles
Call Center	6,706	CallCenterManager, CallCenter Supervisor,ContactCenter Man ag e r, Contact Center Supervisor, Call CenterDirector
Customer Service	144,867	Customer Service Manager, Customer Service Specialist, DirectorofClientServices, CustomerServiceRepresentative
Mar k et in g	320,129	Marketin g M an ag er,Dir ec t or of M ar k eti ng ,M ark eti n gC o Marketing Specialist, ChiefMarketingOfficer
S al es	815,035	Sales Manager, Account Manager, Account Executive,Business Development Manager, Director ofSales, Regional SalesManage
Marketing Manager & Above	267,063	Marketing Director, Marketing Manager, VP of Marketing, Chief MarketingOfficer
Sales Manager &Above	556,593	SalesManager,SalesDirector,VPofSales,VPofBusiness Development

Small-Medium SizedBusiness

Audience Segment	Count	FeaturedTitles
SMB Finance	108,010	Controller, ChiefFinancial Officer, Accounting Manager,Accounta Accounts Payable, FinanceManager
SMB HR	94,04 3	FacilitiesManager,FacilitiesCoordinator,DirectorofFacilities, Facilities Engineer, Facilities Management, FacilitiesSpecialist
SMB IT	130,065	ChiefTechnologyOfficer,SoftwareEngineer,ITManager, Software Developer, Network Administrator, SystemsEngineer
SMB Marketing	79,02 0	MarketingManager,DirectorofMarketing,MarketingCoordinator, Marketing Specialist, ChiefMarketingOfficer
SMB Ownership	203,382	President, Owner, Chief Executive Officer,Founder
SMB Sales	210,816	Sales Manager, Account Manager, Account Executive, Business Development Manager, DirectorofSales,Regional Sales Manager

Audience By Industry

Industry	Count
Accounting	44,472
Auto Dealerships	75,396
AutoService	28,169
Banks	133,700
BusinessServices	
Chemicals	491,79
Construction	7
Consul ti ng	106,99
Credit	5
Education	135,23
Electrical Manufacturing	
Engineering	2
Entertainment	152,49
F i nancial	4
Food & BeverageMFG	48,626
Government	633,970
GroceryStores	
Healthcare	88,377
HigherEd	87,440
Hospi tality	111,41
Hospitals	7
Insurance	618,01
K-12	7

Audience ByIndustry(cont...)

Industry	Count
Legal	180,14
Machinery Manufacturing	7
Manufacturing	130,43
Membership Org	9
Metals	757,06
Oil &Gas	0
PersonalServices	113,37
Plastics	7
Publishing	433,97
R&D	9
RealEstate	25,097
Restaurants	31,233
Retai l	27,449
SocialServices	72,068
Software	68,622
Telecommunications	128,10
Texti l es	5
Transportation	33,841
TransportationManufacturing	374,23
Uti l i ties	9
W holesale	112,50
WoodProducts	5
	249,32
	6

Audience byCompanySize

Company Size	Count
1-4	394,146
5-9	254,854
10-19	380,881
20-49	823,136
50-99	438,342
100-249	640,878
250-499	500,732
500-999	258,803
1000-4999	754,727
5000-9999	93,496
10000+	479,203
Unknown	3,553,214

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MEASURABLE
DEMAND
GENERATION
FOR B2B COMPANIES &AGENCIES

YOU NEED EXPOSURE AND LEADS FOR YOUR BUSINESS. We've GOT THE AUDIJNCE REACH
AND EXPERTISE TO DELIVER THE GOODS.HOWYOUWANT IT, WHEN YOU WANT IT– WITH PRECISION.

LEADGENERATION

Combine your content with our audiencereachandmulti-channel leadgenerationexpertiseto generate qualityleads, atscale. Here's how we delivertargeted B2B prospects:

☐ Phone-Verified
☐ E m a il&We bMa r k eti ng
☐ Inbound Marketing

CONTENTMARKETING

Leverage our multipledistribution channels to drive targeted traffic toyour site,expose a wider audiencetoyour brandand getyour content int hehands of engaged decisionmakers.

☐ EmailMarketing
☐ ContentCreation

CUSTOMSOLUTION

Custom, full-funnel demand generation programsthat...definetheentirebuying team in your target audience.Locates and captures their attention. Intensifies the interest in your offering. And, delivers them toyou when you need them, howyou needthem.

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FILL YOUR
MARKETING
FUNNEL

CUSTOMLEADGENERATIONPROGRAMS THAT

OVERFLOW YOUR SALES & MARKETING PIPELINE WITH LEADS THAT FITYOUR TARGET PROFILE

Content QualifiedLeads

Marketing Qualified Leads

High QualityLeads

LEAD QUALI FICATIONLEVEL

Awareness & Need IdentificationStage

These top of the funnel prospects are seeking content about known problemstheyareexperiencing.Theyalsolearnabouthiddenproblems they didn't recognize. These leads formthe foundation and largest portion of your funnel and require nurturing toward your products & services, beforepassing over to the salesteam.

Interest & Solution ResearchStage

These middleofthefunnelprospectsknowtheyhaveaproblem,knowthey want to solve it, but aren't sure how or who can help them. These leads are trying to build requirements and figure out what their options arefor solving their problem.They also match the profile of existing customers more closely and havebuyingauthority or influence.

Planning & VendorConsiderationStage

These lower funnel prospects are further into the buying process,often with undefined budget allocation for a solution and a roughtimeline to purchase.These leads are usually ready for sales follow up with tailored content for their specific situation, trials and demos. If a person is this stage, they are vetting multiple solutions to create a shortlist. This could be a downside if a vendor gets in late and hasn't influencedtheearly stages.

SE RVICEMATCH

Phone-Verified LeadGeneration

(Low friction, highvolume)

Email LeadGeneration

(Low friction, widetargeting)

Custom ContentCreation

(Problem focused)

LeadNurturing

(Drip campaigns that intensifyprospectneed)

Phone-Verified LeadGeneration
(More information gatheringquestions)
Email LeadGeneration
(More formfields)
Phone-Verified LeadGeneration
(Qualification questions to determine salesreadiness
Custom ContentCreation
(Solution differentiationfocused)
Inbound LeadGeneration
Lead Nurturing
(Vendor vetting & decision–makIng tools) AppointmentSetting
(Dripcampaigns that position your product orservice)

MULTI-CHANNEL
LEAD GENERATION

COMBINE YOUR CONTENT WITH OUR AUDIEN
REACH AND MULTI-CHANNELLEAD GENERATIO
EXPERTISETOGENERATEQUALITYLEADS,A

HOWITWORKS

METHOD		LEADTYPEMATCH
PHONE VERIFIED LEAD GENERATION	Phone-Verified campaigns are the most flexible way to generate quality leads at a rapid andpredictablepace,and scale.Everyleadis qualifiedthrough a one-to-one phone conversation by our100%U.S. teleprospectingteam–and call recordings and checked by our quality andClient Successteam.	Content Qualified Lead Marketing QualifiedLead High QualityLead
EMAIL LEADGENERATION	Choose the exact prospectprofilefromour55audiencesegments and 45 industries then let our Client Success team do therest. We'll run Targetedemailcampaigns to our 8.5 million B2Baudience,delivering the leadsthatrespondtoyouroffers.	Content QualifiedLead MarketingQualified Lead
INTERNATIONAL LEADGENERATION	Grow your business globally with our international lead generationprograms.We'llidentifyyourtargetaudience,buildalist of prospects that fit, as signaling-languagetele prospecting agentandgenerateleads viaone-to-onephone conversationswith the samelevelofqualitychecksasyourU.S.phoneverifiedprogram.	MarketingQualifiedLead High QualityLead
INBOUND LEADGENERATION	Benefit from our inbound lead generationprogram andauthority website —*BetterBuys.com* —without the time,resources or costchallengesof startingyourown.We'lldeliverqualified leads at theprecise moment they are actively searching for your industry andtype of software.	Marketing Qualified Lead High QualityLead

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EMAIL MARKETING

THE MOST EFFECTIVE CHANNEL TO GENERATE TRAFFIC AND GET YOUR MESSAGE IN FRONT OF A WIDE OR NICHE TARGET AUDIENCE

Email marketing returns $44.25 for every $1 spent.

Tap into our database of 8.5 million B2B prospects with dedicated mail marketing campaigns. If you have creative, we'll supply the audience on demand. Or, we can help you craft an email marketing programfromscratch.

BENEFITS:

PINPOINTTARGETING–Buildyouremailpopulationwith55audiencesegments,specific job titles, anycompany size, geo-targeting,and 45 industries.

CREATIVEFLEXIBILITY–Useyour existingemailtemplatesorpartnerwithourmarketing and creative team to craft somethingnew.

MEASURABLE RESULTS –Get post-campaign reporting on sends, opens,clicks.

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OUR PROCESS

Our process always includes white glove service.

Take comfort knowing you'll be working with the most responsive Account Executives and Client Success Team in an industry of mediocrity. It's not "on to the next one"after we sign theIO.Or"I'llgetbacktoyou"thenforceyou tochaseusdownforaresponse. T hat m eans:

When you email us, we reply.
Quick acknowledgement thata message is received so you don't have to wonder. And, expectathorough reply withinthe timeline you needit.
When you call us, we answer.
And if we can't, youcan expecta folow-up within 24 hours orless.

When you need us, we deliver.
Campaignscanbedeployedin7daysor less. We can turn on a time and adjust within days, notweeks.

STEP 1
DISCOVERYCALLWITHYOUR ACCOUNTEXECUTIVE

The Discovery Call with your Account Executive sets the tone foryourupcoming campaign. The moreyoushare aboutyour business, goals and expectations the better ourchancesofawinningprogramtoget her.

STEP 2
MEETYOURCLIENT SUCCESS MANAGER

Your Client Success Manager will reach out to set up a campaign kick-off call with thepurposeofestablishing t hepar t ners hi pandconfirmingallthe cam pai gnpar am et er s.

STEP 3
CAMPAIGN SET-UP

Inordertogetyourcampaign upandrunningasquicklyas possible,theteambeginsthe set-upprocessimmediately afterthekick-offcall.

STEP 4
REACHINGTHE RIGHTAUDIENCE

We'll query ourdatabase and leverageourcontentwebsit es tobuildatargetaudienceth at fitsyouridealcustomerprof ile likeaglove.

STEP 5
CREATINGCAMPAIGN MATERIALS

Wetakeyourcontent–orcreate it for you–and persuasively present it via emails, landing pages,text ads, display ads with messaging geared towardyour target audi ence.

STEP 6
GOINGLIVE

We get your campaign runningin7businessdays orless–afterwe'vereceived your materials and projectparameters.

STEP 7
THEFULFILLMENT PROCESSBEGINS

Once your campaign is running we'll send deliverables aty our preferred interval. Forlead generation, we willreview every lead to make sure they match the pre-defined target profile.

STEP 8
ONGOINGCAMPAIGN REVIEW

Creatingafeedbackloopso we know the results on your side is key to a successful campaign.Your ClientSuccessManagerwill reachouttocheck-inand get feedback so wecan optimizeyour campaign.

STEP 9
CAMPAIGN COMPLETION

Ourgoalistomeetyour expectations, so at the completionof thecampaign we want your honest, tangiblefeedbackyouhad workingwithusandthe resultsyoureceived.

STEP 10
CAMPAIGN ANALYSIS

TimetopullinourDataTsar.Wewantto help you analyze the ROI for your project. We combine our data with your own to do an analysis and give you a summary of results–and recommendations for future,profitable cam paigns.

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IT'SNOTABOUT US

IT'S WHAT WE CANDOFORYOU

List2u LLCISREADYTO
BRAINSTORM AWINNING PROGRA
WITH YOU.

602-628-5478
Info@List2u.com