



TARGET LIST CREATION

AN OVERVIEW OF MARKET SEGMENTS

BAO can create a target list for your appointment setting program using select demographics, including revenue, industry, employee count, and geography.

Each sector has unique criteria that can help define your total addressable market and refine our targeting efforts.

Lists can be created for the following sectors:



COMMERCIAL



HOSPITALS



EDUCATION



GOVERNMENT

Below is an overview of how the North America market breaks down across these sectors to help you understand the scope of each segment.



CORPORATE NORTH AMERICA

ENTERPRISE

>\$1B REVENUE

6,700
ACCOUNTS

3,200 parent/independent
3,500 subsidiary

MID-MARKET

\$100M-999M REVENUE

37,000
ACCOUNTS

20,000 parent/independent
17,000 subsidiary

SMB

\$1M-99M REVENUE

1.9 MILLION
ACCOUNTS

1.8M parent/independent
130,000 subsidiary

KEY TARGETING CRITERIA

LOCATION

Country, U.S. state or Canadian province, U.S. metropolitan area or MSA, city, area code, zip code radius

SIZE

Revenue, number of employees

TYPE

Public/private companies only, headquarters and/or subsidiaries



EDUCATION

HIGHER ED

10,000
ACCOUNTS

K-12

25,000
ACCOUNTS

KEY TARGETING CRITERIA

LOCATION

State, city, zip code,
area code

SIZE

Enrollment, number of
schools, faculty size
(higher ed)

Enrollment, number of
schools in district,
district enrollment (K-12)

TYPE

Public/private school

HOSPITALS

7,000
ACCOUNTS

KEY TARGETING CRITERIA

LOCATION

State, city, county,
area code, zip code,
zip code radius

SIZE

Number of beds,
total patient revenue,
annual discharges

TYPE

Children's, long-term,
rehabilitation, psychiatric,
critical access, short-term
acute care (type of hospital)

Government: state or federal,
proprietary: corporation or
privately owned, non-profit
(type of control)

GOVERNMENT

STATE AND LOCAL

20,000
ACCOUNTS

FEDERAL CIVILIAN

4,000
ACCOUNTS

FEDERAL DEFENSE

3,000
ACCOUNTS

KEY TARGETING CRITERIA

LOCATION

State, city, county
(state and local)

SIZE

Population (state and local)

DEPARTMENT

E.g., Department of Justice,
USDA (civilian)

Department of Defense,
Army, Navy, etc. (defense)

BAO