



# BAO ACCOUNT MAP PACKS



Our straightforward, strategic account snapshots are available in bundled packs to enable inside sales, outside sales, marketing, and others to target your most strategic markets.

BAO Account Maps are salesforce-enablement tools designed to speed time to revenue. They facilitate collaboration to help sales and marketing teams create actionable account plans, strategize targeted call campaigns and develop account-based marketing programs – all grounded in market realities.

## YOUR TARGET MARKET – IN ONE PACKAGE

BAO currently offers a [library of more than 250 profiles](#) and we're continuously adding to the list. We also offer bundled packs of Account Maps for a wide range of vertical markets and specialty areas. Account Map Packs are great for organizations that want to target a specific industry or market characteristic.

## AVAILABLE ACCOUNT MAP PACKS

### Vertical Packs



#### AIRLINES (\$3K)

**Includes:**

Alaska Air, American Airlines, Delta Air Lines, JetBlue, Southwest Airlines



#### FOOD AND DRINK (\$7.5K)

**Includes:**

Campbell Soup, Coca Cola, Conagra, Dole Food Company, Great Atlantic & Pacific Tea Co, Hershey, Kroger Company, McDonald's Corporation, PepsiCo, Publix Super Markets, Inc., Restaurants Brand International, Safeway, Starbucks, The Stop & Shop Supermarket Company LLC, Whole Foods



#### HEALTH (\$12.5K)

**Includes:**

Abbott Laboratories, Advocate Health Care Network, Aetna Inc., Allergan, Amgen, Anthem, Baxter Healthcare, Becton Dickinson, Bristol-Myers Squibb, Cardinal Health, Celgene Corporation, CVS, Eli Lilly and Company, GE Healthcare, Gilead, GlaxoSmithKline, HCA Holdings, Johnson & Johnson, Kaiser Permanente, McKesson, Pfizer, Questcor Pharmaceuticals, Rite Aid Corporation, UnitedHealthGroup, Walgreens



#### FINANCIAL SERVICES (\$12K)

**Includes:**

Altisource Portfolio Solutions, American Express, Ameriprise Financial, Bank of America, BNY Mellon Corporation, Citigroup, Fannie Mae, Fidelity, First American Financial, GE Capital, Goldman Sachs, JP Morgan Chase, Morgan Stanley & Company, Oaktree Capital Group, PNC, Prudential Financial, State Street, SunTrust Bank, Inc., TIAA-CREF, UBS Financial Services Incorporated, US Bancorp, Virtus Investment Partners, Visa, Wells Fargo



#### AUTO (\$4.2K)

**Includes:**

Advanced Auto Parts, AutoZone, Enterprise Rent-A-Car, Ford Motor Company, General Motors, Genuine Parts, Tenneco

### BAO ACCOUNT MAPS: AT A GLANCE

- Detailed, fresh snapshots of the target companies that matter to your business
- Built on the foundation of BAO's unrivaled database – more than 2 million validated IT and line-of-business contacts
- Designed for use by inside sales, outside sales, and marketing
- Sales-ready, straightforward, simple to use and easy to share
- Actionable data that can quickly be leveraged for account-based sales and marketing campaigns



### ELECTRONIC COMPONENTS (\$3K)

**Includes:**

Analog Devices, CAL AMP, Micron Technology, Qualcomm, SanDisk



### INSURANCE (\$8.5K)

**Includes:**

Aetna Inc., Aflac, AIG, Allstate, Amica, Anthem, Chubb Insurance, First American Financial, Grange Insurance, Hartford Life Insurance, MetLife, Nationwide Insurance, New York Life Insurance, Prudential Financial, State Farm, UnitedHealthGroup, USAA

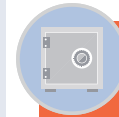


### MACHINERY (\$4.2K)

**Includes:**

Caterpillar, Chart Industries, Dover Corporation, Honeywell, Ingersoll Rand, John Deere & Co, Otis Elevator Company

## Specialty Packs



### BAO'S HARDEST TO CLOSE (\$5K)

**Includes:**

Aerpostale, Allergan, Allstate, Celgene Corporation, J Crew Group, JetBlue, Mattel, McDonald's Corporation, Qualcomm, Walt Disney



### RETAIL (\$17.5K)

**Includes:**

Aerpostale, Ann Taylor, Apple, AutoZone, Barnes & Noble, Bed Bath & Beyond, Belk, Best Buy, Coach, Costco Wholesale, CVS, GameStop, Gap, Inc., Guess Inc., Home Depot, J Crew Group, J.C. Penney, Levi Strauss & Co/Dockers, Lowes, Macy's, Nike, Nordstrom, Office Depot, PetSmart, Ralph Lauren, Rite Aid Corporation, Sears, Staples, Target, Tiffany & Company, TJX Companies, Inc., Toys R Us, Walgreens, Wal-Mart, Williams Sonoma



### OIL AND GAS (\$5.5K)

**Includes:**

AES Corporation, Chevron, ConocoPhillips, Duke Energy, ExxonMobil, Halliburton, Koch Companies, Kodiak Oil + Gas, Marathon Oil, Phillips66, Valero Energy



### TELECOM (\$6K)

**Includes:**

AT&T, Charter Communication, Comcast, DirecTV/The DirecTV Group, Dish Networks, Level 3, Motorola Solutions, Shaw Communication, TDS Telecom, Telus, Trimble Navigation, Verizon



### FEDERAL GOVERNMENT (\$4.5K)

**Includes:**

Office of the Secretary of Defense, US Air Force, US Army CIO G-6, US Joint Chiefs of Staff, US Navy CIO



### BAO'S TOP 10 MOST POPULAR (\$5K)

**Includes:**

Advanced Auto Parts, Allstate, Celgene Corporation, Gap, Inc, Genuine Parts, Goldman Sachs, Home Depot, J.C. Penney, Raytheon, Staples



### FORTUNE'S TOP 10 FASTEST GROWING COMPANIES (\$5K)

**Includes:**

American Railcar Industries, CAL AMP, Colfax, Kodiak Oil + Gas, OCWEN Financial, On Assignment, Patrick Industries, Questcor Pharmaceuticals, United Rentals, Virtus Investment Partners

We're continuously updating our library of Account Maps, including the Account Map Packs. For the most up-to-date information, [check out our online Account Map list](#).

## ABOUT BAO

BAO is the de facto partner for sales and marketing teams in the high-tech industry developing powerful, profitable go-to-market strategies. BAO gives organizations the real-time insight, tools, and resources they need to transform their businesses – to drive new revenue while increasing the profitability of existing accounts; to optimize sales and marketing operations; to kill the competition; or all of the above. Founded in 1997, BAO is based in Andover, Massachusetts. Learn more at [www.baoinc.com](http://www.baoinc.com).



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