



BridgePact Exchange Platform: Industries Served

As you're working on building out your B2B prospecting list for potential new clients, here's a list of industries we serve. Usually, large chains and franchise groups (unless they are just starting out) are difficult to work with and not a good candidate. The BridgePact platform pushes our clients' ads through 73 ad exchange platforms, 68,000 websites adding up to over 30B daily page views. **A good rule of thumb is to prospect companies who have a B2C focus.** Businesses who focus on B2C have customers with a retail focus either online, on location, or both. While businesses who focus on B2B, wholesale, etc. can benefit from the BridgePact media integrated platforms, they are not our core target market. While results are not guaranteed, these are the industries where your clients will experience the best results.

BridgePact Media serves emerging businesses, defined as under 500 employees with annual revenues between \$1.5 to \$35 million. These companies within our target market are usually too small to have a full in-house agency and they are trying to compete with larger competitors. **Companies who have recently merged or been acquired, or who are new in the marketplace are excellent candidates for BridgePact Media.** We currently serve companies in the U.S., Canada and Europe.

1. Arts and Entertainment

- Dining out
- Movies and Videos
- Music
- Visual Arts
- Books and Literature
- Celebrities
- Comics and Animation
- Online graphics and themes
- Award shows
- Celebrity fan / gossip
- Humor
- Books and Literature
- Television shows
- Movies and production companies
- Music and artists
- Fine art
- Blogs
- Radio
- Websites looking for more traffic

2. Associations

- a. Consumer focused
- b. Professional focused from the industries we serve

3. Automotive
 - Vehicles
 - Luxury
 - Buying and selling
 - Insurance
 - All brands and manufacturing
 - Maintenance (repairs)
 - Certified pre-owned
 - Motorcycles
 - RVs
 - Vintage cars
 - Car culture
4. Business
 - Small businesses
 - Emerging businesses
 - Economics
 - Agriculture
 - Entrepreneurs
 - E-commerce
 - Forestry
 - Tourism
 - Legal services
 - Inventions
 - New product launches
5. Churches and Faith Communities
 - a. Mega churches
 - b. Local churches looking to expand
 - c. Online communities
6. Education
 - Careers
 - Colleges and universities
 - Online classes and training
 - Student loans
 - Personal development
 - Professional development
7. Environmental
 - Conservation
 - Energy
 - Global warming
 - Green living
8. Finance
 - Credit and loans
 - Banks
 - Credit unions
 - Taxes
 - Banking

- Investments
 - Brokerage houses
 - Insurance
 - Personal finance
 - Business financing
9. Food and Beverage
- Alcoholic drinks
 - Baking
 - Cooking
 - Healthy eating
 - Recipes
 - Vegetarian
 - Publishing
10. Fundraising
- a. Online fundraising
 - b. Crowd funding companies
 - c. Non-profits
 - d. Causes (like Operation Smile, etc)
11. Government
- a. Cities
 - b. Counties
 - c. States
 - d. Departments
 - e. Countries
 - f. Homeland security
12. Health
- Conditions and diseases
 - Dental
 - Diet and fitness
 - Men
 - Optical
 - Mental
 - Treatment
 - Sexual health
 - Women
 - Families
 - Children
 - Medical clinics
 - Hospitals
 - Chiropractors
 - Health care services and products
13. Home and Garden
- Decorating
 - Cleaning and laundry
 - Lawn and garden products
 - Lawn and garden services

- Do it yourself (DIY)
 - Appliances
 - Home furnishings
 - Drapes
 - Roofing
 - Windows
 - Siding
 - Home maintenance
 - Trash services
 - Other home services
 - remodeling
14. Home entertainment
- a. New products
 - b. Electronics
 - c. Computers
 - d. Online shopping
 - e. Family recreation (pool tables)
 - f. Grills and outdoor living
15. Insurance
- Health
 - Life
 - Property and casualty
 - Long-term care
 - Annuities
16. Interests
- Home owners
 - Men
 - Moms
 - Retirees
 - Seniors
 - Elder care
 - Business professionals
 - Health conscious products and services
 - High end luxury spenders
 - Students
 - Trending topics
 - Women
17. Investing
- Forex
 - Retirement Planning
 - Stocks
 - Bitcoins
18. Parenting and Kids
- Babies
 - Pregnancy
 - Pets

- Marriage
 - Challenges
 - Blended families
 - Teenagers
 - Adult children
 - Dealing with aging parents
 - Health challenges
 - Financial challenges
19. Pets
- Birds
 - Aquariums
 - Veterinary medicine
 - Large animals
 - Reptiles
 - Cats
 - Dogs
 - Pet grooming services
20. Publishing
- a. Books
 - b. Online promotions
 - c. Publishing companies
 - d. E-books
 - e. Authors
 - f. Training
 - g. Online classes
21. Real Estate
- Buyers and sellers
 - Rentals
 - Residential
 - Luxury
 - Time shares
 - Mortgages
 - Insurance – property
 - Investors
22. Recreation and Games
- Online gaming
 - Outdoor recreational activities
 - Gambling
 - Hobbies and interests
 - Seasonal activities
 - Boating
 - Theme parks
23. Relationships
- Singles and dating
 - Weddings
 - Divorce

- Families
 - Marriages
 - Elderly
 - Elder care
 - Senior retirement communities
 - Memory care
 - Book publishers
 - Self help
24. Restaurants
- Single locations
 - Restaurant groups
 - Multiple locations (in the same state, regionally or nationally)
 - New restaurants
 - Restaurants who want to expand strategically into new markets
25. Safety
- a. Home security
 - b. Commercial security
 - c. Personal safety
 - d. Products and services
 - e. Online stores
26. Seasonal
- Easter
 - Christmas
 - Halloween
 - Father's Day
 - New Years
 - Mother's Day
 - Super Bowl
 - Sailing events
 - Back to School
 - Thanksgiving
 - Valentine's Day
 - Winter Olympics
 - March Madness
 - World Cup
 - Black Friday / Cyber Monday
 - Jewish Holidays
27. Senior Living
- a. Memory care
 - b. Aging
 - c. Independent living
 - d. Assisted Living
 - e. Living well
 - f. Transitional care
 - g. Rehabilitation services
28. Shopping

- Coupons
- Retail stores
- E-commerce
- Clubs and discounts
- New product launches
- Product recalls

29. Society

- Religion and Spirituality
- Holidays and celebrations
- Law and Ethics
- Trending topics

30. Sports

- Figure skating
- Soccer
- Olympics
- Motorsports
- Horseracing
- Skiing
- Tennis
- Surfing
- Baseball
- Basketball
- Boxing
- Football
- Golf
- Hockey
- Cycling
- Other

31. Style and Fashion

- Cosmetics
- Clothing and accessories
- Body art
- Skin care
- Hair Care
- Spas
- Salons
- Personal care services
- Product launches

32. Technology

- Apple
- Computer services (repairs)
- Home entertainment
- Mobile
- Cloud computing

33. Travel

- Destination

- Air
- Cruise
- Hotels and Accommodations
- Bus
- Rail
- Car
- Resorts