Title Targeting Options for Terminus Advertising

Prerequisites

This feature is available to customers on our Engage Pro, TEAM Standard, TEAM Pro, and TEAM Enterprise plans. For more information regarding your current plan, please consult with your Customer Success Manager.

Title Targeting Overview

In addition to function/departmental and seniority targeting (both available directly in the Terminus Engage product), Terminus offers customers the ability to target specific titles within their target accounts to further tighten advertising audiences and deliver persona-level messages to different stakeholders in your buying committee. Our title targeting is based on verified cookie data from a variety of sources.

Title targeting can be used to support a number of advertising strategies, including:

- Serving different value messages to different persona types in a complex buying committee.
- Delivering budget-conscious ads to secondary influencers of the buying committee, such as finance and procurement teams.

We maintain a list of ~250 title groups that customers can choose from for targeting purposes, including a variety of marketing, engineering, and operational titles. These title selections can be found below.

We use a combination of data systems to create a high-quality audience that is focused on the titles you select, but there may be some variance beyond this audience. Because of this variance, Terminus cannot guarantee coverage of any particular title in an individual account, and titles are considered to be approximate. Customers should work with their Customer Success Manager to develop an advertising strategy that appropriately leverages our title targeting capabilities.

*NOTE: We are currently working to incorporate this feature directly into our platform interface. In the meantime, please coordinate with your Terminus Onboarding Specialist

or Customer Success Manager if you wish to launch an advertising tactic using title targeting.

Title Targeting Options

Title Targeting options are currently grouped into the following departmental categories. Click on the links to navigate directly to the respective category.

C-Suite
Customer Service
Education
Engineering
Finance
Government
Human Resources
IT Engineering
IT Operations
Legal
Marketing
Medical
Operations
Product
Sales

C-SUITE

- Chief Executive Officer (CEO)
- Founders & Presidents
- Chief Financial Officer
- Chief Engineer or Lead Engineer
- Chief Information Officer
- Chief Marketing Officer
- Chief Mechanic or Mechanic
- Chief Operating Officer
- Chief Technology Officer

CUSTOMER SERVICE

- Customer Service
- Computer Operations, Help Desk & Tech Support
- Office & Administrative Support
- Office Managers
- Operations

- Receptionists
- Support

EDUCATION

- Administration
- Learning
- Training
- Academic
- Educator/Teacher/Professor/Instructor
- K-12 Career & Technical Education Teachers
- Lecturers
- Librarian
- Archivist
- Professor
- Teachers

ENGINEERING

- Biomedical
- Chemical
- Civil
- Design Engineering
- Electrical
- Electronics
- R&D
- Industrial & Mechanical
- Mechanical Engineer

FINANCE

- Accountant
- Accounting & Auditing
- Accounting & Finance
- Admin
- Audit
- Banking
- Chief Financial Officer
- Corporate Finance
- Finance IT
- Finance Majors
- Finance Management
- Finance/Banking/Insurance

- Financial Advisors
- Financial Analyst
- Insurance
- Investment Banking
- Management Consulting
- Payroll
- Personal Finance
- Purchasing
- Risk Management
- Securities & Commodities Trading
- Trading & Investing
- Treasurer
- Wealth Management

GOVERNMENT

- Military
- Civil Service
- Corrections/Probation/Parole
- Elected Officials
- Firefighter
- Government Official
- Government/Federal/County Employee
- Law Enforcement
- Police/Trooper
- Politician/Legislator/Diplomat
- Postal Employee

HUMAN RESOURCES

- Benefits
- Compensation
- Diversity
- Employee Development
- Employee Services
- Human Resources Admin
- Legal & Regulatory
- Payroll & Compensations
- Recruitment, Hiring & Onboarding
- Training & Development

IT ENGINEERING

- Chief Information Officer
- Computing & IT
- Chief Technology Officer
- Data Management
- Data Scientist/Analyst
- Database Administration & Design
- Hardware
- Hardware & Network & Systems
- Information Centers
- Management Information Systems
- Network Administration & Engineering
- Networking & VOIP
- Operations
- QA
- Software Designers & Programmers
- Software Engineering
- Support
- Systems Administration & Engineering
- Systems Analysts
- Systems & Business Analysts
- Systems Programming - Network Architecture Admin
- Web Development

IT OPERATIONS

- Database
- Database Administration & Design
- Database Management
- Database, Data Engineer
- Databases & Storage
- Hardware & Network & Systems
- Social Networks

LEGAL

- Attorney
- Legal Services
- Corporate Counsel
- Judges
- Lawyers
- Regulatory

- Paralegal
- Legal Assistants

MARKETING

- Advertising
- Agencies & Branding
- Chief Marketing Officer
- Content Marketing
- Corporate Marketing Strategy
- Creative
- CRM & Marketing Automation
- Demand Generation
- Email Marketing
- Events
- Marcomm
- Media Buyers
- Multimedia Marketing
- Online Advertising
- Advertising/CSRS/Telemarketing/Market Research
- Product
- Product & Research
- Product Marketing & Business Development
- Programmatic Advertising
- Public Relations
- Research
- Search Marketing
- Social Networks
- Strategy & Analysis
- Telemarketing
- Website Publishing

MEDICAL

- Administration
- Biomedical
- Chiropractors
- Counseling
- Dental
- Dentists
- Dermatologist
- Diagnosing & Treatment
- Dieticians

- Disease Control
- Doctors
- Health Insurance
- Health Services
- Infectious Disease
- Laboratory Technicians
- Medical Assistants
- Nurse
- Ob/Gyn
- Occupational Health & Safety
- Optometrists
- Pharmaceuticals
- Pharmacist
- Physical Medicine & Rehabilitation
- Psychiatry & Mental Health
- Psychologist
- RN
- Social Worker/Case Worker
- Surgeon
- Technicians

OPERATIONS

- Administration
- Bookkeepers
- Change Management
- Clerks
- Compliance
- Corporate Operations Strategy
- Facilities
- Food & Beverage
- General Operations
- Logistics
- Maintenance
- Office & Administrative Support
- Production
- Purchasing & Procurement
- Quality Assurance/Quality Control
- Safety
- Secretaries
- Trust Officer

PRODUCT

- Project Management
- Product Management
- Research & Development

SALES

- Account Management
- Business/Sales Development
- Corporate Wide Sales Strategy
- Real Estate Agents/Brokers
- Regional Sales
- Sales Executives
- Sales Support