

Sample ABM Audience Profile Report

COMPANY NAME	C-SUITE	EVP SVP VP	DIRECTOR	MANAGER	STAFF	3X @ VERIFIED CONTACTS
AAA	1	2	4	27	14	47
AAG	2	3	2	7	11	25
Abbott Labs	5	36	124	441	194	800
Accenture	2	2	3	39	25	71
Adidas	5	12	71	254	80	422
AIG	1	3	13	7	16	40
Alaska Airlines	3	4	11	41	22	81
Albertsons	3	15	20	76	19	133
Allergan	2	19	85	63	113	282
American Airlines	4	9	17	86	122	238
Amex	22	118	253	642	193	1,228
Amway	7	7	18	100	96	228
Anheuser-Busch	2	12	22	20	8	64
Apple	18	7	171	523	904	1,623
Arby's	3	7	16	40	10	76
Astrazeneca	1	4	62	67	23	157
AT&T	1	4	6	26	11	47
Bank of America	1	44	12	17	24	98
Bayer	7	34	79	193	100	413
Bed Bath & Beyond	1	2	6	46	56	110
BMS	1	5	59	73	83	220
Cabela's	3	6	21	164	130	324
Calvin Klein	2	28	23	28	28	109
Campbell's	2	12	19	68	40	141
Charles Schwab	7	11	29	144	3	194
Chewy	2	2	13	49	49	115
Chick-Fil-A	3	4	15	21	62	105
Chipotle	2	2	5	22	26	57
Church & Dwight	3	10	17	106	38	174
Citigroup	13	517	49	78	79	736
Clorox	3	5	50	110	48	216
Coca-Cola	7	39	127	201	71	445
Colgate-Palmolive	7	4	37	73	17	138
Conagra Foods	3	10	39	143	36	231
Costco	5	4	6	34	143	192
Coty	6	25	85	194	81	391
Cox Communications	3	8	23	82	29	145
Cox Enterprises	1	7	14	22	87	131
Cox Media Group	1	15	71	76	152	315
CVS	13	17	83	250	172	535
Daimler	2	1	3	33	21	60
Daimler Trucks	1	1	3	31	40	75
Del Monte Foods	2	4	7	21	9	43
Dell	4	34	79	311	193	621

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Delta Air Lines	5	4	18	227	154	408
Diageo	2	9	33	79	23	146
Dick's Sporting Goods	1	1	11	77	121	209
Dish Network	10	13	25	160	90	298
Disney	3	8	85	246	86	428
Domino's	1	4	8	24	14	51
Dow Jones	8	14	62	58	112	254
Dunkin	1	10	23	143	28	205
E*Trade	5	24	21	86	22	158
Ebay	5	11	80	220	148	464
Eli Lilly	5	11	85	83	143	327
Ethan Allen	1	2	8	20	177	208
Expedia	2	8	32	180	18	240
FCA	4	9	9	159	85	266
FedEx	41	30	75	461	828	1,435
Fisher Investments	2	13	2	48	46	111
Geico	1	3	2	33	103	142
General Mills	1	9	28	204	97	339
Georgia-Pacific	1	2	18	105	73	199
GM	1	23	1	22	9	56
Goldman Sachs	2	58	9	72	218	359
GSK	8	11	81	110	50	260
H&R Block	2	1	6	134	22	165
Hanes	2	1	17	115	66	201
Home Depot	1	18	27	362	200	608
HP	16	29	81	552	201	879
IBM	14	36	52	155	114	371
Intel	39	134	164	689	291	1,317
Intuit	7	8	29	288	105	437
Johnson & Johnson	8	50	372	573	280	1,283
Kellogg's	1	3	13	70	42	129
Kimberly-Clark	1	1	8	21	3	34
Kohl's	1	15	18	82	254	370
Kraft Heinz	7	14	46	117	87	271
Kroger	7	7	3	35	17	69
Liberty Mutual	59	21	69	99	67	315
Lionsgate	1	16	11	9	21	58
L'Oreal	7	145	67	48	29	296
Lowe's	7	16	67	153	325	568
Macy's	1	58	34	68	31	192
Marriott	8	36	435	1,082	705	2,266
Mars	1	7	26	150	80	264
McDonald's	4	4	46	103	50	207
Merck	3	9	175	34	100	321

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Merrill Lynch	1	14	2	7	9	33
MetLife	8	77	78	59	194	416
Microsoft	37	9	239	1,369	489	2,143
MillerCoors	4	9	21	209	45	288
National Geographic	4	38	48	39	44	173
NCL	1	5	8	32	26	71
Nestle	3	10	13	74	60	160
Netflix	1	11	31	117	218	378
NHL	1	4	8	7	27	47
Nissan	1	3	4	19	13	40
Novartis	9	20	203	65	83	380
OpenTable	1	4	11	36	24	76
Orvis	1	2	4	11	9	25
PetSmart	1	6	14	99	42	161
Pfizer	3	54	56	23	12	148
Planet Fitness	1	4	5	19	4	33
Priceline	2	13	3	38	13	69
Progressive	1	1	3	22	66	91
Quicken Loans	6	3	2	8	17	36
Ralph Lauren	11	57	102	147	86	403
RBI	1	1	2	27	12	42
Reckitt Benckiser	3	3	11	24	12	53
Revlon	3	17	44	90	23	177
Samsung	1	9	30	64	36	140
Schwab	3	3	5	69	25	105
SimpliSafe	1	2	3	2	13	21
Sling TV	1	1	2	5	14	21
Sony	10	221	216	339	212	998
St. Jude	2	5	43	51	151	252
Staples	2	13	37	171	362	585
Starbucks	1	32	49	575	124	781
State Farm	22	15	84	236	817	1,174
Subway	6	4	18	62	38	128
Takeda	1	4	67	81	42	195
Target	5	35	92	193	518	843
TD Ameritrade	1	1	2	21	12	35
Tiffany's	1	8	24	36	44	112
T-Mobile	41	34	89	725	184	1,073
Tommy Hilfiger	2	14	21	74	41	152
Toyota	5	6	8	113	101	233
Uber	1	1	2	24	14	41
Unilever	3	8	29	190	59	289
United	1	1	6	22	17	46
UPS	2	18	45	145	111	321

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Verizon	1	14	39	182	211	447
Viacom	3	148	161	155	222	689
Warner Bros.	3	50	58	69	145	325
Wayfair	7	4	26	173	182	392
Xfinity	1	2	15	24	45	84
Yum Brands	7	1	15	24	20	67
TOTAL 3X VERIFIED CONTACTS	732	3,040	6,452	19,171	14,701	44,072