Audience Demographics: HR Technology

ActualTech MEDIA

"Our HR technology audience is comprised of core human resources executives and managers along with enterprise architects from companies of all sizes and industries across the United States. They are actively making or influencing new HR technology purchases and deployments. If you are an HR technology solutions vendor, this is the audience you want to speak to."
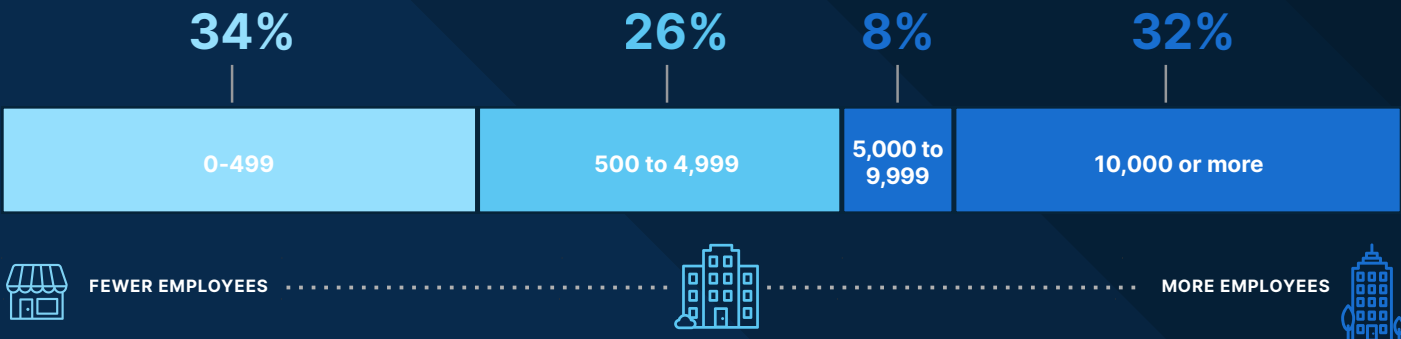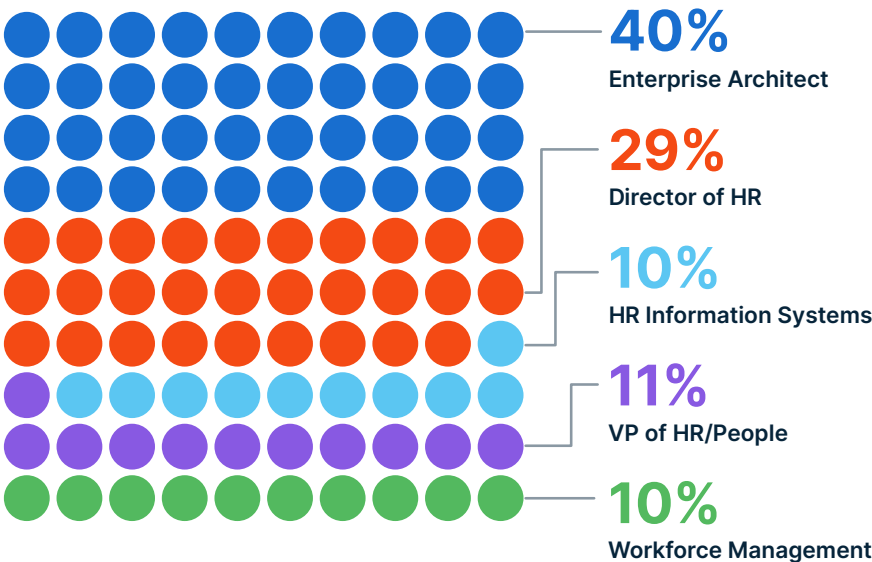
—Scott D. Lowe, CEO, ActualTech Media

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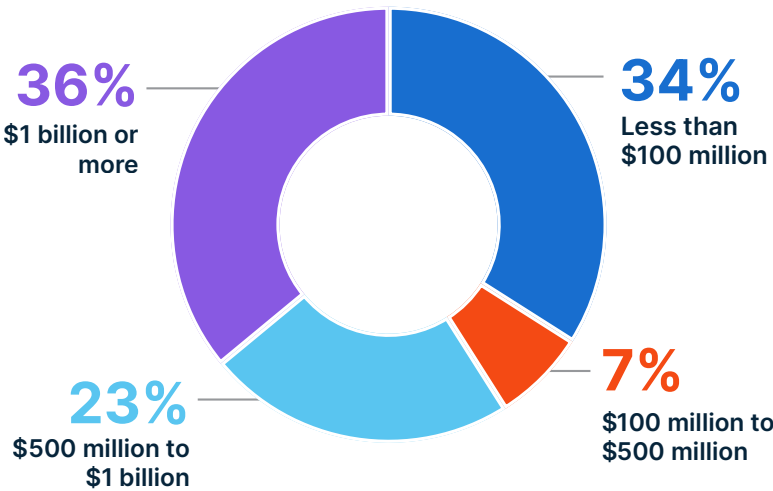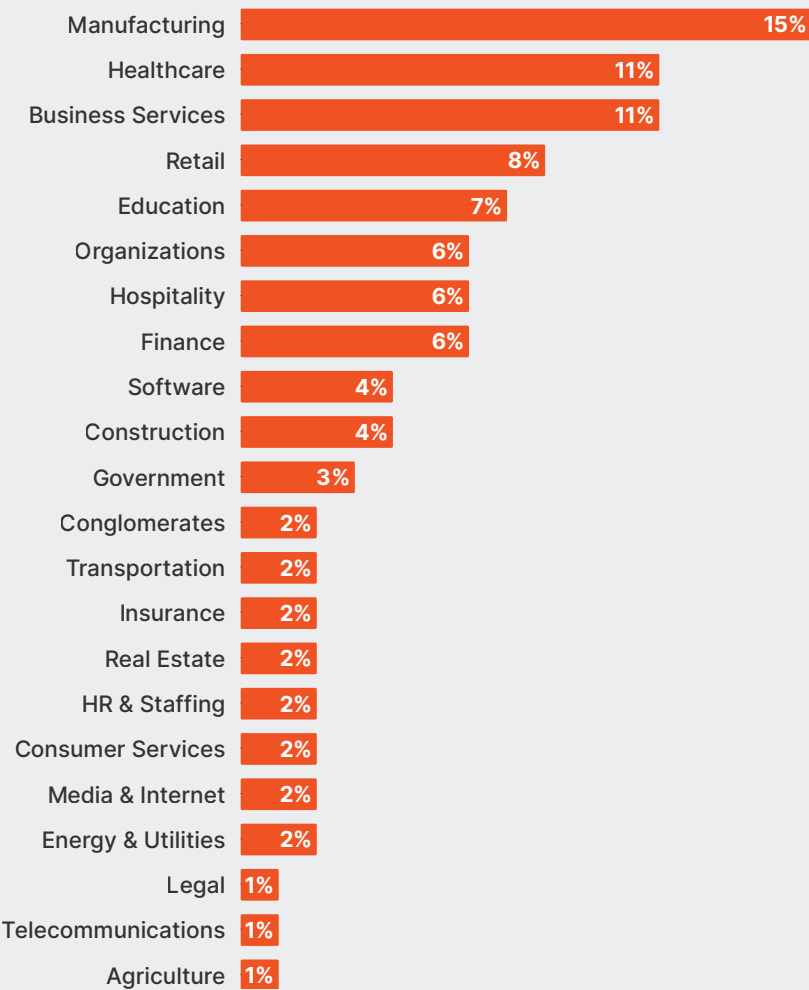
Full HR Tech
Audience Size

Company Size

34%	26%	8%	32%
0-499	500 to 4,999	5,000 to 9,999	10,000 or more

FEWER EMPLOYEES .... MORE EMPLOYEES

Roles

40%
Enterprise Architect

29%
Director of HR

10%
HR Information Systems

11%
VP of HR/People

10%
Workforce Management

SAMPLE TITLES

Chief HR Officer

Chief Strategy Officer

CEO

CIO

VP of Human Resources

HR Director

IT Director

HR Information Systems

HR Business Partner

HR Manager

HR Operations

HR Tech Consultant

Workforce Management

People Operations

Talent Acquisition

Business Systems

Training Manager

Talent and Culture

Technical Director

Implementation Director

Global Talent Acquisition & Operations

Global Talent Lead

HR Operations

People Experience

Human Capital Analyst

HR Advisor

Identity Engineer

IT Infrastructure Engineer

HR Tech Buyer

Solutions Architect

Enterprise Architect

HR Analyst

Company Revenue

- **36%** $1 billion or more
- **34%** Less than $100 million
- **7%** $100 million to $500 million
- **23%** $500 million to $1 billion

Industries

Industry	Percentage
Manufacturing	15%
Healthcare	11%
Business Services	11%
Retail	8%
Education	7%
Organizations	6%
Hospitality	6%
Finance	6%
Software	4%
Construction	4%
Government	3%
Conglomerates	2%
Transportation	2%
Insurance	2%
Real Estate	2%
HR & Staffing	2%
Consumer Services	2%
Media & Internet	2%
Energy & Utilities	2%
Legal	1%
Telecommunications	1%
Agriculture	1%

COMPANY HIGHLIGHTS
(North America only)

US Dept. of Defense	General Motors
WalMart	JP Morgan Chase
Amazon.com	BMW
Apple	Facebook
ExxonMobil	Comcast
United Healthgroup	Honda Motors
Google	Target
Toyota	Dell
US Air Force	UPS
Samsung	Lowe's Home Improvement
Costco Wholesale	Johnson & Johnson
US Navy	FedEx
BP	Pfizer
DHL International	Bank of America
Microsoft	Nestle
US Army	Kaiser Permanente
Cigna	Century 21
Chevron	Humana
AT&T	Wells Fargo
The Home Depot	T-Mobile
Kroger Supermarkets	The Walt Disney Company
Walgreens	HSBC
Ford Auto	Sam's Club
Verizon	General Electric

67% consume more than 3 pieces of vendor content per month

92% say webinars play a role in their purchase process