

Digital Sector Categorizations (342)

Digital Content (92)	Digital Marketing (113)	eCommerce (64)	Mobile (40)	Social (33)
Content Enabling	Audio & Video Advertising	Brand Storefront	Content	Commerce
Family & Education	Digital Agencies	Daily Deals	E-Commerce	Content Curation
Finance & Professional	Display Advertising	E-Commerce Infrastructure	Marketing	Dating
Games	Email Advertising	Marketplace	Social	Enterprise Social
Health & Fitness	Lead Generation	Private Sales		Funding
Lifestyle	Local Advertising	Third Party Retailer		Local
Music	Search Advertising	Other		Social Network
Tech	Social Marketing Management			Other
Video & Images				

Note: Several companies have distinct business units that place them in multiple categories