

INDUSTRY CATEGORIES FOR ENRICHMENT & SEGMENTATION

Nexpl Industries

A reference guide to the industry categories automatically applied to company records through Nexpl's data enrichment process.

This document is based on the original Nexpl Industries PDF and has been rebuilt in the updated Nexpl brand style for website use.



Industry categories are applied automatically

The original Industries document explains that these categories are automatically applied to company records through Nexl's enrichment process. No manual input is required for the categories themselves.



What this list is for

Use the industry categories to support targeted segmentation, filtering, list building, and search strategies inside Nexl.

How it helps

A consistent industry taxonomy makes it easier for marketing and BD teams to find the right groups of companies without creating separate internal naming systems for every campaign or initiative.

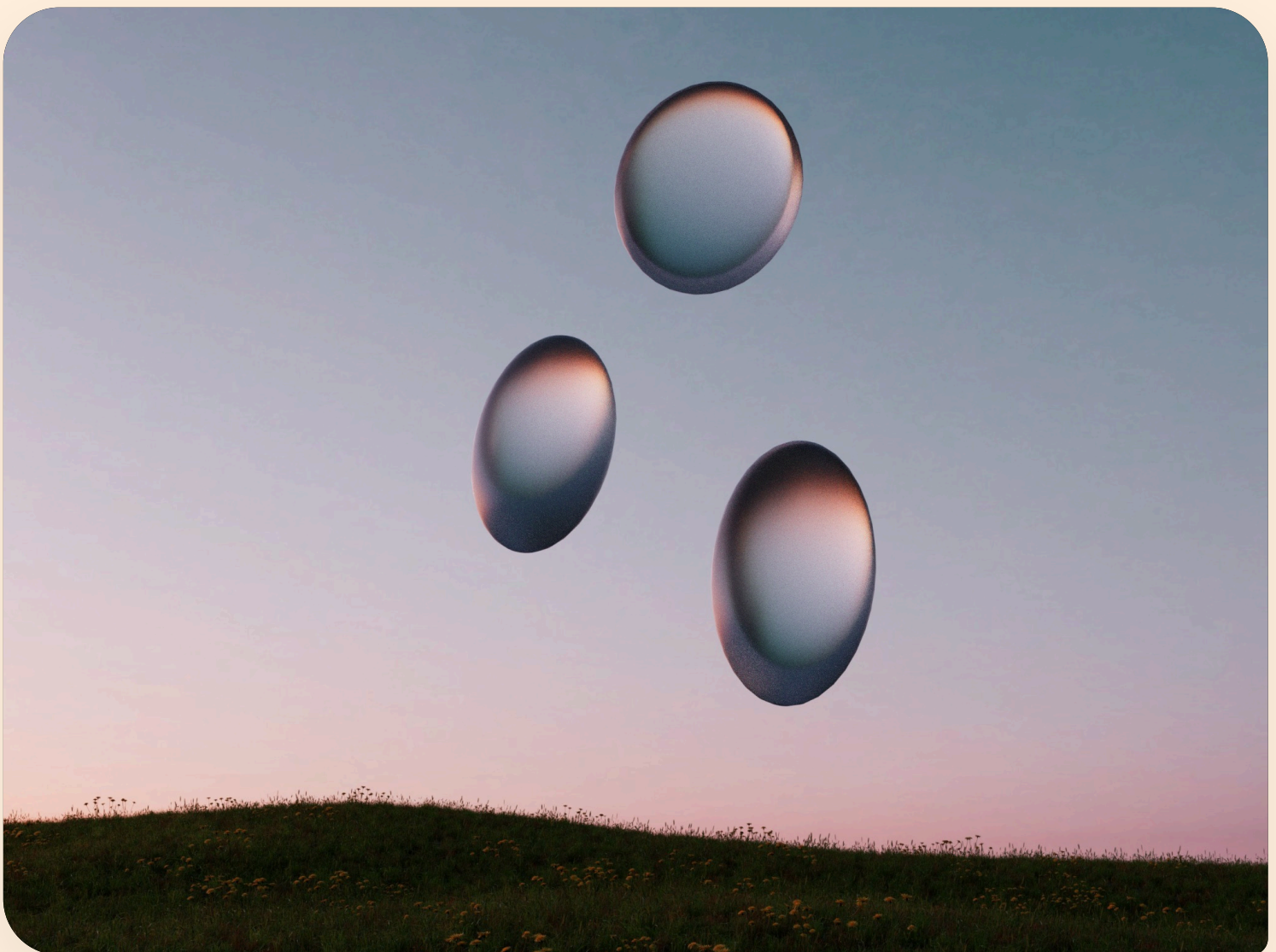
Key point

These categories are intended to support search and segmentation strategy. The document is best used as a reference when deciding how to group or target companies inside the platform.

USE CASE

How the categories are used in practice

The source document frames these industries as a practical taxonomy for firms that want to build more consistent views of their market and create more targeted lists inside Nexl.



Useful for segmentation

- Targeted marketing lists
- Industry-specific searches
- Practice group planning

- Business development campaigns

Useful for internal consistency

- Standardising filters across teams
- Reducing ad hoc naming variation
- Supporting repeatable searches and reporting
- Giving teams a shared category reference

Practical approach

Rather than trying to create a separate internal category system for every campaign, firms can use the existing Nexl industry categories as the base layer for search and segmentation.

INDUSTRY EXAMPLES

Representative industry categories

The original document contains a broad list of categories ranging from highly specific industries through to more general commercial and professional groupings. Below is a representative sample drawn from the source list.

A–C examples

- Advertising Agencies
- Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- Aerospace Product and Parts Manufacturing
- Airport Operations
- Ambulance Services
- Architectural Services
- Automotive Parts and Accessories Stores
- Banking and Finance
- Biotech and Pharmaceuticals
- Construction
- Consulting
- Custom Computer Programming Services

D–L examples

- Data Processing, Hosting, and Related Services
- Defense
- Education
- Electronics and Semiconductor Manufacturing
- Engineering Services
- Environmental Consulting Services
- Events Services
- Financial Services
- Food Manufacturing
- Government Administration
- Health and Human Services
- Legal Services / Law Practice

M–Z examples

- Management Consulting
- Media and Telecommunications
- Medical Practices
- Mining
- Non-profit Organizations
- Oil and Gas
- Real Estate
- Research Services
- Software Development
- Technology, Information and Media
- Transportation, Logistics, Supply Chain and Storage
- Venture Capital and Private Equity

GROUPED VIEW

Examples of higher-level groupings in the source document

In addition to more granular categories, the original document also highlights broader industry groupings that teams may find easier to work with when searching at a more general level.



Professional & services

- Legal Services
- Accounting and payroll services
- Management Consulting
- Marketing Services
- Events Services

Finance & investment

- Banking and Finance
- Financial Services
- Insurance Carriers
- Investment Management
- Pension Funds

Technology & media

- Information Technology and Services
- Software Development
- Internet Publishing and Broadcasting
- Media and Telecommunications
- Technology, Information and Media

Industrial & infrastructure

- Manufacturing
- Industrial Machinery Manufacturing
- Construction
- Logistics and Supply Chain
- Utilities

Health & life sciences

- Biotech and Pharmaceuticals

Public & non-profit

- Government Administration

- Medical Practices
- Hospitals and Health Care
- Pharmaceutical Manufacturing
- Health and Human Services

- International Affairs
- Non-profit Organizations
- Political Organizations
- Religious Institutions

PRACTICAL NOTES

How to work with this reference list

The source document is best treated as a shared reference point. It helps teams understand the available categories and use them more consistently across search, targeting, and planning workflows.



Best used for

- Checking category names before building lists
- Aligning campaign targeting approaches

- Planning industry-specific BD activity
- Supporting search and segmentation consistency

Best not used for

- Replacing internal strategic planning on its own
- Assuming one category solves every targeting need
- Treating enrichment categories as a substitute for context or judgment

Important

The categories in this document support segmentation and filtering, but they work best when combined with other context such as geography, relationship ownership, practice focus, or campaign intent.

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