

Level 1	Level 2	Level 3
Finance, bank and insurance	Payments solution	N/A
	Insurance and mutual insurance	
	Finance and trading	
	Credit and financing	
	Bank	
Public administrations, companies & associations	Institution	N/A
	Recruitment / Interim	
	Public services and Administration	
	CSR (Corporate Social Responsibility) / Label	
	BtoB	
Leisure and culture	Association	N/A
	Music, radio or podcast platform	
	Video games and gaming	
	Magazine, book, theatre, show	
	Cinema / Streaming platform / TV channel	
	Board games and card games	
	Children's games and creative arts	
	Gambling and sports betting	
	Gym	
Tourism	Luxury tourism	
Service	Delivery	N/A
	Training and education	
	Telecoms and internet operators	
	Social networks and dating sites	
	Real estate	
	Online services	
	Transport	Rentals and shared mobility
	Food service	Plane
Lifestyle and retail	Clothing and shoes	N/A
	Optics	
	Sportswear and sport equipment	
	Fragrance	
	Accessories, jewellery and leather goods	
	Cosmetics & skincare	
	Luxury	Clothing
	Food retailers	Skincare & make-up
	Home equipment	Accessories, jewellery, leather goods
		Beverage (spirits, champagne, etc)
	Large scale retailer	
	Furniture and decoration	
	Household appliances	
	Garden and DIY	
Industry and technologies	Energy suppliers	N/A
	Electronic	Hardware (TV, Smartphone, Tablet, Computers, Console)
		IoT (connected objects)
	Automotive	Software
FMCG (Fast Moving Consumer Goods)		Aftermarket retail
		Motor
	Supplies and stationery	N/A
	Baby products	
	Pets products	
	Hygiene products	
	Cleaning products	
	Organic products	
	Food & beverages	Sweetened
		Savoury
		Bakery
		Dairy
		Hot beverage
	Cold Beverage	
	Beer, Cider, Wine & Champagne	
	Spirits	
Health Pharmaceutical	Medicine (drugs, vaccine, medical equipment)	N/A
	Health services and prevention	
	Veterinary products	
	Cosmetics and parapharmacy	