

NRA 2026 Preshow Audience Market Intelligence Report

Who opened, what they do, and how to market to them

Unique Opens

9,116

Observed unique opens in the supplied NRA 2026 preshow results.

Known Titles

7,882

86.5% of openers have an identifiable job title.

Senior Decision / Influence

~4,114

Director, Head, VP, C-suite, owner or president-level titles.

Distinct Company Names

~3,173

Broad organizational reach, although several large brands contribute substantial volume.

Prepared from the supplied NRA 2026 preshow email-results dataset. Title and functional classifications are marketing-oriented interpretations of the source data, not verified corporate organization charts.

Executive Summary

The NRA 2026 preshow audience is more valuable than a conventional email-open count suggests. The supplied file contains 9,116 unique opens, and 7,882 of those openers carry an identifiable title. The audience is heavily weighted toward management: approximately 4,114 openers are Director/Head, VP, C-suite, owner or president-level contacts.

The dominant functional signal is operations. Operations-related titles account for about 2,189 openers, followed by sales/business development at 1,396 and marketing/brand/communications at 1,238. Executive/general management adds another 667. For suppliers selling restaurant technology, this means the audience is not primarily a technical readership. It is an operator and business audience with meaningful marketing, executive and technology subsegments.

Core Findings

- Management density is high: 33.4% of all openers classify as Manager and another 45.1% fall into Director/Head, VP, or C-suite/owner/president categories.
- Operations is the largest identifiable function, supporting messaging around throughput, labor, uptime, order accuracy, serviceability and deployment.
- Marketing/brand is a major secondary audience, creating a strong route for digital menu boards, loyalty, personalization, retail media, customer experience and ordering UX.
- IT/digital is smaller in absolute volume but relatively senior, making it well suited to narrower campaigns around integration, security, device management and lifecycle.
- Company concentration creates both value and caution: large restaurant and hospitality organizations generate substantial open volume, so reach should be described in terms of both contacts and organizational diversity.

Seniority Profile

Seniority	Opens	Share
Manager	3,048	33.4%
Director / Head	2,364	25.9%
C-suite / Owner / President	1,531	16.8%
VP	219	2.4%
Senior / Lead	343	3.8%
Other titled	377	4.1%
No title	1,234	13.5%

Commercial implication: an advertiser is reaching a large identifiable population of people who can influence operations, budgets, deployment decisions and brand programs. That is materially different from an anonymous web impression and should be reflected in sponsorship positioning.

Functional Market Segments

Functional segment	Opens	Share	Senior*
Operations	2,189	24.0%	1,081
Sales / Business Development	1,396	15.3%	622
Marketing / Brand / Communications	1,238	13.6%	741
Executive / General Management	667	7.3%	664
Facilities / Construction / Real Estate	350	3.8%	150
IT / Digital / Technology	277	3.0%	153
Finance / Administration	215	2.4%	140
HR / Training / People	149	1.6%	86
Procurement / Supply Chain	85	0.9%	47
Food / Culinary / F&B	83	0.9%	38
Other / unclassified	1,233	13.5%	392
No title	1,234	13.5%	—

* Senior = Director/Head, VP, C-suite, owner or president by title classification.

What the Titles Say

The most common exact title is General Manager (393), followed by Director of Operations (249) and Sales Manager (161). The file also contains substantial numbers of Restaurant Managers, Regional Directors of Operations, VP Operations, COOs, owner/operators, marketing leaders, CMOs, CFOs and CEOs. More than 1,100 titles explicitly contain the word “Operations,” reinforcing the operator-heavy character of the audience.

Recommended Message by Segment

Audience	Best lead message
Operations	Throughput, labor efficiency, order accuracy, uptime, rollout simplicity, serviceability, queue reduction.
Marketing / Brand	Customer experience, upsell, menu presentation, loyalty, personalization, retail media, ordering UX.
IT / Digital	Integration, APIs, security, remote management, device lifecycle, compliance, support burden.
Executive	ROI, rollout economics, scalability, risk reduction, competitive positioning, measurable business outcomes.
Facilities / Construction	Footprint, installation, power/network requirements, durability, accessibility, retrofit requirements.
Sales / BD	New revenue, partner opportunities, customer acquisition, market differentiation, account expansion.

Company Reach and Concentration

The open file contains approximately 3,173 distinct company-name entries. Several large restaurant and hospitality organizations contribute a disproportionate number of contacts. Marriott alone accounts for roughly 908 opens. Red Lobster contributes about 322, while Chick-fil-A appears under multiple company-name variants totaling roughly 497 contacts. Other large groups include Wingstop, Wendy's, Yum! Brands, Red Robin, Outback, P.F. Chang's, Nando's, Ritz-Carlton and major suppliers.

This concentration is useful for account-based marketing because multiple contacts inside the same organization can create repeat exposure across operations, marketing, technology and executive functions. At the same time, sponsorship materials should avoid equating every open with a separate buying organization. A stronger presentation is to report both contact reach and organizational reach.

A Better Way to Package the Audience

Package	Primary audience	Natural sponsor themes
NRA Operations	Operations, restaurant management and field leadership	Kiosks, POS, drive-thru, automation, labor, payment, service
NRA Executive	C-suite, owners, presidents, senior general management	ROI, strategy, expansion, transformation, risk
NRA Marketing & CX	Marketing, brand, communications and customer experience	Digital signage, menu boards, loyalty, personalization, retail media
NRA Technology & Digital	IT, digital and technology leadership	Platforms, integration, security, remote management, AI, lifecycle
NRA Facilities & Deployment	Facilities, construction and real estate	Enclosures, installation, accessibility, electrical/network, retrofit

These segments give TIG/KMA a path to sell relevance rather than raw volume. A sponsor with a digital-menu-board product does not necessarily need every NRA contact; it may value the marketing/CX and operations groups more highly. Likewise, a remote-device-management vendor may prefer the technology and operations segments. Segmentation makes the inventory more defensible and creates opportunities for premium targeting.

How to Position an Email Open

An email open should not be described as equivalent to a click or a sales lead. It is, however, richer than an anonymous impression when the underlying record contains a known individual, company and job title. In this dataset, that identity layer allows TIG/KMA to describe not only how many people opened, but who they are organizationally and which business functions they represent.

The strongest commercial language is therefore not “9,116 impressions.” It is closer to: “9,116 identifiable unique openers, including more than 4,100 senior decision/influence titles, with especially strong representation in restaurant operations, sales/business development, marketing/brand and executive management.”

Marketing Recommendations

- 1. Sell audience quality, not just list size.** Lead with identifiable titles, seniority and company affiliation. The management density is the differentiator.
- 2. Create functional audience packages.** Offer Operations, Executive, Marketing/CX and Technology/Digital segments as distinct sponsorship or mailing options.
- 3. Use account penetration as a second metric.** For major chains, show the number of known engaged contacts and the functions represented inside each organization.
- 4. Match creative to the job.** Operational buyers should see throughput and labor outcomes; marketers should see customer experience and revenue; IT should see integration and risk.
- 5. Separate reach from engagement.** Report list size, delivered audience, unique opens and clicks separately. Avoid presenting an open as a click or qualified lead.
- 6. Build a repeat-engagement score.** Across future campaigns, identify contacts and companies that repeatedly open or click. Repeat behavior is more useful for sales prioritization than a single open.
- 7. Use the data to support event sales.** For trade-show demo and sponsorship packages, the audience profile can demonstrate that promotion reaches restaurant operators and senior decision-makers before the event.

Bottom Line

The NRA preshow file is not merely an email-performance report; it is a usable market-intelligence asset.

Its value comes from the combination of engagement, identity, title, function and company. The clearest market signal is an operations-heavy, management-rich restaurant and hospitality audience, supported by substantial marketing, executive and technology constituencies. That supports a more sophisticated TIG/KMA sales model built around targeted audience segments, account penetration and decision-maker reach.

Methodology & Limitations

Source: supplied “NRA 2026 Preshow Email Results” file. Unique opens and open rate are taken from the source. Seniority and functional segments are derived from job-title text using marketing-oriented title classification. Company counts depend on source naming and may include variants of the same organization. Open tracking can be affected by email-client privacy features and automated image loading; opens should therefore be treated as an engagement indicator, not proof that a recipient read the message or expressed purchase intent.