

D&B Lattice

Activate AI-Powered Omnichannel Campaigns With the Leading Customer Data Platform.



END YOUR DATA CHALLENGES NOW

With the increasingly digital and self-serve buyer's journey, marketers have a multitude of technologies to find and engage customers. This has resulted in siloed data across systems and teams, complicating the ability to deeply understand customers, know who to target, and what to offer them.

Siloed data is creating wasted marketing spend, tension between sales and marketing, and poor customer experiences. This is where a powerful customer data platform (CDP) comes in.

AI-POWERED ABM AND DIGITAL MARKETING JUST GOT SMARTER

We're proud to welcome Lattice Engines to the Dun & Bradstreet family and thrilled to offer you the best-in-class CDP.

Recognized by industry analysts and loved by end users, D&B Lattice was named a Leader in "The Forrester New Wave™: B2B Customer Data Platforms, Q219," "The Forrester Wave™: B2B Customer Analytics Q119," a Leader in ABM by OVUM, and was voted Best Marketing and Sales Intelligence solution by CODiE. It also boasts a 4.5/5 customer rating on G2 Crowd!

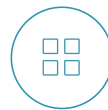
HOW IT WORKS

Our solution empowers B2B marketers to deliver better outcomes for their omnichannel campaigns and account-based marketing (ABM) programs across the funnel by helping you to:



CONNECT

Create dynamic customer and prospect profiles by connecting data silos, enriched with the D&B Data Cloud



SEGMENT

Create, score and maintain centralised audiences using AI to improve targeting



ACTIVATE

Orchestrate personalised omnichannel campaigns with always on segments for better ROI

The D&B Data Cloud can provide Firmographics, Intent data, Tech profile, Website profile and Growth trends amongst others, to complement your product usage, CRM, transaction and ERP data.

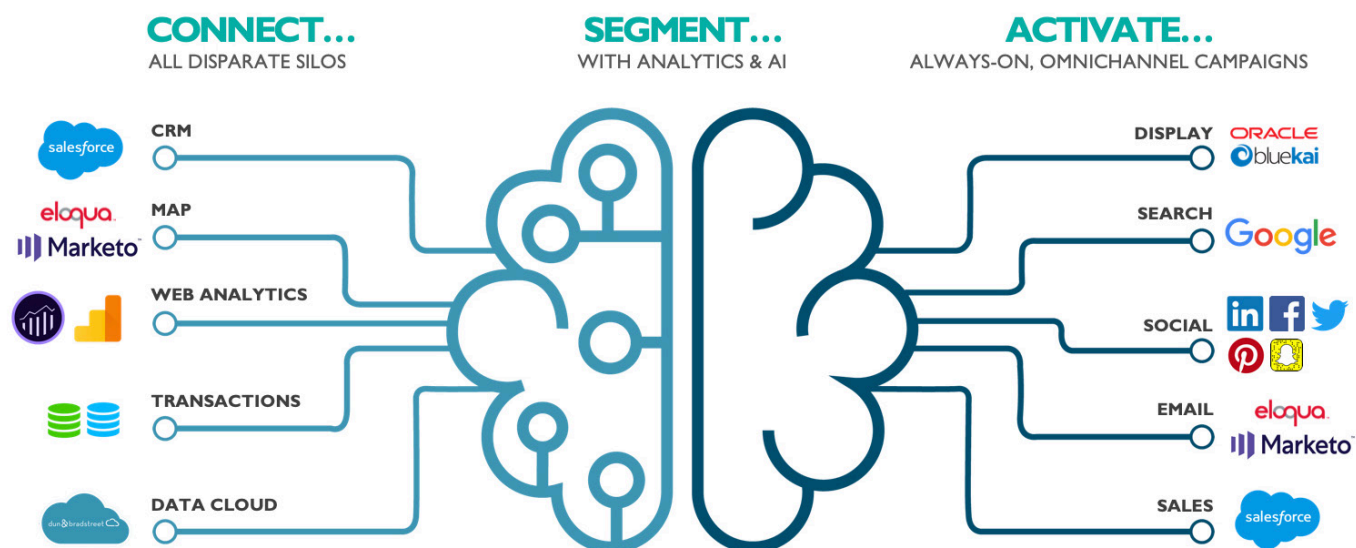
D&B Lattice customers can reduce the process to identify campaign targets from weeks to hours!

HOW WE HELP OUR CLIENTS GROW

Our customers use D&B Lattice as their CDP to accelerate B2B sales and measure improvement across the major metrics of their B2B funnels. They also leverage D&B Lattice to easily deliver 1:1 omnichannel campaigns that reach a targeted, valuable audience. Whether you're looking to generate new customers or further develop relationships with existing customers, the artificial intelligence (AI) available through D&B Lattice enables you to drive measurable business impact through:

- **ATTRIBUTABLE NEW DEALS** by finding net-new "high-fit" and "in-market" prospects
- **HIGHER FUNNEL CONVERSION** by automating personalised emails and digital ads
- **HIGHER SALES CONVERSION** with contextual conversations and better prioritisation
- **EARLY CHURN DETECTION** by analysing declining spend patterns over time
- **INCREASED UP-SELL AND CROSS-SELL** by identifying of next best customer actions to call for a product or solution

D&B LATTICE IS YOUR SINGLE SOURCE OF CUSTOMER DATA TRUTH



WITH ACCESS TO D&B LATTICE, CLIENTS HAVE SEEN:

80% faster campaign lead times

2.3x lower cost per qualified lead

65% greater engagement

3x more pipeline

35% higher deal size

3% increased quota attainment

Ready to help increase conversion rates and revenue?

See what D&B Lattice can do today: dnb.co.uk/free-demo-lattice

ABOUT DUN & BRADSTREET

Dun & Bradstreet helps companies around the world improve their business performance. The global leader in commercial data and analytics, we glean insight from data to enable our customers to connect with the prospects, suppliers, clients and partners that matter most. Since 1841, companies of every size rely on Dun & Bradstreet to help them manage risk and reveal opportunity. For more about Dun & Bradstreet, visit DNB.co.uk.

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