

# D&B Account Based Marketing

Accelerate marketing impact with 1:1 always-on responsive campaigns



B2B Enterprise Marketing and Sales teams who are looking to drive 1:1 digital buying journeys need to deliver:

1. Accurate identification with onsite (1st party) and offsite (3rd party) intent
  2. Insightful data and analytics about their buyers to hyper-personalize their messages and offers
  3. Omni-channel activation of personalized journeys using existing investments in MarTech and AdTech
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D&B Account Based Marketing, backed by the Dun & Bradstreet Data Cloud, provides the most complete view of accounts and markets for go-to-market teams to build, execute and measure omnichannel account based marketing programs quickly and easily. Unlike alternative providers who introduce new silos into the MarTech stack and force you to operate within walled gardens, D&B Account Based Marketing provides deep insights on your accounts, open activation across any channel, automated omnichannel orchestration, and full-funnel measurement:



#### SEGMENT

Backed by our market-leading Customer Data Platform technology, the D&B Account Based Marketing platform leverages the power of AI and analytical modeling to prioritize target audiences



#### ATTRACT

Improved ad spend efficiency by tapping into D&B Data Cloud's 355M+ business records and 500M+ digital IDs to automate delivery across ad platforms for a more targeted and personalized approach



#### ENGAGE

Help unmask anonymous business visitors to your website and personalize their experience



#### CONVERT

Reduce friction on your website and forms to make it easier to convert target accounts



#### MEASURE

Full-funnel tracking and multi-touch attribution across online and offline channels provides you to flexibly adopt the measurement model that meets your needs

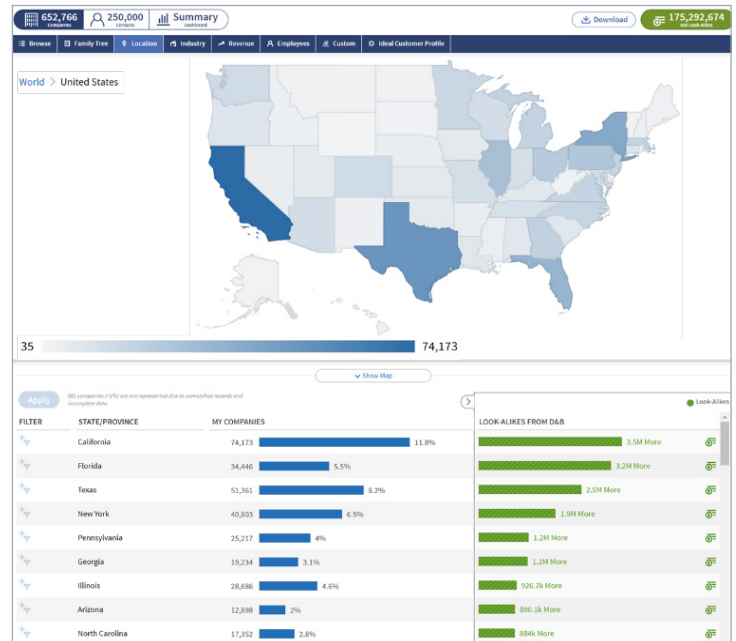
## HOW D&B ACCOUNT BASED MARKETING CAN HELP



### TAM ANALYSIS

Empowering you to prioritize targets with AI built on a CDP core

Find accounts that resemble your ideal accounts and bring in more to increase your coverage and scale. Understand your market, identify net new accounts and contacts that resemble your ideal profile, and bring them in to increase your coverage and scale with additional insights.



The screenshot shows the Lead & Account Prioritization dashboard. It features a 'Query Builder' section with a search bar and a 'Filter' section. The dashboard is divided into several segments, each with a title, a count, and a list of attributes. The segments are:

- Website Profile** (10,218 records): Attributes include Open Source Adoption, Has Google Analytics, Has Viewport Meta, and Has Max Width.
- Firmographics** (90 records): Attributes include Industry, Revenue Range, Employee Range, Company Locations, and Country.
- My Attributes** (7 records): Attributes include Expected Value, \*M Declining Spend %, \*M Total Spend of Total Spend, \*M Flight Spend of Total Spend, and Id.
- Contact Attributes** (30 records): Attributes include Do Not Email, \*M Social Engagement Score, \*M Social Engagement Travel, Country, and \*Recent Website Visiting Ac.
- Intent** (5 records): Attributes include \*M Social Technologies, \*M Business Travel, \*M Business / Travel Expenses, Expense Management, and Travel Management.
- Technology Profile** (25 records): Attributes include \*M Social (ALL RECORDS), \*M Social Travel, \*M Social Expense, \*M Social, and \*M Social Software.



### LEAD & ACCOUNT PRIORITIZATION

Stop the guesswork with AI-powered models

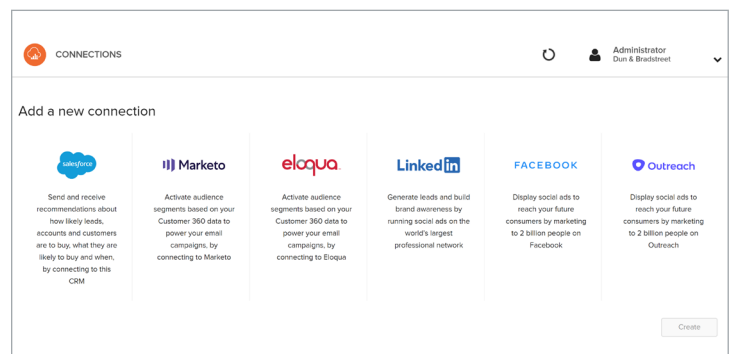
Combine firmographic, contact, technographic, intent, analytic models, and first party data in one location to focus on your ideal accounts.



### OMNICHANNEL ACTIVATION

Rapidly deploy always-on campaigns across channels to ensure consistent experiences at scale

Automatically orchestrate engagement across channels with your target accounts using AI, 3rd party intent activity, website engagement, sales engagement and buyer stage.





## WEB PERSONALIZATION & FORM FILL

*Help unmask anonymous business visitors to your website, personalize their experiences, and reduce friction on your lead forms*

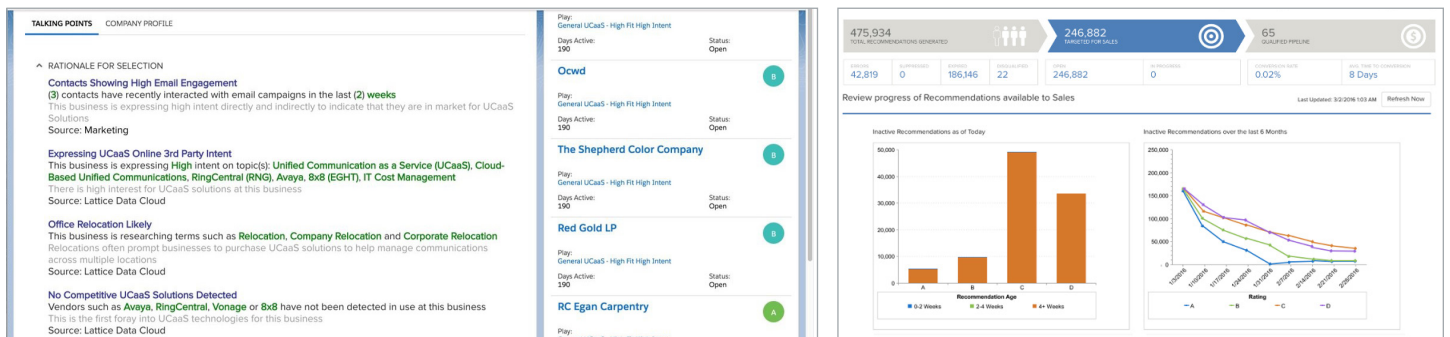
Deanonymize your web visitors in real-time and match to 4B+ IP addresses, 355M+ global businesses, and 500M+ digital identifiers.



## ACCOUNT BASED SALES

*Empower sellers by aligning to the right insights to effectively harvest demand and convert pipeline*

Contextualize conversations with predictive analytics to determine your best targets. Accelerate productivity with real-time visibility into how predictive programs are driving performance.



United Machine Tools Corp > Walsh Engineering plc > Goliath Business Hardware | View Hierarchy |

Goliath Business Hardware

InsightsEngagement ActivityContact List

Last 10 days

Stage

Contacts Engaged

Last Activity

#

All3 days ago50

VP of Sales2 days ago12

Marketing Operations Specialist3 days ago11

VP Marketing6 days ago10

Sales Assistant2 weeks ago9

Director of Marketing1 month ago8

Engagement Type

Last Activity

#

All3 days ago50

Calls with Sales Rep2 days ago12

Form Fills3 days ago11

Website Visits6 days ago10

Email Clicks2 weeks ago9

All Engagement Activity

Engaged

Awake Regressed

Engaged

Sep 19, 20196:44 pmPage VisitMarketing AutomationContent Press Release: New Funding from Investor GroupHelen King

Sep 1, 20193:24 pmPage VisitWeb DesignContent Press Release: New Funding from Investor GroupAnonymous

Sep 17, 201910:57 amPage VisitWeb DesignContent Press Release: New Funding from Investor GroupAnonymous

Jul 30, 20196:40 pmEmail OpenMarketing AutomationContent Press Release: New Funding from Investor GroupContent Events: Webinar RegistrationLisa Lee

Jul 24, 201911:19 amPage VisitWeb DesignContent Product Guides: Goliath Flash StorageAnonymous

Jul 24, 20196:40 pmWeb VisitWeb DesignContent Product Guides: Goliath Flash StorageAnonymous

Here's how a few of our customers have delivered better experiences by breaking down silos.



+13% in overall pipeline

Deal size increased by  
20%

2x greater reach

33% higher engagement

200% increased MQL  
creation

25% increase in average  
contract size

25% decrease in time to  
close deals

A background image showing a group of business professionals in an office setting. In the foreground, a woman with dark curly hair and a man with short white hair and glasses are looking at a laptop. In the background, another woman is visible, and the office has large windows and modern decor.

Get a free demo today  
Visit [dnb.com/abm](https://dnb.com/abm)

#### ABOUT DUN & BRADSTREET

Dun & Bradstreet, a leading global provider of business decisioning data and analytics, enables companies around the world to improve their business performance. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity. Twitter: [@DunBradstreet](https://twitter.com/DunBradstreet)