

Sales & Marketing Solutions

Data in Action: Improve MarTech ROI. Drive ABM Strategies.
Increase Sales Efficiency.

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

1. A single, connected 360 view of customers and prospects for confident decision making
2. Insightful, timely data and analytics about their buyers to hyper-personalise their messages and offers
3. Omni-channel activation of personalised journeys and provision of corresponding insights to sales to accelerate sales productivity.

Unlike alternative providers who introduce new silos into the MarTech stack and force you to operate within walled gardens, Dun & Bradstreet solutions provide:

- Deep insights into your existing technologies
- Open activation across any channel
- Automated omnichannel orchestration
- End-to-end value measurement.

Dun & Bradstreet solutions achieve this with native integration into leading Martech software to accelerate time to value and minimise client implementation resource requirements.



MASTER

Enable a sustainable data-management process for confident decision making across your sales and marketing organisation.



SEGMENT

Continuously integrate and maintain a single view of account data from across your organisation that enables you to understand complete account hierarchies, recognise wallet share in your customer-base, and layer on risk as a decisioning element in prioritisation.



ATTRACT

Rapidly and easily deploy always-on campaigns across marketing channels to create consistent experiences for your target buyers.



ENGAGE

Identify anonymous web traffic and create personalised buyer experiences, reducing friction in the buying process.



CONVERT

Align sales and marketing teams and ensure that sellers are empowered with the right insights to effectively harvest demand and convert pipeline to revenue more effectively.



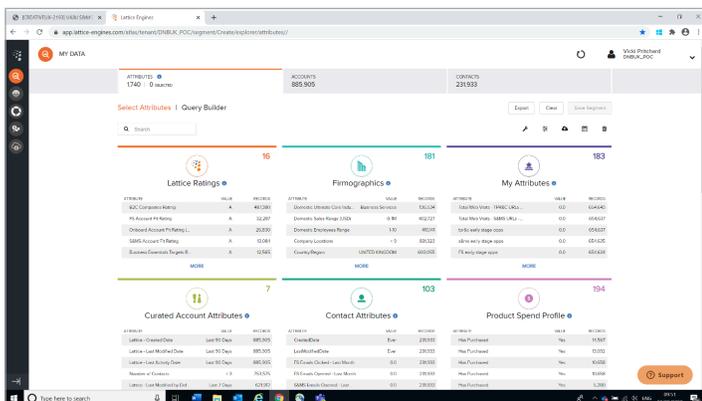
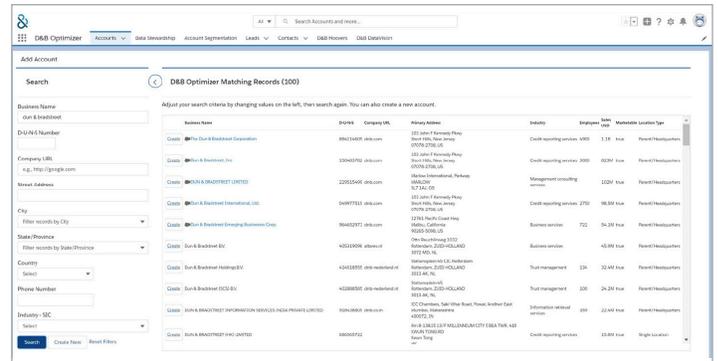
MASTER



DATA CLEANSING AND ENRICHMENT

Improve and maintain the quality and completeness of your account and contact data to drive consistent and accurate reporting and Improve targeting.

Master your data with confidence using Dun & Bradstreet's Live Business Identity, linking every record in your universe to a unique record in the Data Cloud, comprising over 400 million business records updated 5 million times daily.



CUSTOMER 360

Consolidate first and third party data to create a 360 degree view of your accounts and contacts to execute more effective campaigns.

Merge business data using Dun & Bradstreet's proprietary matching algorithm and connect hierarchy relationships between over 120 million businesses.

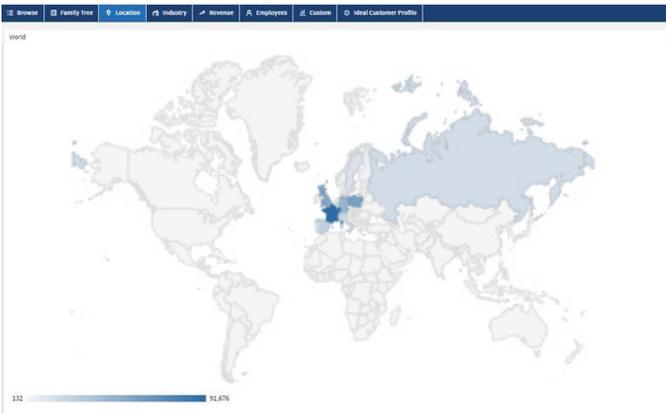
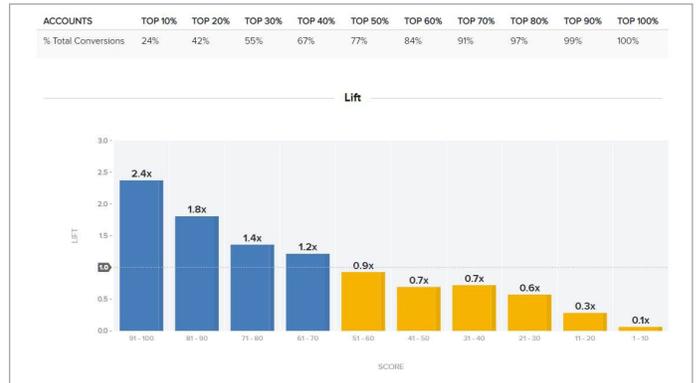
SEGMENT



LEAD AND ACCOUNT PRIORITISATION

Identify and prioritise campaign targets (entities and contacts) to deliver higher quality leads across all marketing channels.

Segment your universe using data from thousands of sources collected globally from Dun & Bradstreet's worldwide data partners, international registers, business websites, and legal filings.



TOTAL ADDRESSABLE MARKET ANALYSIS

Find accounts that resemble your ideal accounts, and append contacts to increase reach for sales and marketing, understand your whitespace, and support territory planning.

Dun & Bradstreet's AI platform combs through the thousands of attributes and signals across the data cloud to predict which accounts are most likely to buy.

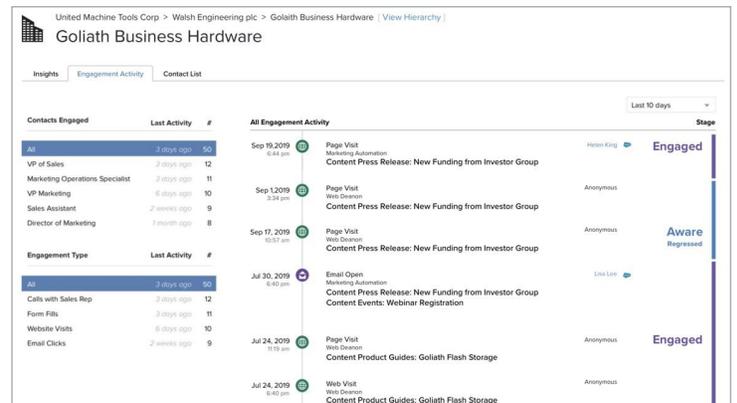
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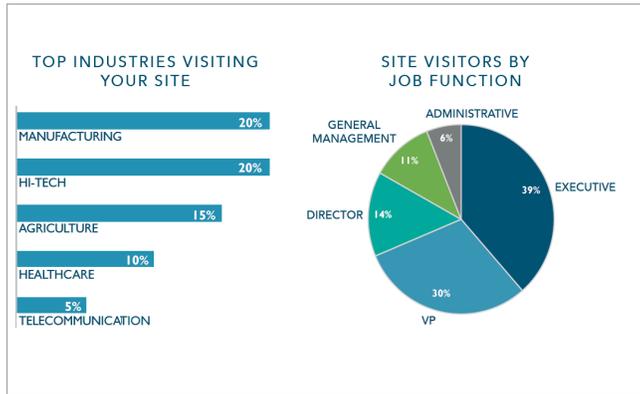
ACCOUNT BASED ADVERTISING

Scale ability to drive 1:1 omni-channel programs across display, social and email marketing to target accounts in order to increase web visitors/ hand raisers and improve Marketing ROI.

Utilise Dun & Bradstreet Buyer Intent data to identify accounts actively researching across the web and engage them when they are ready to buy.



ENGAGE



WEB ANALYTICS AND PERSONALISATION

Identify website visitors for early signals to sales and account management, and also to understand what is converting your target accounts, re-orient digital strategies and increase engagement with personalised content.

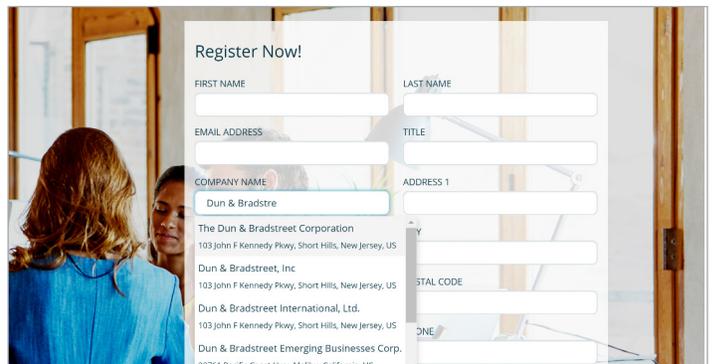
De-anonymise your web traffic using Dun & Bradstreet's mapping of over 4 billion IP addresses.



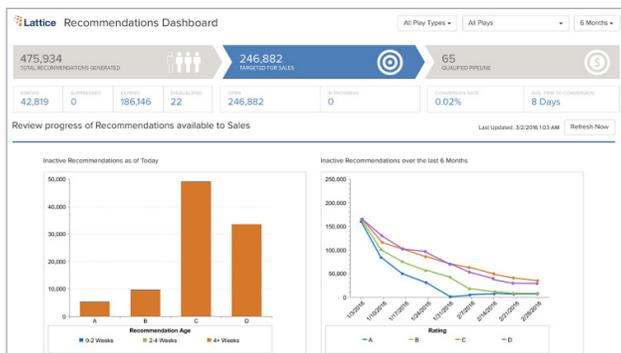
FORM FILL

Automatically pre-populate web forms to increase form conversion rates.

Increase the quality and number of completed forms via automated validation of name and address fields at point of entry.



CONVERT



ACCOUNT BASED SALES

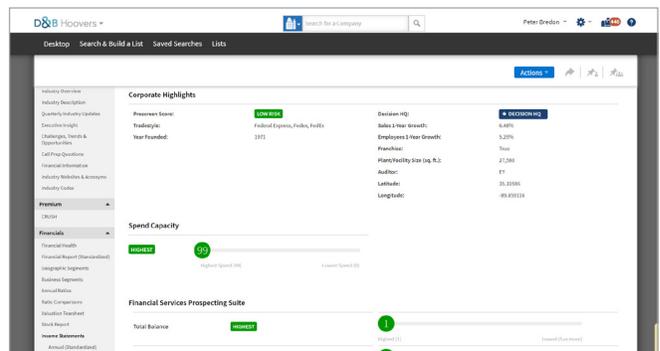
Focus selling efforts on the accounts with the highest potential and support sellers with inbound lead scoring with focused recommendations and contextual talking points to increase close rates and expand pipeline with qualified opportunities.



SALES INSIGHTS

Empower informed conversations with in-depth company and contact insights and analysis and streamline targeting efforts using sophisticated search and list building capabilities.

Real-time account alerts search over 1 billion websites and social pages per day to help sellers engage with relevance.



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



Get a free demo today
Visit dnb.co.uk/abm

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