dun & bradstreet

D&B Audience Targeting

Serve the right digital ads to the right B2B audiences.

In the B2B world, multiple buyers within a single account could be at different stages along the buying process — with 74% having completed more than half their research before engaging your sellers. Our research shows that 78% of B2B marketers will spend up to 50% of their budgets on programmatic advertising to reach those buyers with scale to help drive leads and sales conversions.

With marketers using similar channels and technology platforms to reach and engage buyers, the only real way to gain a competitive advantage is to leverage complete and accurate data to deploy more targeted, intelligent, and relevant messages.

MAXIMIZE ACCURACY, MINIMIZE WASTE

Online programmatic campaigns perform the best when you are using reliable and verified data — deterministic data, not probabilistic data based on assumptions. We improve programmatic campaign targeting by bringing

the world's largest and most trusted commercial database online — with company records derived from 30,000 sources and 70M+ B2B contact records — by aligning it to more than 300M+ cookies.

Our proprietary Data Universal Numbering System, commonly known as the D-U-N-S® Number, is a unique global business identification system that validates businesses, enabling you to:

- Bridge online and offline campaigns — tying your display ads back to your Marketing Automation and CRM Platforms for full-funnel attribution and closed-loop reporting.

- Drive successful Account-Based Marketing efforts by making sense of the complex relationships between holding companies, subsidiaries, divisions, and branches of companies you're targeting online.

HOW AUDIENCE TARGETING WORKS:

| IDENTIFY | ACTIVATE | OPTIMIZE |

IDENTIFY

- **Account-Based Marketing:** Segment by companies you want to target, customers with untapped opportunities, or partners you want to engage.

- **Standard Segments:** Access 300+ pre-built firmographic segments across Company Size, Industry, Job Title, Seniority, Decision-Makers and B2B Professionals categories.

- **Premium (Predictive) Segments:** Layer 50+ predictive indicators based on proprietary D&B analytics such as Account Marketability Score, Spend Capacity, and Company Growth to target audiences likely to do business with you.

ACTIVATE

We bring the segments you select online by matching to 250M+ cookie-based footprints across two-thirds of US businesses and deliver that data back into your campaign workflow in as little as 24 hours.

We deliver the data segments directly to your:

- In-House Marketing Team or Agency
- Ad Agency Partner
- Trading Desk
- Demand Side Platform (DSP)
- Data Management Platform (DMP)
- Facebook Ads Manager
- Tailored Audience for Twitter Ads

OPTIMIZE

At the end of your campaign, we will work with you to:

- Broaden reach by modeling larger audiences or similar audiences in new markets
- Optimize future audience segmentation
- Better attribute campaign spend and measure ROI

DATA WHERE AND WHEN YOU NEED IT

We take a platform agnostic approach to improve your programmatic advertising efforts. To maximize the availability of our data and ensure seamless integration with your campaign workflow, we've established strategic partnerships with industry-leading platforms, including but not limited to:

Ask us for a free Digital Audience Reach Report before your next campaign. Email AudienceSolutions@DNB.com to learn more.

1. "Myth Busting 101: Insights Into The B2B Buyer Journey" © Forrester Research, 2015.
2. "Programmatic Advertising & the B2B Marketer" © Dun & Bradstreet, Inc. 2015.

ABOUT DUN & BRADSTREET

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. For more about Dun & Bradstreet, visit DNB.com.

www.dnb.com