

dun & bradstreet

FOR MARKETING



# D&B Optimizer

Empower Your Organization with Accurate, Actionable Data for Marketing

## THE NEED FOR QUALITY DATA

As a B2B marketer, you need to identify your best opportunities for growth and align your efforts accordingly. You need to establish a common understanding of your ideal markets between marketing and sales, build stronger relationships with prospects and customers and accelerate growth for your organization. But your data often lacks consistency across systems and your campaigns are not integrated well enough to target the best audiences consistently across channels. Quality data that can be aligned across systems is the driving force to help identify the markets that will mean the most for your business.

D&B Optimizer for Marketing helps unite and align your marketing and sales data so you can connect online and offline activities. Loaded with advanced analytics and easy integration into your MarTech and CRM systems, D&B Optimizer helps unlock the value in the data you have and enhances the new data you collect every day. It also drives more effective segmentation and targeting to accelerate growth in your business.

Dun & Bradstreet's leading commercial database of over 300 million business records is powered by D&B Master Data and the Dun & Bradstreet D-U-N-S Number®. This data fuels D&B Optimizer with deep company linkage and account intelligence enabling you to:



### Optimize

your company and contact data so that it is accurate and actionable.



### Analyze

your company data to discover your primary profiles and best market opportunities.



### Target

your audience acquisition, account-based marketing (ABM), and digital advertising efforts.

## OPTIMIZE: MAINTAIN QUALITY DATA

D&B Optimizer can dramatically boost the health of your data, giving you confidence that you're targeting the right organizations and contacts, personalizing your content effectively and improving the success of your programs across all channels. Interactive dashboards enable you to analyze your data, implement data stewardship practices and visualize where to focus your efforts.

With D&B Optimizer, you will have the tools to ensure your data stays clean, complete, and actionable across the duration of your subscription. We will identify companies no longer in business, invalid email addresses, duplicate records, and provide more than 170 firmographic details for rich company insights to drive territory alignment and lead prioritization.

D&B Optimizer plugs into your online web forms to reduce friction and improve conversion rates while providing robust insights to support lead prioritization, account-based marketing, and sales enablement initiatives.

### Key Benefits

- Effectively govern your sales and marketing data
- Drive better segmentation and targeting
- Increase form conversions and data completeness
- Empowers a targeted ABM strategy by leveraging the D-U-N-S numbering system

## ANALYZE: IDENTIFY YOUR TARGET PROFILES

Analyze supports your market segmentation efforts through machine-learning analytics models. In less than five minutes, sophisticated algorithms identify key characteristics of the markets that represent the strongest opportunities for growth. No data scientist needed!

Analyze drives your targeting efforts forward by delivering a primary profile that provides key firmographic insights including revenue, industry and employee size. It takes that profile and uncovers your best look-alike market opportunities to ensure your ABM strategy stays on track and pipeline full.

The built-in prospecting capabilities of D&B Optimizer identifies companies in Dun & Bradstreet's robust database that mirror the characteristics of that specific profile. This empowers you to take your audience acquisition efforts to the next level.

### Key Benefits

- Leverage market opportunities for pipeline growth
- Uncovers the best whitespace opportunities
- Delivers primary profiles of your ideal audiences
- Target the decision-makers at the right companies

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## TARGET: ACCELERATE YOUR AUDIENCE ACQUISITION

Once your target audiences are established, D&B Optimizer allows you to build persona-based profiles, source new, high-quality companies and contacts and align your online and offline program activities. Our global database of over 300 million business records provides fresh fuel for your outbound programs and accurate insight on inbound efforts.

To further support your segmentation and targeting efforts, D&B Optimizer provides add-on data options, allowing you to augment your data sets with specialized information. Our technology install data provides our customers with competitive and complimentary insight on over 7,700 technologies utilized by a vast number of

global organizations. It also identifies your potential digital reach by matching your contact data to cookies and mobile device IDs. Predictive analytics provide additional details such as a company's spend capacity or growth trajectory, giving you the intelligence you need to focus your marketing and sales initiatives on the right audiences.

### Key Benefits

- Broaden your reach in key market segments
- Gain rich insight into your target audiences
- Achieve consistency and increase ROI across your online and offline campaigns



“Without Dun & Bradstreet, we couldn't have run the campaigns that we did or have the impact that we had on pipeline generation and bottom line revenue.”

– Chad Trainor, Aptean, Senior Director, Global Marketing Operations & Account Development



## GREAT MARKETING STARTS WITH GREAT DATA

According to SiriusDecisions, companies that proactively maintain their database can realize 66% higher conversions to revenue compared to those that do not. Building and executing demand generation programs fueled by clean and complete data drives more accurate targeting and segmentation, higher deliverability rates, and ultimately, more qualified leads for your sales team.

Dun & Bradstreet has helped hundreds of B2B marketers refine their demand generation engines. With reliable data stewardship, analytics and audience acquisition capabilities, D&B Optimizer provides the insights and access you need to achieve your marketing and sales objectives – and it's easier and more affordable than you think.

So, what are you waiting for? Visit [DNB.com/opt-for-mktg](https://dnb.com/opt-for-mktg) to get started.



### 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](https://dnb.com).

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