

D&B Visitor Intelligence

Unmask Anonymous Web Visitors to Reveal New Opportunities

WHAT DO YOU KNOW ABOUT WEB VISITORS?

Despite the mounds of data overwhelming marketers today, a whopping 98% of web visitors still remain anonymous.¹ Without insight into visitors, marketers are led to focus on increased web traffic as a benchmark for success – while buyers might actually be struggling to solve their challenges while browsing web pages.

FOCUS ON THE FACTS

D&B Visitor Intelligence helps B2B marketers unmask anonymous web traffic in real-time to understand the companies and buyer personas visiting their website. This enables a variety of valuable use cases including deeper web analytics, site experience personalization, lead mining, visitor engagement, pre-filling lead forms, and programmatic targeting. Here's how it works:

1. An anonymous visitor arrives on your website
2. The D&B JavaScript tag returns a match based on the visitor's IP address and browser cookies
3. Dun & Bradstreet data is delivered to your Web Analytics or Content Management System (CMS)

ACCELERATE THE BUYER'S JOURNEY

D&B Visitor Intelligence differs from other solutions on the market by using both incoming IP addresses and browser cookies for audience identification, which unmask companies of any size – from the Fortune 100 to local businesses. These map back to 40+ attributes such as the company name, industry, and a proprietary business identifier known as the Dun & Bradstreet D-U-N-S® Number, leveraged by 90% of the Fortune 500. With this intelligence you can:

- ✓ Get a deeper understanding of content consumption and site engagement by company and seniority
- ✓ Customize what content visitors see by industry, company revenue, and more
- ✓ Mine for leads and route them to the right sales or account representative through your CRM
- ✓ Route high-value traffic to the appropriate sales or customer support team for follow up
- ✓ Drive higher conversion rates on your web forms by requiring less work to fill in forms and auto-populating fields
- ✓ Append firmographic data to visitor records in a Data Management Platform (DMP) to allow for advanced audience modeling and activation

TURN ANONYMOUS WEB TRAFFIC INTO VALUABLE RELATIONSHIPS



Leverage Deterministic Data

D&B Visitor Intelligence matches digital identifiers to Dun & Bradstreet's best-in-class database of over 285 million business records from 30,000 sources in 190 countries, updated 5 million times a day



Unmask Visitors in Real-Time

Dun & Bradstreet's proprietary Digital Identity Resolution selects the most accurate match method and delivers data in milliseconds with no impact on website load times



Activate Data Where You Need It

Plug-and-play into D&B DataVision or any of the major players in the marketing technology ecosystem including Google Analytics, Adobe Analytics, Adobe Target, Marketo, Optimizely, and Eloqua

PREFILL WEB FORMS AND INCREASE CONVERSIONS

Online form engagement rates are notoriously poor. Get more information on visitors who arrive on your form pages, reduce the barrier to form completion, and improve the accuracy of submitted information with the D&B Visitor Intelligence Form Fill module.

With the power of flexible APIs, combined with the D&B JavaScript tag, you can improve conversions by 20% and double on-site interactions – shortening sales cycles and boosting revenue. Here’s how it works:

1. A visitor arrives on a form page
2. The D&B JavaScript tag attempts to return an initial match to 40+ fields based on the user’s IP address and cookies, pre-populating the lead form automatically
3. When the visitor enters their email address, powerful APIs validate the company, contact, and job title in real-time

4. Upon entering the first three characters of the company name, a dropdown menu automatically predicts the visitor’s company and address for easy selection

Visitor information can be fed into your Marketing Automation Platform (MAP), other databases alongside the form, or behind the scenes in hidden form fields. This flexibility allows you to drive higher engagement based on your business needs.

VISUALIZE AND SEGMENT YOUR VISITORS WITH D&B DATAVISION

D&B DataVision is a cloud-based solution that helps marketers profile, visualize, and segment their global customer and prospect data in a central location to identify the right audience targets for go-to-market campaigns. D&B Visitor Intelligence results can be fed directly into D&B DataVision to empower advanced segmentation and profiling of companies by website behavior and persona.

This provides an additional rich stream of information into D&B DataVision on top of your CRM, MAP, and other engagement touchpoints for deeper insights and analysis. Furthermore, with visitor data you can:

- ✓ Attribute success to go-to-market campaigns by measuring whether the right audience traffic ended up on your website and landing pages
- ✓ Uncover cross-sell opportunities by analyzing customers who visit new product pages
- ✓ Build entirely new audience segments based on on-site activity and behavior

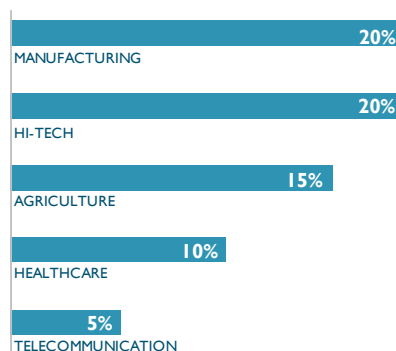
VISUALIZE YOUR VISITOR PROFILES

We’ll provide you with the percentage of web visitors matched to the 40+ business and persona attributes provided by D&B Visitor Intelligence. Here’s an example of what you’ll see:

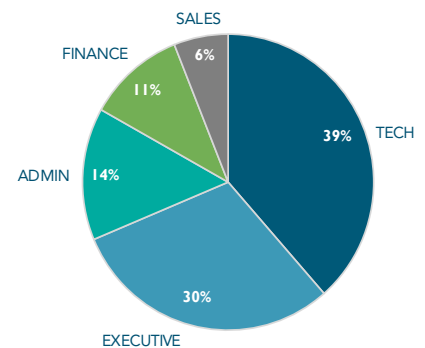
ACCOUNTS MATCHED BY D-U-N-S® NUMBER

Company	D-U-N-S #	Pageviews
Acme, Inc.	80-473-5132	567
Telco Limited	71-234-9276	430
Novoco LLP	12-423-1132	320
College of MA	11-432-9878	252
Frecom Utilities	09-892-1254	230
Play Corp.	45-453-1212	205

TOP VISITING INDUSTRIES TO YOUR SITE



SITE VISITORS BY JOB FUNCTION





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Visit dnb.com/visitor-intelligence-trial

Source:

1. Marketo: "Unmask Inbound Visitors." 2014.

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.