

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 when visiting your site.

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 helps to perform richer web analytics, personalize experiences, mine for leads, prefill webforms, and retarget visitors when they leave the website.

D&B Visitor Intelligence can improve form conversions by 20% and double on-site interactions – shortening sales cycles and boosting revenue. Here's how it works:

1. An anonymous visitor arrives on your website
2. A pixel we provide is activated on your website
3. D&B data is delivered to your Web Analytics or Content Management System (CMS)

ACCELERATE THE BUYER'S JOURNEY

The solution differs from other solutions on the market by matching incoming IP addresses, browser cookies, and mobile device IDs to a proprietary business identifier known as the D-U-N-S® Number, leveraged by 90% of the Fortune 500.

D&B Visitor Intelligence unmask the anonymous web traffic visiting your website including 40+ attributes such as the company name, location, D-U-N-S® Number, and industry. It also provides persona-level details such as job function and seniority. With this intelligence you can:

- ✓ Deliver highly personalized content by persona and industry through your CMS
- ✓ Mine for leads and route them to the right sales teams through your CRM
- ✓ Drive higher conversion rates on your web forms by requiring less work to fill in forms, auto-populating fields, and appending persona and company information
- ✓ Use firmographic and persona data of visitors to retarget digital audiences and fuel your offline marketing efforts

TURN ANONYMOUS WEB TRAFFIC INTO VALUABLE RELATIONSHIPS



Leverage Deterministic Data

D&B Visitor Intelligence matches digital identifiers to D&B's best-in-class database of 280M business records from 30,000 sources in 190 countries, updated 5 million times a day



Unmask Visitors in Real-Time

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



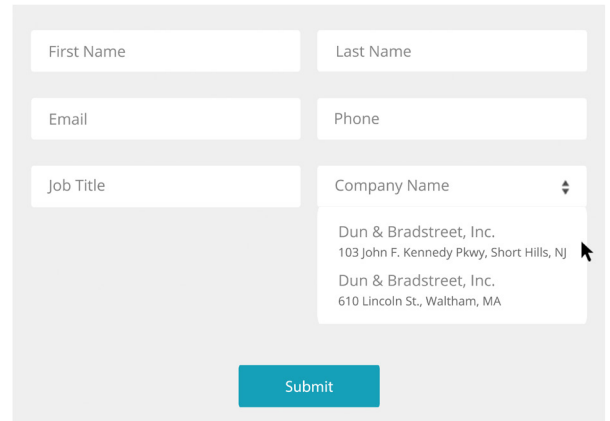
Activate Data Where You Need It

Plug-and-play into any of the major players in the digital advertising ecosystem including Google Analytics, Adobe Analytics, Adobe Target, Marketo, Optimizely, and Eloqua

PREFILL WEB FORMS AND INCREASE CONVERSIONS

D&B Visitor Intelligence gives you the option to combine three powerful capabilities in order to reduce abandonment and increase conversions:

1. Pre-populate 40+ attributes in your web form including job function and industry
2. Match company and contact data in real-time through powerful APIs
3. Simplify the form fill experience with a dropdown menu



A screenshot of a web form with the following fields: First Name, Last Name, Email, Phone, Job Title, and Company Name. The Company Name field is a dropdown menu with two options: "Dun & Bradstreet, Inc. 103 John F. Kennedy Pkwy, Short Hills, NJ" and "Dun & Bradstreet, Inc. 610 Lincoln St., Waltham, MA". A "Submit" button is located at the bottom right of the form.

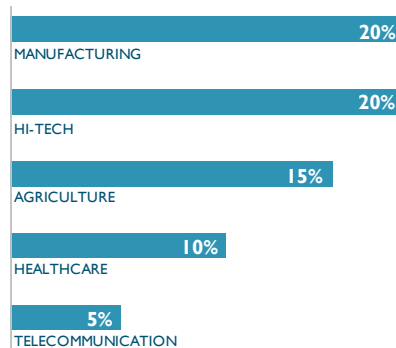
VISUALIZE YOUR VISITOR PROFILES

We'll provide you with the percentage of web visitors matched to the business and persona attributes you've selected. Here's an example of what you'll see:

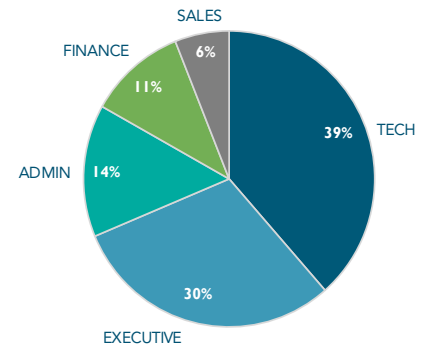
ACCOUNTS MATCHED BY
D-U-N-S® NUMBER

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

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