

# Increase Your Web Conversions in Real Time

## WEB VISITOR ID IS THE KEY

### Make Your Site Work Harder

In today's digital age, the easiest way for someone to interact with your brand is through your website. After all, 67% of the buyer's journey is now done digitally.<sup>1</sup> But what do you really know about the people who are visiting? Are you able to say what they want to hear, right on the home page? Show them what they want to see with customised graphics? Create personalised content just for them? With Web Visitor ID powered by Profound Networks, you can.

### Display Personalised Real-Time Content

Customise the digital experience of your web visitors to drive engagement. The more personalised and relevant their experience becomes, the more likely they are to transform from prospects to solid leads.

40.5% of online customers prefer to see offers targeted to their interests.<sup>2</sup>

### Understand and Segment Your Web Visitors

Gain instant access to company information of your most important visitors—such as business name, industry, geography and more—giving you a laser-sharp focus into which target segments to invest your marketing dollars.

61% of CMOs said they use customer data for targeting and segmentation, highlighting the desire to better understand and message their current and potential clients.<sup>3</sup>

## HOW WEB VISITOR ID WORKS

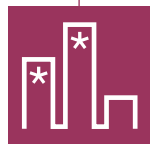


### FOCUS ON THE VISITOR, NOT THE VISIT.

We help you profile site visitors in real time with data from our global database of over 280 million business records. Matching a Dun & Bradstreet D-U-N-S® Number to identifier information of your visitor's organisation provides an in-depth business view that's unparalleled.

### CUSTOMISE YOUR SITE TO REACH CERTAIN AUDIENCES.

Once you gain a rich understanding of your visitors, you can create and serve up relevant content to your highest-impact segments.



### SEGMENT YOUR VISITORS INTO ADDRESSABLE GROUPS.

By returning over 20 data fields for each visitor profile, analysis starts instantly. We help you look at your repeat site visitors en masse, grouping them into categories such as industry, size and more. Not only can you see what types of companies are visiting your site, you can see what types aren't.

## What Exactly Can You Discover About a Visitor?

When you match an inbound lead to a D-U-N-S® Number, you can build a real-time visitor profile with useful information that can be used in limitless ways. Here are some examples of how that information can be used to your advantage:

### PRIMARY BUSINESS NAME

Learn the single name by which a visiting organisation is primarily known or identified.

### COMPANY WEBSITE

When you know the URL used by the company website, it's easy to do more in-depth research.

### STREET ADDRESS

Are they in a region that you support? With up to two lines of street address, you can quickly find out.

### TOP-VISITING INDUSTRIES

Is it tech, healthcare, government or education? When you know the main groups you're attracting, you know how to personalise your outgoing messages.

### MOST FREQUENT COMMERCIAL VISITORS

If you're getting multiple site visitors from a single company, there's probably a reason. Sounds like the perfect opportunity to reach out to them with unique content.

### FORTUNE 1000 VISITORS

These are the customers that would really make a difference to your business. With Dun & Bradstreet, you can call them out by name.

### NUMBER OF EMPLOYEES

A smaller business may be more casual than an enterprise. Make sure you're speaking the right language.

### ANNUAL SALES FIGURES

While you may think a site visitor sounds like a prospect, this is one way to make sure. Before you spend a lot of your marketing dollars on a visitor to your site, make sure they have the purchasing power to be worth it.

### FORBES LARGEST PRIVATE COMPANIES

Find out if a visiting company is ranked as one of the largest private companies by Forbes.

It's everything you need to know about who is visiting your site and what their potential opportunity may be.

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Make your site work for you with the power of Web Visitor ID.



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#### 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](http://DNB.com).

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