

GOING MOBILE

Customers are on the move and increasingly social. To broaden the customer experience, the B2B CMO needs good data and strong insights to help manage customer relationships no matter where they take place.

THE MOBILE WORKFORCE IS A REALITY



13.4M WORKERS

work remotely at least once a week, up from 9.2m in 1997.¹

GREW BY 69%.²

In 2014, global mobile data traffic

By 2019, monthly global mobile data traffic will hit

24.3 EXABYTES.³

THE CUSTOMER EXPERIENCE IS MOBILE TOO

56% OF B2B BUYERS

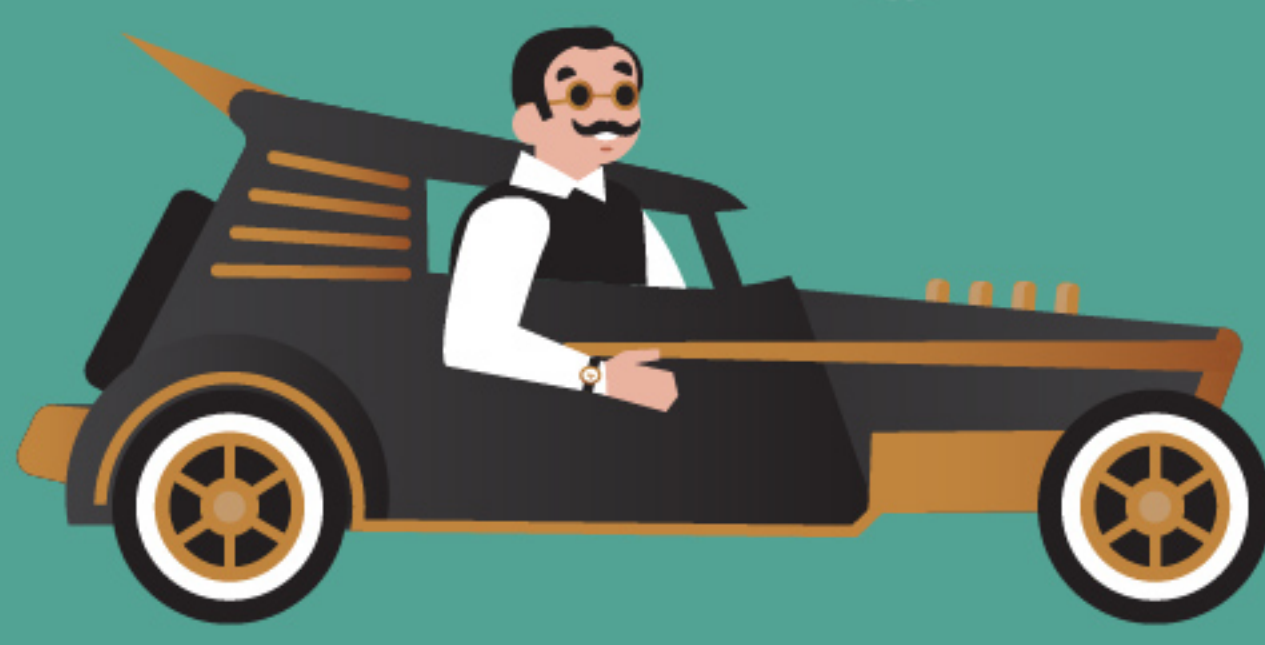
frequently access business-related content on their mobile phones.³

Nearly

33% OF CONSUMERS

have subscribed to mobile marketing from brands, but

35% AREN'T GETTING RELEVANT MESSAGING.⁴



MOBILE, AND SOCIALLY DRIVEN



TWITTER USERS

are more likely to visit B2B tech brand websites when they see tweets from the brands.⁵

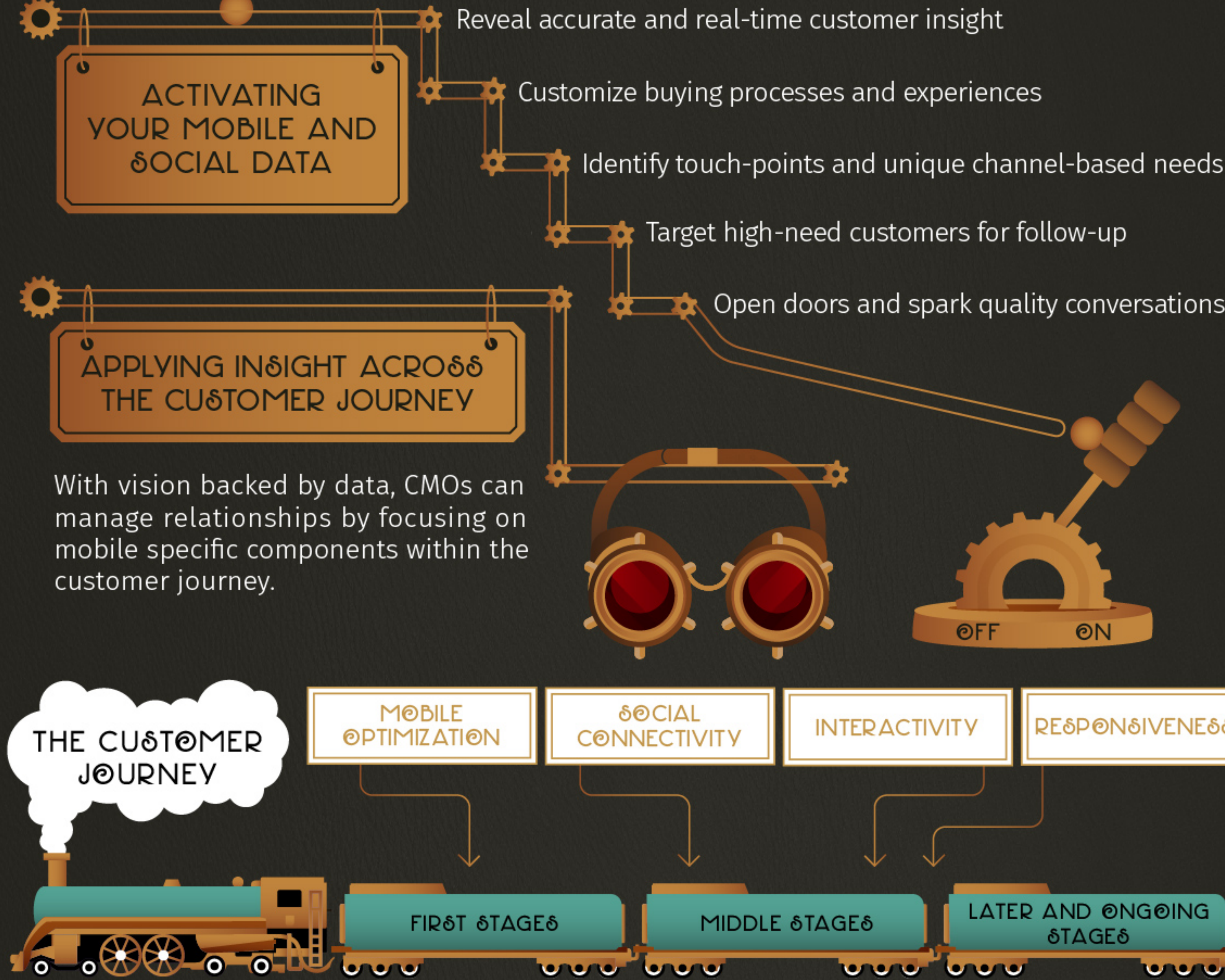
Twitter users visit B2B tech brand sites

19% MORE OFTEN

than average Internet users.⁵

ARE YOU READY FOR THE MOBILE EXPERIENCE?

Customers expect brands to be mobile and social. Are you ready? Marketers must arm themselves with mobile and social insight, and then seamlessly expand the customer experience to engage across multiple touch-points throughout their buying process.



MANAGING MOBILITY: WHAT CAN YOU DO?

As customers expect more from their relationships, CMOs must strategize to interact responsively and complete the overall experience across multiple channels.

How do you start leading the change?



DUN & BRADSTREET'S MOBILE CAPABILITIES HELP YOU LOCATE, QUALIFY AND MANAGE YOUR CUSTOMER EXPERIENCES. ALONG WITH OUR SUITE OF INTUITIVE PRODUCTIVITY TOOLS, WE PROVIDE ACCESS TO UNIQUE, DATA-INSPIRED INSIGHT ON COMPANIES, INDUSTRIES, AND CONTACTS - ANYTIME, ANYWHERE.

WHAT'S UP NEXT?

THERE IS ONE MORE WAY DATA CAN HELP CMOs OWN THE CUSTOMER EXPERIENCE. EXPLORE EACH OF THEM IN UPCOMING INSTALLMENTS OF THE AGE OF THE CUSTOMER INFOGRAPHIC SERIES.

THE SALESPERSON AS CUSTOMER HERO

Effective salespeople make for happy customers and good marketers make for effective salespeople. Find out how marketing teams can manage data in ways that help sales serve clients with sales acceleration tools.

FOR MORE INFORMATION

For more on how Dun & Bradstreet can help you thrive in the Age of the Customer, visit

dnb.com/cmo

dnb.com/connectors

SOURCES

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