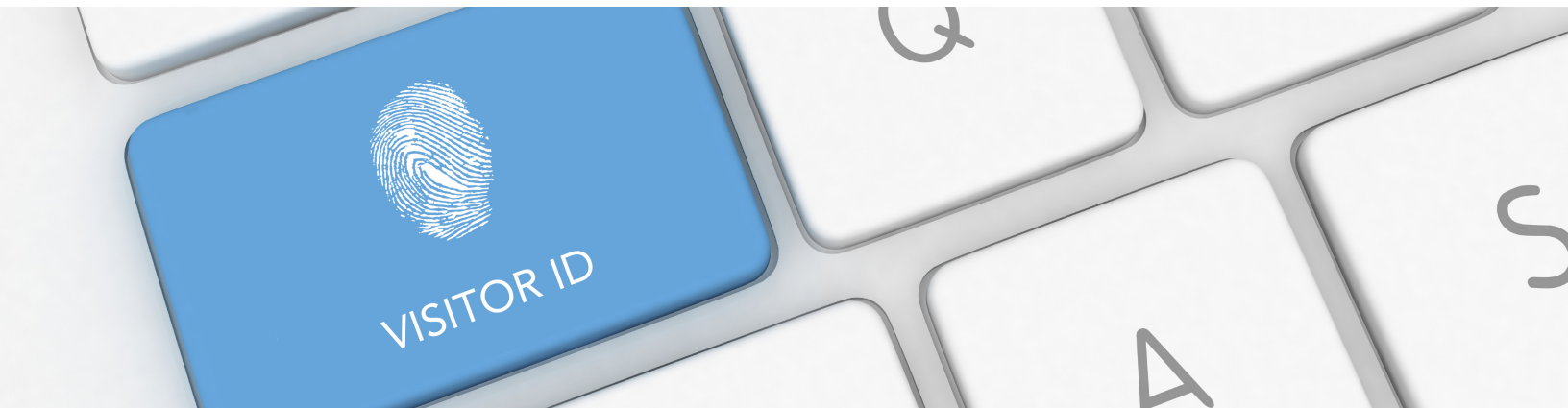


## Web Visitor ID

Focus on the Visitor, Not the Visit



### WHAT DO YOU KNOW ABOUT WEB VISITORS?

In today's digital age, the easiest way for someone to interact with your brand is through your website. But what do you really know about your web visitors?

Despite the mounds of data overwhelming marketers today, a whopping 98% of web visitors still remain anonymous.<sup>1</sup> 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.

### HOW OUR SOLUTION WORKS

We help unmask anonymous visitors by matching IPs, cookies, and mobile device IDs to a proprietary business identifier known as the D-U-N-S® Number. The D-U-N-S® unlocks both company and persona data of visitors and acts as a persistent key across Ad Tech, CMS, MAP, CRM, and BI platforms – eliminating attribution problems. Here's how it works:

1. Anonymous visitor arrives on your website
2. A pixel we provide activates on your website
3. Data is delivered to your Web Analytics or Content Management System (CMS)

Solutions that use IP addresses as a sole identifier can only recognize 1.5% of companies in the US, with no specificity around which office location the visit is coming from.

Furthermore, an IP address can never tie to a persona, and many decision-makers work outside the office.

D&B's proprietary Digital Identity Resolution unlocks 2/3<sup>rd</sup>s of US businesses through IP and cookie-based matching techniques, tying visits directly to an office location through the D-U-N-S® Number. The data is delivered to Google or Adobe Analytics and CMS platforms in milliseconds, with no impact on site load times. This allows you to:

- ✓ **Mine for Leads:** Identify which location visitors are from, and route leads to the right sales teams through your CRM.
- ✓ **Fuel Account Based Marketing:** Tie the D-U-N-S® Numbers of visiting accounts back to your MAP and CRM platforms for full-funnel attribution and closed-loop reporting.
- ✓ **Analyze Audiences & Build Target Models:** Use firmographic and persona data of visitors to fuel improved programmatic and retargeting efforts.
- ✓ **Personalize Your Site:** Deliver highly personalized content by persona and industry through your CMS.
- ✓ **Fill and Append Forms:** 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 in your CMS.

## FOCUS ON THE FACTS

Data fuels the marketing growth engine, yet most digital marketing focuses on probabilistic data, grounded in guesses. Our deterministic (factual) firmographic data on companies and demographic data on contacts are from verified sources that have been vetted for quality. Our DUNSRight™ quality assurance process ensures accuracy of 280M+ business profiles with 2,000 automated checks and 5M daily updates. Our CleneStep™ quality assurance process ensures accuracy of our 60M+ professional contacts.

## SAMPLES OF VISITOR INTELLIGENCE

### Business Identity

- D-U-N-S® Number
- Company Name
- Location
- Fortune 1000

### Professional Persona

- Job Function
- Job Seniority
- Vanity Title

### Firmographics

- Industry
- Annual Sales
- Number of Employees
- Company Net Worth
- Cash on Hand

### Enhanced Attributes

- Level of Marketing Desirability
- Viability vs. Its Peers
- Company Viability Over Next 12 Months

### Finance & Insurance:

- Likelihood of Active Loan
- Likelihood of Line Of Credit
- Card Offer Responsiveness
- Paydex Score (Bill Payment)
- Delinquency Rate

### Technology & Telecom:

- Annual IT Spend
- Annual Telecom Spend
- Annual Office Equipment Spend

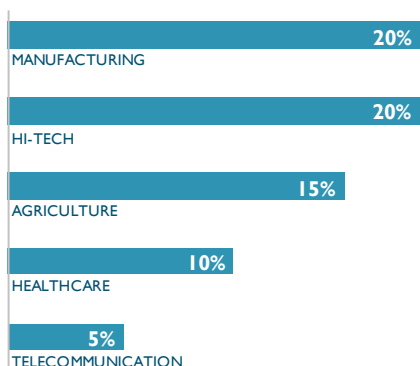
## CURIOUS ABOUT HOW IT ALL WORKS? GET STARTED WITH A 30-DAY TRIAL

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:

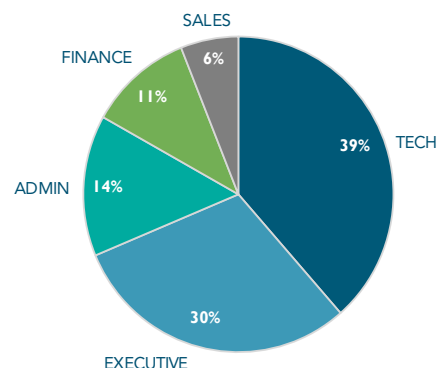
ACCOUNTS MATCHED BY  
D-U-N-S® NUMBER

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

TOP VISITING INDUSTRIES  
TO YOUR SITE



SITE VISITORS BY  
JOB FUNCTION



Contact us at [audiencesolutions@dnb.com](mailto:audiencesolutions@dnb.com) to learn more.

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