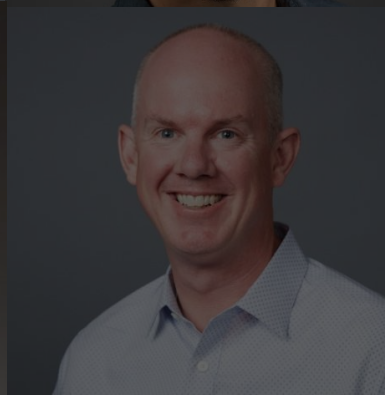
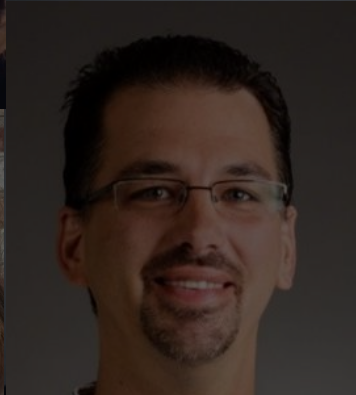
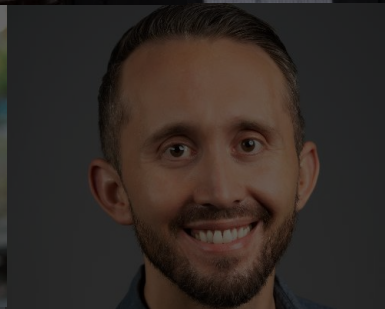
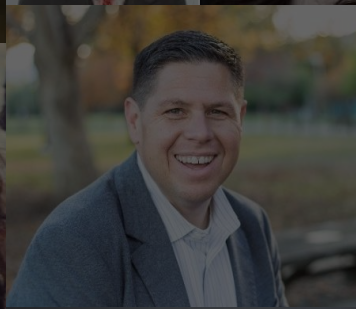
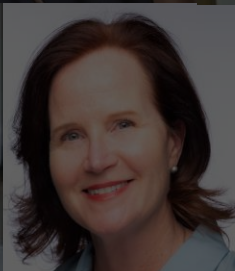


dreamforce

dun & bradstreet

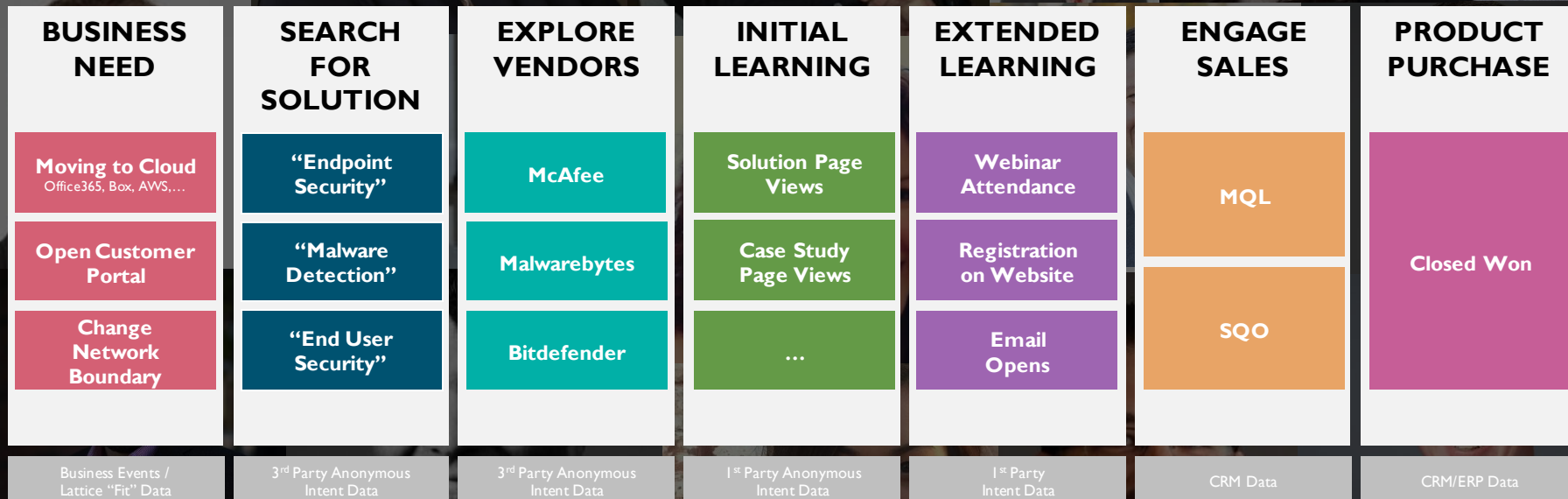
Accelerate ABM Success
with AI and Data





MARKETERS ASPIRE TO ENGAGE ACROSS THE ENTIRE BUYER JOURNEY

BUYER JOURNEY



30%

Marketing Budget Allocated to Technology

Gartner®

12%

Marketers report high confidence in data accuracy

FORRESTER®

84%

Marketers say data management is a key weakness

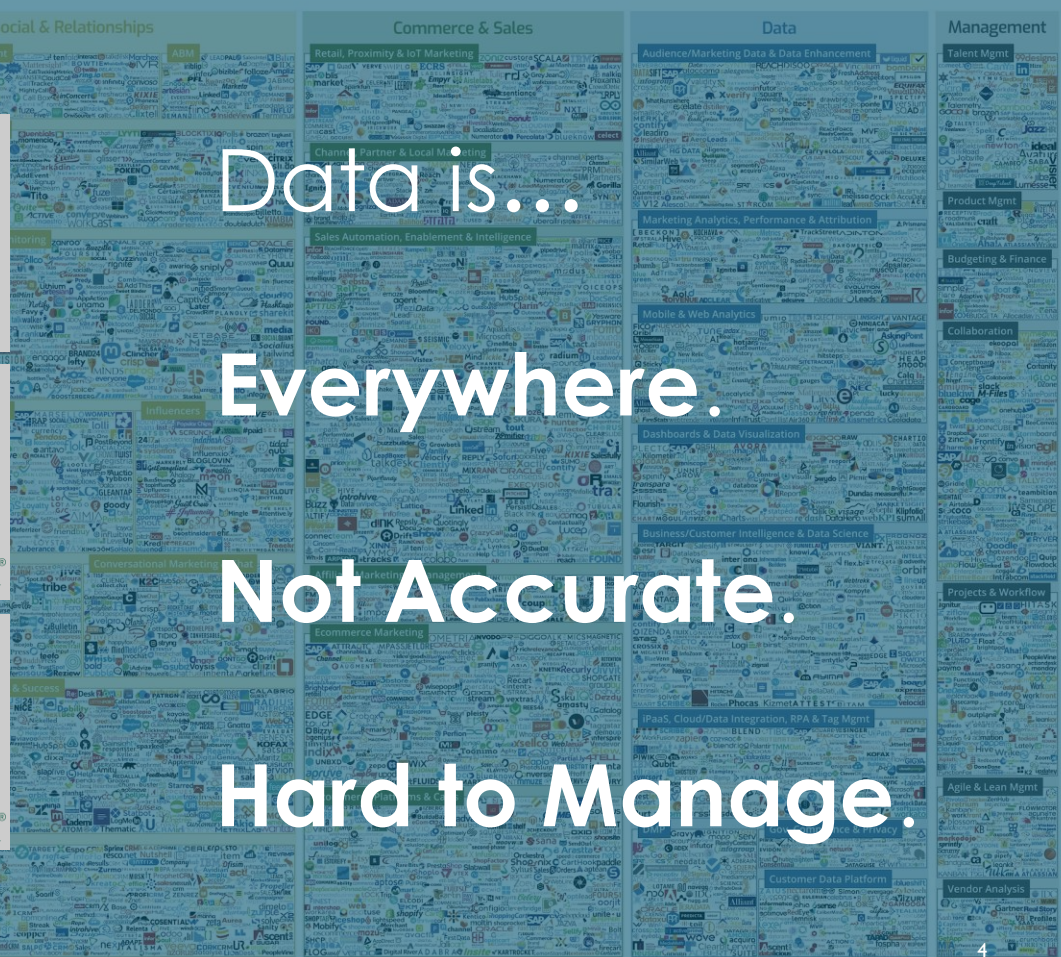
FORRESTER®

Data is...

Everywhere.

Not Accurate.

Hard to Manage.



LATTICE IS YOUR SINGLE SOURCE OF MARKETING TRUTH

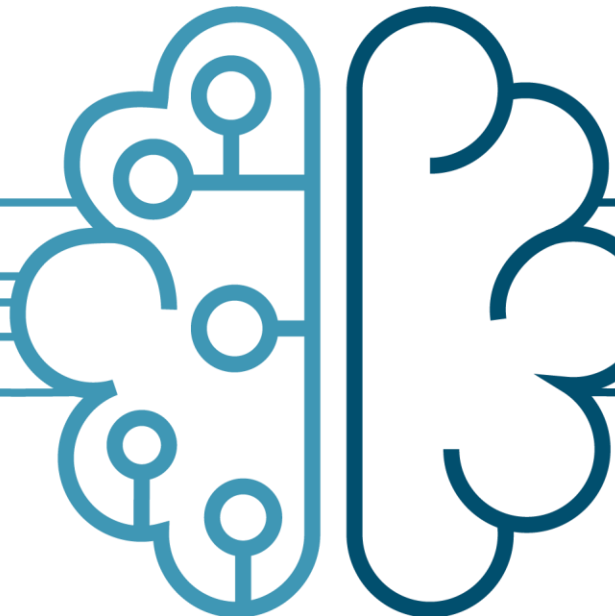
CONNECT...

ALL DISPARATE SILOS



SEGMENT...

WITH ANALYTICS & AI



ACTIVATE...

ALWAYS-ON, OMNICHANNEL CAMPAIGNS



SALESFORCE CUSTOMERS USE LATTICE TO ACCELERATE ABM SUCCESS

amazon

\$178B - Fortune #8



AT&T

\$161B - Fortune #9

verizon

\$126B - Fortune #16

Google

\$111B - Fortune #22



EMC²

\$79B - Fortune #35

SAMSUNG

\$62B Annual Revenue



\$52B - Fortune #58

Honeywell

\$41B - Fortune #77



\$24B - Fortune #121

usbank

\$24B - Fortune #122

ThermoFisher
SCIENTIFIC

\$21B - Fortune #144

STAPLES

\$20B Annual Revenue

STAPLES

\$20B



\$15B - Fortune #189

PayPal

\$13B - Fortune #222

HENRY SCHEIN

\$12B - Fortune #238

Office
DEPOT

\$11B - Fortune #281

Gordon
FOOD SERVICE

\$12B Annual Revenue



\$11B



\$10B - Fortune #285

Expedia

\$10B - Fortune #295

FIS

\$10B - Fortune #302

Frontier
COMMUNICATIONS

\$9B - Fortune #325

Adobe

\$7B - Fortune #389

vmware

\$7B

FORTIVE

\$7B - Fortune #420

United
Rentals

\$7B - Fortune #424

iHeartMEDIA

\$6B - Fortune #452

PATTERSON

\$6B - Fortune #490

worldpay

\$5B



Measuring Impact Across their Funnel

80%

Faster Campaign Lead
Times

2.3X

Lower Cost per
Qualified Lead

65%

Greater
Engagement

3X

More
Pipeline

35%

Higher
Deal Size

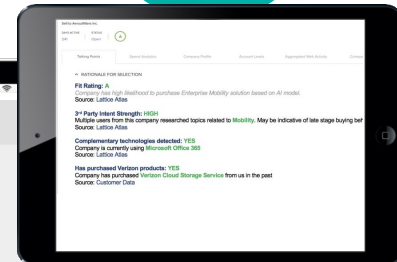
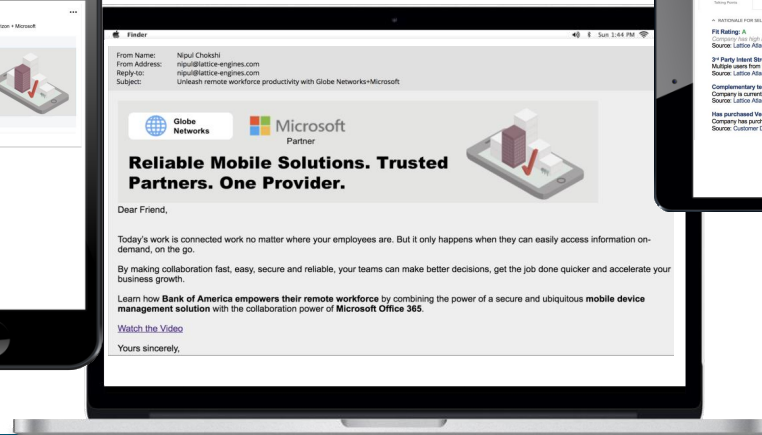
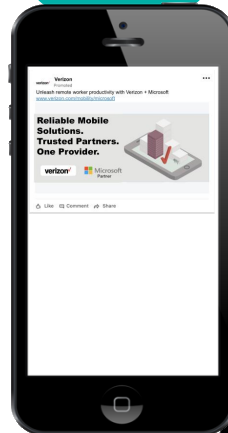
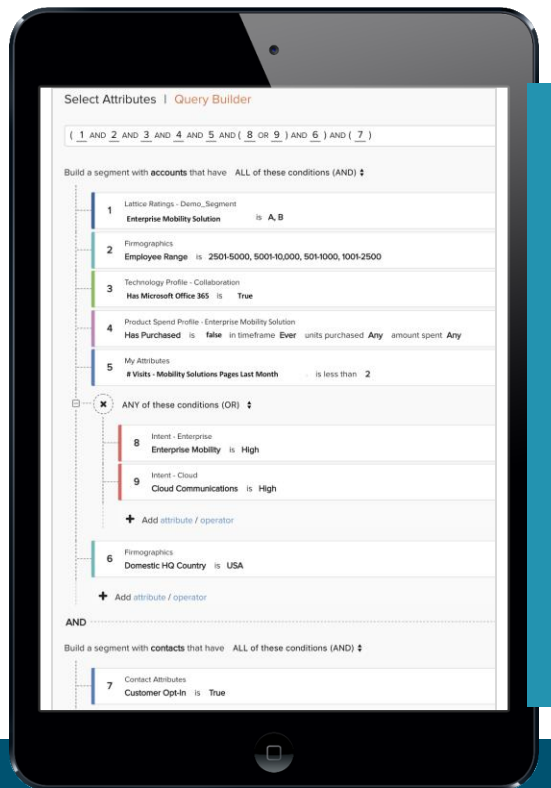
3%

Increased Quota
Attainment

LATTICE EMPOWERS YOU TO EASILY DELIVER 1:1 OMNI CHANNEL CAMPAIGNS

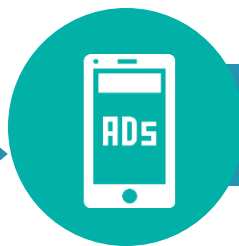
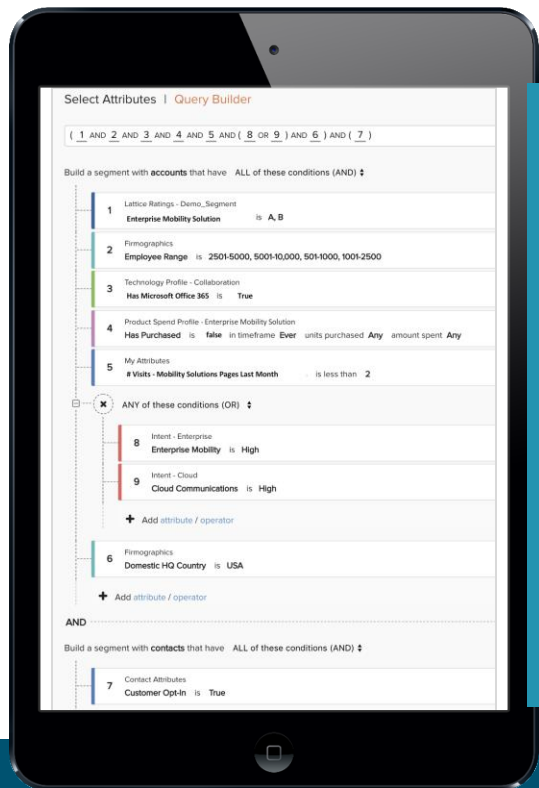
Segment Once

Execute Everywhere

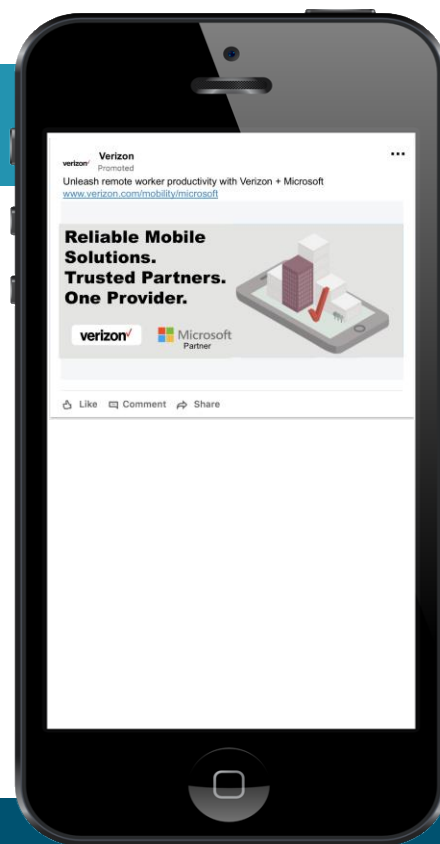


YOUR DATA FOUNDATION FOR DELIVERING 1:1 OMNI CHANNEL CAMPAIGNS

Segment Once



Personalized Ads

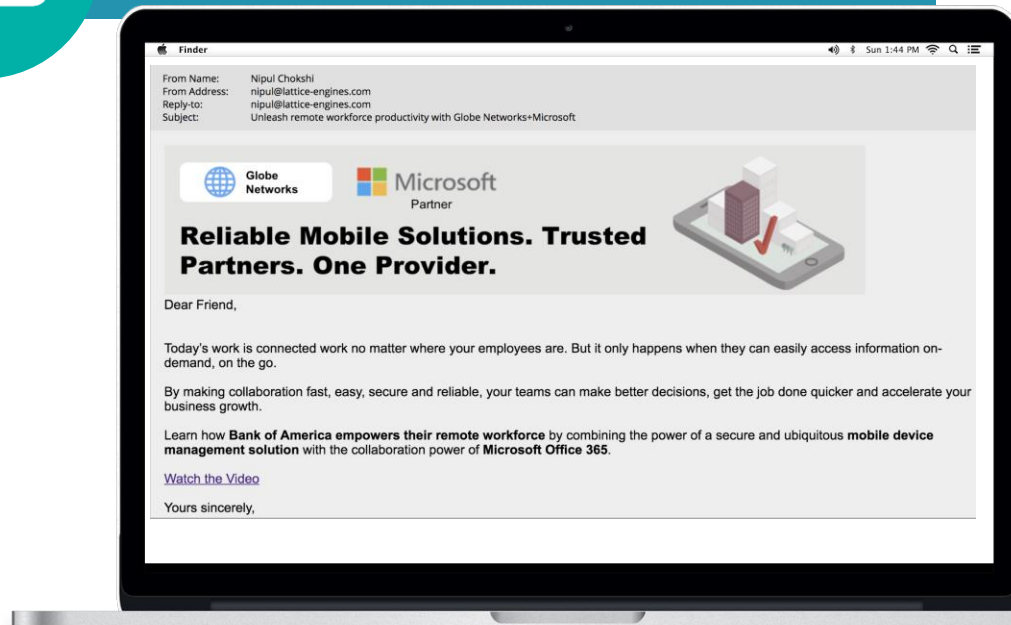
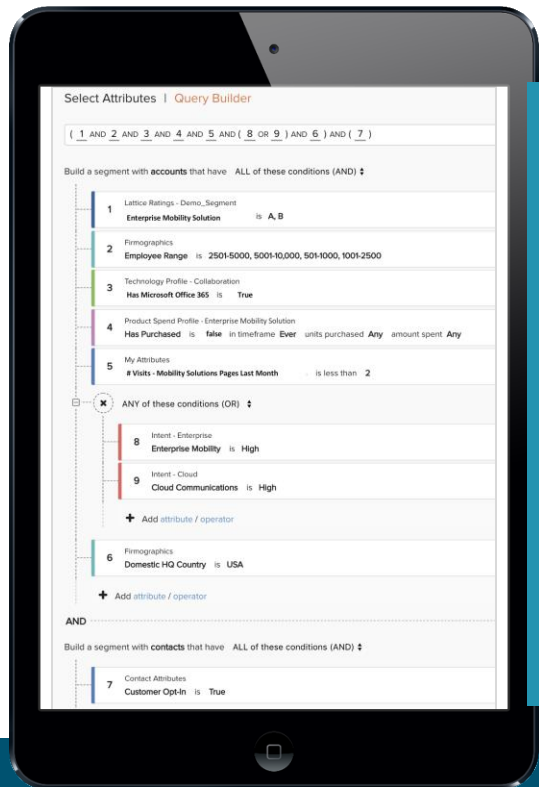


YOUR DATA FOUNDATION FOR DELIVERING 1:1 OMNI CHANNEL CAMPAIGNS

Segment Once



Hyper-Targeted Email

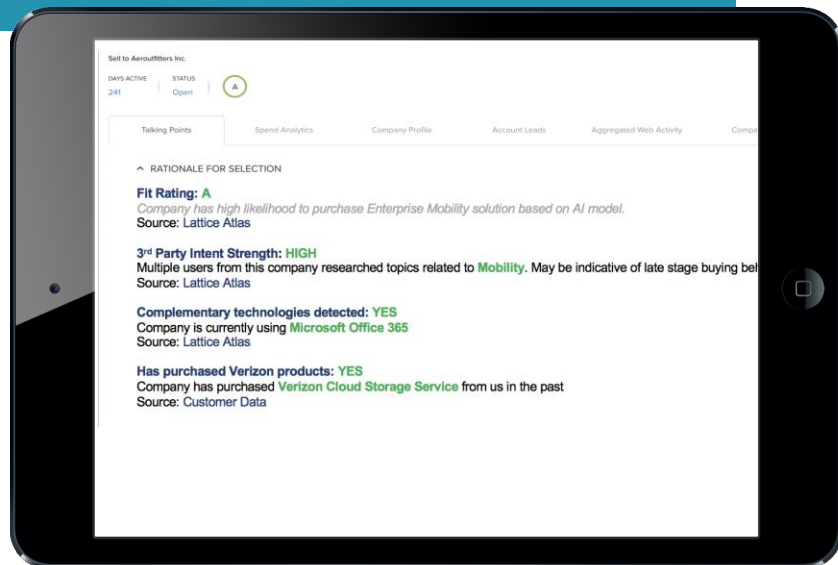
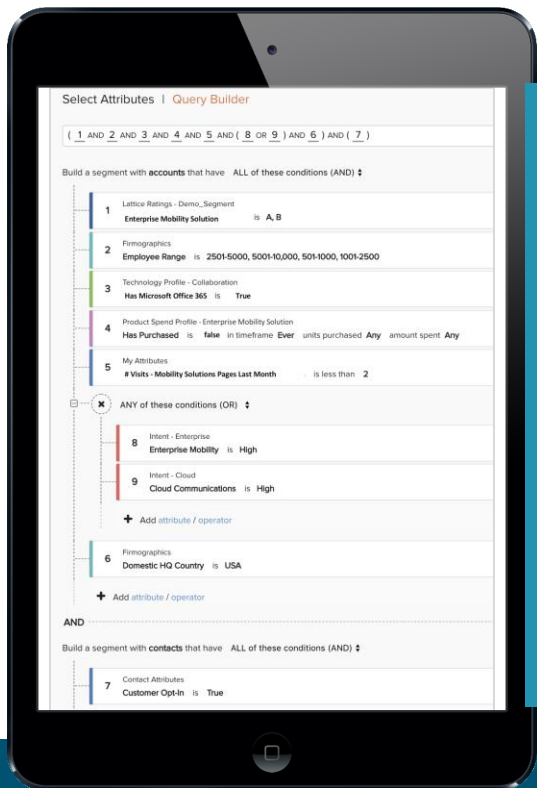


YOUR DATA FOUNDATION FOR DELIVERING 1:1 OMNI CHANNEL CAMPAIGNS

Segment Once



Contextualized Sales



Q&A

dun & bradstreet