

D&B Lattice

Simplify Your Data. Operate More Productively. Meet the Best-in-Class B2B Customer Data Platform.



END YOUR DATA CHALLENGES NOW

With the increasingly digital and self-serve buyer's journey, marketers have a multitude of technologies to find and engage customers. This has resulted in siloed data across systems and teams, complicating the ability to deeply understand customers, know who to target, and what to offer them.

Siloed data is creating wasted marketing dollars, tension between sales and marketing, and poor customer experiences. This is where a powerful customer data platform (CDP) comes in.

AI-POWERED ABM AND DIGITAL MARKETING JUST GOT SMARTER

We're proud to welcome Lattice Engines to the Dun & Bradstreet family and thrilled to offer you the best-in-class CDP.

Recognized by industry analysts and loved by end users, D&B Lattice was named a Leader in "The Forrester New Wave™: B2B Customer Data Platforms, Q219," "The Forrester Wave™: B2B Customer Analytics Q119," a Leader in ABM by OVUM, and was voted Best Marketing and Sales Intelligence solution by CODiE. It also boasts a 4.5/5 customer rating on G2 Crowd!

HOW IT WORKS

Our solution empowers B2B marketers to deliver better outcomes for their omnichannel campaigns and account-based marketing (ABM) programs across the funnel by helping you to:



CONNECT

Create a clear view of customers and prospects by connecting data silos



SEGMENT

Identify ideal prospects and improve productivity and impact audiences using AI and Dun & Bradstreet data



ACTIVATE

Drive personalized omnichannel campaigns, better team alignment, and a stronger ROI with targeted audience segments

We all want to engage our buyers effectively at each stage of their journey and generate revenue for our business faster. The challenge? Buyer data lives everywhere and assembling it for segmentation and targeting can be painful.

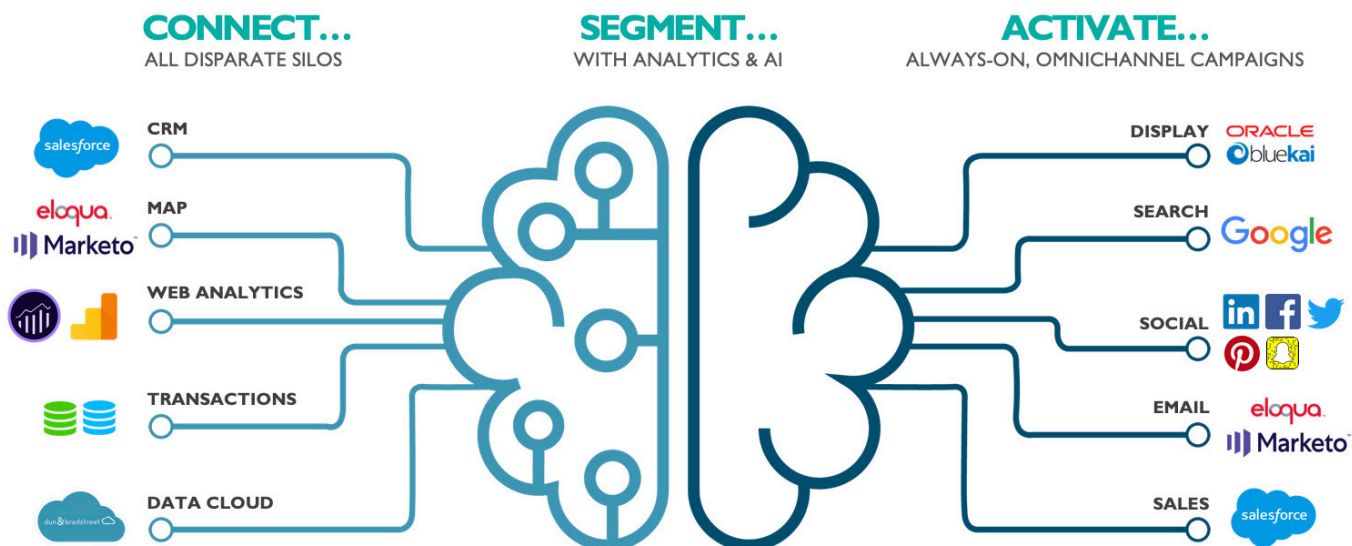
D&B Lattice customers can reduce the process to identify campaign targets from weeks to hours!

HOW WE HELP OUR CLIENTS GROW

Our customers use D&B Lattice as their CDP to accelerate B2B sales and measure improvement across the major metrics of their B2B funnels. They also leverage D&B Lattice to easily deliver 1:1 omnichannel campaigns that reach a targeted, valuable audience. Whether you're looking to generate new customers or further develop relationships with existing customers, the artificial intelligence (AI) available through D&B Lattice enables you to drive measurable business impact through:

- **ATTRIBUTABLE NEW DEALS** by finding net-new "high-fit" and "in-market" prospects
- **HIGHER FUNNEL CONVERSION** by automating personalized emails and digital ads
- **HIGHER SALES CONVERSION** with contextual conversations and better prioritization
- **EARLY CHURN DETECTION** by analyzing declining spend patterns over time
- **INCREASED UP-SELL AND CROSS-SELL** by identifying of next best customer actions to call for a product or solution

D&B LATTICE IS YOUR SINGLE SOURCE OF CUSTOMER DATA TRUTH



WITH ACCESS TO D&B LATTICE, CLIENTS HAVE SEEN:

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

Ready to help increase conversion rates and revenue?

See what D&B Lattice can do today: dnb.com/free-demo-lattice

ABOUT DUN & BRADSTREET

Dun & Bradstreet, the global leader in commercial data and analytics, enables companies around the world to improve their business performance. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity.