dun & bradstreet

Adobe

Digital Marketers Expand Audience Reach With Dun & Bradstreet and Adobe

Adobe customers identify and target prospects cross channel with Dun & Bradstreet business firmographics and persona data

B2B marketers have a clear objective – repeatedly deliver the best experience to customers along their buying journey. Lack of customer insight becomes a big stumbling block, causing missed opportunities for targeted engagement with meaningful messaging across multiple marketing channels.

Adobe has partnered with Dun & Bradstreet to help companies drive improved targeting in their B2B digital marketing campaigns with deterministic fact-based data. This integrated set of offerings in Adobe's Marketing Cloud combine the world's largest commercial database of over 280 million business records curated from over 30,000 global sources with online cookies, IP address match, and mobile device ID information and features more than 700 targetable audience attributes.

Adobe customers now have the B2B data tools to execute best practice digital marketing from within the Adobe Marketing Cloud. Dun & Bradstreet Audience Segments embedded within the Adobe Audience Marketplace allow accurate targeting of quality B2B segments, and D&B Web Visitor ID embedded within Adobe Analytics provides a view into anonymous web visitors to identify actual business entities and personas.

"Dun & Bradstreet data, coupled with the existing scale and richness of our data management platform, Adobe Audience Manager, offers B2B digital advertisers more insight into customer prospects to uniquely target audiences. Dun & Bradstreet offers our customers accurate, up-to-date and relevant company and professional contact data, while enabling communications and messaging customization by segment."

Rich Phillips,
Senior Manager of Business Development for the Adobe Marketing Cloud

DUN & BRADSTREET AND ADOBE

Abobe customers get immediate access to robust B2B audience insights in the Adobe Marketing Cloud. Dun & Bradstreet's proprietary Digital Identity Resolution accurately pinpoints two-thirds of U.S. businesses through IP and cookie-based matching techniques, tying visits, visitors and personas directly to a company, and an office location through the D-U-N-S® Number. IP-only based solutions recognize just 1.5% of companies in the US and can't match the visit to an office location.

DUN & BRADSTREET B2B AUDIENCE SEGMENTS WITHIN ADOBE AUDIENCE MANAGER

Over 300 precise B2B Dun & Bradstreet audience segments are available within the Adobe Audience Manager.

Marketers can model, pinpoint, and target the right high value audiences, hone precise campaign segmentation, increase engagement and conversions, and connect online and offline account activities

D&B WEB VISITOR ID WITHIN ADOBE ANALYTICS

A company's anonymous web visitors are identified to enhance website engagement and turn unknown visitors into leads. Anonymous visitors are identified by matching IPs, cookies, and mobile device IDs to Dun & Bradstreet's proprietary business identifier the D-U-N-S® Number, unlocking both company and persona visitor data. Marketers are well positioned to analyze audiences and build target models to fuel programmatic, deliver highly personalized site content, and measure marketing success along the customer journey.

LEARN HOW TO DERIVE GREATER ROI FROM YOUR DATA WITH DUN & BRADSTREET AND ADOBE

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