dun & bradstreet　　　　　　　　　　　　　　　**ORACLE®**

Marketing and Sales Gain an Edge with Dun & Bradstreet and Oracle Data Cloud

Growing Customer Relationships with the Right Data in the Digital Age

In today's digital economy, using the right combination of verified deterministic and proxy-based probabilistic customer data is optimal to find, create, and keep meaningful relationships. But for many businesses, making the shift from just probabilistic to a more robust picture of their audience is daunting. Without access to the right data, they struggle to deliver the right message to the right audience at the right time and place, ultimately hindering growth.

Oracle has partnered with Dun & Bradstreet to give their users direct access to Dun & Bradstreet's deterministic business and contact data in the Oracle Data Cloud, Oracle Marketing Cloud, and Oracle Sales Cloud for better audience definition, greater prospect qualification and more customer wins.

Sales and Marketing leaders can now access Dun & Bradstreet business insights in multiple Oracle applications as well as over 200+ marketing platforms where BlueKai Marketplace data is pre-integrated. This allows marketers to add valuable 3rd party insights to their 1st party data to build a single, connected view of their customers and prospects.

"By linking customer information with Dun & Bradstreet's proprietary data and insight, businesses will now be able to connect and implement smarter actions, giving them an edge in an increasingly digital sales and marketing environment. Dun & Bradstreet's world class commercial database will be a valuable asset to businesses looking to identify where there are opportunities to expand customer relationships and drive greater value across the enterprise."

Omar Tawakol,
Senior Vice President and General Manager,
Oracle Data Cloud

DUN & BRADSTREET AND ORACLE

ORACLE DATA CLOUD FOR MARKETING PROFESSIONALS

With 280+ Dun & Bradstreet-defined B2B audience segments in the BlueKai Marketplace operated by Oracle Data Cloud, digital marketing teams can target more granular segments with the right messages and offers—ultimately executing campaigns that maximize ROI.

ORACLE MARKETING CLOUD FOR MARKETING PROFESSIONALS

With Dun & Bradstreet data in the Oracle Marketing Cloud, customers can increase the return on their efforts with data-driven market segmentation and prospect identification based on best-customer profiles. Users can build prospect lists for retention, nurture and cross-sell specific campaigns, and leverage contact information to market to the right people at the right time, where they want to engage.

ORACLE SALES CLOUD FOR SALES PROFESSIONALS

Oracle Sales Cloud leverages contact verification powered by Dun & Bradstreet. This helps sales teams achieve their numbers faster, target their most profitable prospects and customers, gain entry to the right decision makers at the right level, and reduce sales cycle time while increasing average deal size.

Customers who've used Dun & Bradstreet data to improve segmentation, accuracy, and depth have enjoyed 46% better campaign management with a 10% increase in revenue performance*.

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

www.dnb.com/about-us/partner/oracle

* Source: Customer Data Management Study, Dun & Bradstreet 2015

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