

Dun & Bradstreet

Tried and true

**Dun & Bradstreet**

Short Hills, New Jersey

www.dnb.com**Results**

- Improved click-throughs from its homepage to various product and informational pages 25% and 200%
- Reduced homepage bounce rates by 21%
- Standardized on a single digital marketing platform, improving data integration, communication, and collaboration
- Collected clear, actionable data to help shape digital strategies and website optimizations
- Reduced reliance on IT resources to publish updated content to the web
- Increased marketing agility and control over digital assets

D&B uses Adobe Marketing Cloud to enhance online customer experiences and increase the relevancy of its digital assets

Dun & Bradstreet (D&B) has been a beacon of comprehensive insight into business for more than 170 years, impacting economies around the globe. Through its risk management, sales, and marketing solutions, D&B has mitigated credit and supplier risk, improved cash flow and cost efficiencies, increased profitability, boosted marketing effectiveness, and delivered research resources on countless companies for its customers.

At the company's core is a culture built on informed decision making. Equally important, D&B has focused on adopting the right plans, skills, tools, processes, and partners to drive success throughout the organization.

Looking at its digital channels for continued business growth, D&B wanted to expand its reliance on data-driven decision making to shape new digital marketing strategies. By leveraging advanced analytics and optimization solutions, decision makers saw an opportunity to empower digital marketers and analysts with insights to implement changes and optimize web experiences, rather than having teams spend cycles debating what strategies could be the most effective.

"Without having data to back up decision making for our website, the tendency was to try and be all things to all business groups—resulting in unfounded redesigns, inconsistent experiences, and priorities for the website being dictated by the team that got to us first," says Jeannine D'Allegro, leader, Digital Properties at D&B. "We wanted to get back to our core business philosophy that emphasizes relying on solid data and analytics as the foundation for evaluating opportunities and devising strategies."

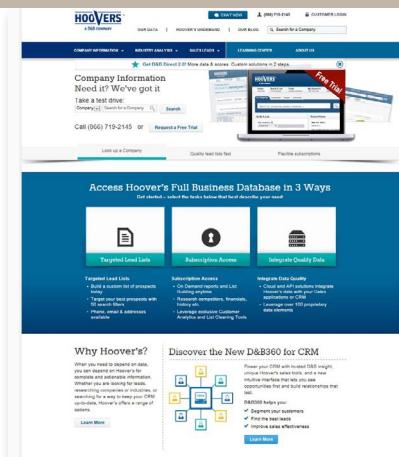
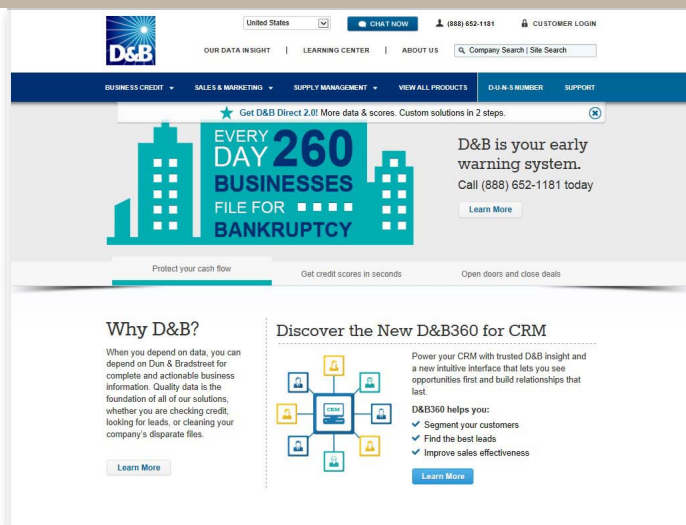
The first step for D&B was to better understand exactly who was arriving on its webpage, what types of content they engaged with, how they navigated through the website, and what triggers lead to higher-level interactions. The company wanted to measure and integrate data from multiple channels and touch points—including chats, calls, and web forms—to gain a more comprehensive view of customers, and then increase the relevancy of each interaction through testing. By standardizing on a single digital marketing platform, the company could rapidly integrate data into a single resource, making insights more actionable and timely, as well as improving communication and collaboration.

Transforming data into real insights

To achieve its goals, D&B looked to Adobe Marketing Cloud—including Adobe Target, Adobe Analytics, and Adobe Experience Manager—to provide an end-to-end environment for analytics, testing, and asset management. With the integrated platform, D&B can further refine its online strategies, more effectively set goals and priorities, and add efficiencies to marketing programs and campaigns.

In addition, by working with Adobe Consulting, D&B can build its internal expertise by tapping into critical insights from best practices gleaned across industries. "We need to build the skills in house," says D'Allegro. "It's not feasible over the long term to continue to have to hire staff each time we need new skills, and we don't want to always outsource work. It's important that we learn to manage all the data and have the skills to keep improving our processes. Working with Adobe Consulting allows us to build knowledge and develop our staff, while maintaining data integrity and adding value to the organization."

Using Adobe Marketing Cloud, D&B has advanced insights into customer behaviors and preferences that drive website optimizations and new experiences, encouraging higher-level customer engagement.



Challenge

- Integrating data from internal solutions and third-party resources to develop a more complete view of customer behaviors and preferences
- Building website optimizations based on data, rather than opinions
- Improving responsiveness to changing customer needs and markets
- Delivering consistent, branded experiences across the website

Solution

- Using Adobe Marketing Cloud, including Adobe Analytics and Adobe Target, to collect rich customer data and implement tests that drive site optimizations and customer engagement
- Leveraging Adobe Experience Manager to efficiently create and deliver consistent brand experiences with the most relevant digital assets

Systems at a glance

Adobe Marketing Cloud, including Adobe Analytics, Adobe Target, and Adobe Experience Manager solutions. Capabilities used include:

- A/B/N and multivariate testing
- Rules based targeting
- Geotargeting
- Marketing reports and analytics
- Data connectors
- Digital asset management

With Adobe Marketing Cloud, D&B can take an integrated approach to how it measures, evaluates, and leverages data within marketing programs. For example, integration between Adobe Analytics and the company's phone analytics solution, Mongoose Metrics, enables marketers to build a more complete view of customers and offers a foundation for multichannel campaigns. Additionally, aggregating offline and online data can be completed in minutes instead of hours with automated processes.

"Manual workflows could result in insights that weren't always reliable and that didn't provide adequate visibility into downstream user activities," says Trisha Merriam, leader, Web Analytics, Testing, and SEO at D&B. "Adobe Marketing Cloud easily integrates with third-party solutions, delivering a more complete picture of what customers want." As a result, D&B marketers can better pinpoint ideal opportunities for optimization on its digital property and within campaigns, then communicate a coordinated strategy to teams backed by data.

Putting insights into action

Once areas of optimization are identified and testing priorities are established, D&B marketers use Adobe Target to support its continuous testing strategy. After just three months of using Adobe Target, the company is conducting half a dozen tests at a time, as well as managing and organizing tests using campaign calendar functionality.

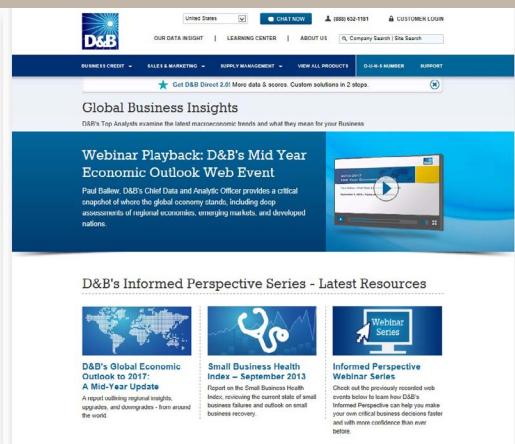
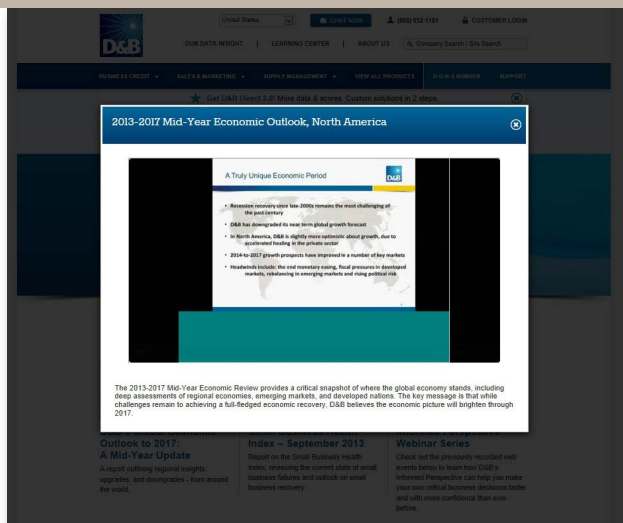
"With Adobe Target, we can run multiple tests simultaneously across our digital property with limited audiences, reducing the risk to the business," says Merriam. "We can then analyze results in minutes and quickly launch changes with confidence."

A key testing area for D&B is its www.hoovers.com homepage, which has historically generated the most debate among internal teams. Using Adobe Target, D&B marketers have applied content and design changes to the page, measured impact, and helped ensure that changes don't negatively impact click-through to important pages.

Since adopting more data-driven strategies, D&B has seen click-throughs from its Hoover's homepage to other product and informational pages increase 25% to 200%. Homepage bounce rates have also been reduced by 21%. Additionally, D&B has doubled its lead generation activity from chat by more clearly communicating to users how to sign up for a free trial and eliminating key pain points on the page.

As the company's online presence evolves and strategies become more refined, digital marketers have the results data necessary to reprioritize activities, including paid search, mobile, lead generation, and e-commerce campaigns. Additionally, D&B has a unified platform to share data across teams—including editorial and developer groups—to encourage collaboration, balance product-specific conversations with customer-centric experiences, and stay focused on what's best for the business.

Adobe Experience Manager enables D&B marketers to take greater control over digital assets. Marketers can quickly update and launch content without utilizing IT resources, increasing their responsiveness to changing customer demands and market conditions.



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Leader, Digital Properties,
D&B

For more information
[www.adobe.com/solutions/
digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



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Enhanced content, improved experiences

Adobe Experience Manager provides the foundation for agile content updates and dynamic messaging at D&B, adding to the company's ability to enhance customer experiences and the teams' understanding of D&B products and services. "Our digital assets are all designed to communicate an idea—exactly who we are as an organization and what value our products offer," says D'Allegro. "Each piece of content needs to be as relevant and up to date as possible."

With thousands of branded assets—including whitepapers, podcasts, infographics, and more—Adobe Experience Manager serves as the central repository and management point for updates and asset tracking. Content managers use tags and content taxonomy that increase controls over versioning and eliminates generating duplicate assets.

Improved visibility and advanced management capabilities also enable marketers to develop content plans that support higher-level business objectives. "Not long ago, we were working on a product continuum plan to map out what assets needed to be developed and updated to support upcoming activities," says D'Allegro. "In less than a half hour, we developed a list of all latest versions, as well as identified what was going to be required. Adobe Experience Manager greatly simplified what could have been a long, challenging process."

In addition to enhancing management, new content deployment is significantly streamlined at D&B. Once assets are generated or updated, content managers leverage digital asset management capabilities in Adobe Experience Manager to launch materials without utilizing IT resources—freeing IT to focus on other high-value activities and increasing the company's marketing agility.

Roadmap for marketing successes

By adopting Adobe solutions and services to support its data-driven decision making, D&B digital marketers are more confident than ever that the company has the right plans, skills, solutions, processes, and partners to drive success. "Since implementing Adobe Marketing Cloud, we've seen our digital programs mature significantly," says D'Allegro. "We are working more efficiently and strategically, as well as in a much more coordinated manner."

In the future, the company has already identified key opportunities to leverage Adobe Marketing Cloud to optimize digital experiences, including the upcoming redesign of e-commerce pages. Also, D&B has plans to support the launch of the Hoover's mobile website using Adobe Analytics, Adobe Target, and Adobe Experience Manager solutions to help ensure its success.

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