D&B Buyer Intent
Reach In-Market Buyers Now
UNMASK THE B2B BUYING JOURNEY
With the B2B buying journey becoming increasingly digital and self-serve, marketers need to reach their audiences early to stand out. This is where intent data comes into play – to help find prospects that are in market to buy now.

D&B Buyer Intent Data allows organizations to identify their in-market audiences that are displaying early-stage buying signals to increase the timeliness, relevancy, and impact of their go-to-market strategy.

UNLOCK THE POWER OF INTENT DATA ACROSS SALES & MARKETING
Using a patented process that leverages Natural Language Processing (NLP), deep learning, and mapping billions of unique engagements across the web to the Dun & Bradstreet Data Cloud, D&B Buyer Intent Data is the most sophisticated way to find in-market buyers.

LEAD & ACCOUNT PRIORITIZATION
- Score incoming leads and key accounts based on intent score to yield higher ROI for your go-to-market activities.

ACCOUNT-BASED ADVERTISING
- Deliver ads to your in-market accounts across programmatic and social channels to increase the return on your ad spend.

ACCOUNT-BASED SALES
- Arm your sales team with companies that are in-market to purchase and searching for solutions now.

WHAT MAKES D&B BUYER INTENT DIFFERENT?

PERSONALIZED
- Custom models are created with your unique keywords instead of choosing pre-defined “topics”
- You control the objective of the intent model such as targeting engaged audiences for a product family or business unit

PRECISE
- Target specific buying locations that have buying authority
- Unmask intent signals across the entire corporate family to aggregate overall buying interest
- Pinpoint specific locations that are in-market at large organizations with multiple branches

INTELLIGENT
- Proprietary Buying Score uses Natural Language Processing (NLP) and Machine Learning to identify whether engagements are relevant to buying vs. educational content

37% LIFT IN EMAIL OPENS
20% LIFT ON AD SPEND
HOW DOES IT WORK?

1. You provide us with your keywords that align to your campaign objectives
2. We create a custom model that combs through billions of digital events and uses proprietary analytics to pinpoint relevant engagement
3. In-market targets are delivered weekly with the strength of the intent signal (Intent Score) and the relevancy of content that was engaged with (Buying Score)

WANT TO LEARN MORE?
Visit www.dnb.com/intent to get a complimentary reach report to discover your in-market buyers today.

ACCOUNTS BY REVENUE
- Under $100K: 44.61%
- $100K – $500K: 31.75%
- $500K – $1M: 11.34%
- $1M – $10 M: 2.69%
- $10M+: 9.61%

ACCOUNTS BY INDUSTRY
- Finance, Insurance, Real Estate: 14.76%
- Manufacturing: 15.73%
- Service: 49.32%
- Transportation & Communication: 3.60%
- Wholesale Trade: 2.87%
- Construction: 1.94%
- Consulting: 3.44%
- Public Administration: 2.29%
- Retail Trade: 5.76%
- Mining: 0.29%

ACCOUNTS BY ENGAGEMENT LEVEL
- INTENT SCORE: 80-90: 7.6K
- INTENT SCORE: 90-100: 5.6K

1.4K 1.3K
Current Week Last Week

ABOUT DUN & BRADSTREET
Dun & Bradstreet, a leading global provider of business decisioning 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.
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