

The background of the entire page is a close-up photograph of a person's hand, with the index finger pointing towards the right. The hand is illuminated with a soft, reddish-pink light. Below the hand, a digital interface is visible, featuring a blue-toned line graph with several data series, some of which are highlighted in red and green. The overall aesthetic is modern and tech-oriented.

dun & bradstreet  
SALES & MARKETING

# 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.

37%

LIFT IN EMAIL OPENS

20%

LIFT ON AD SPEND

## 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

## 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

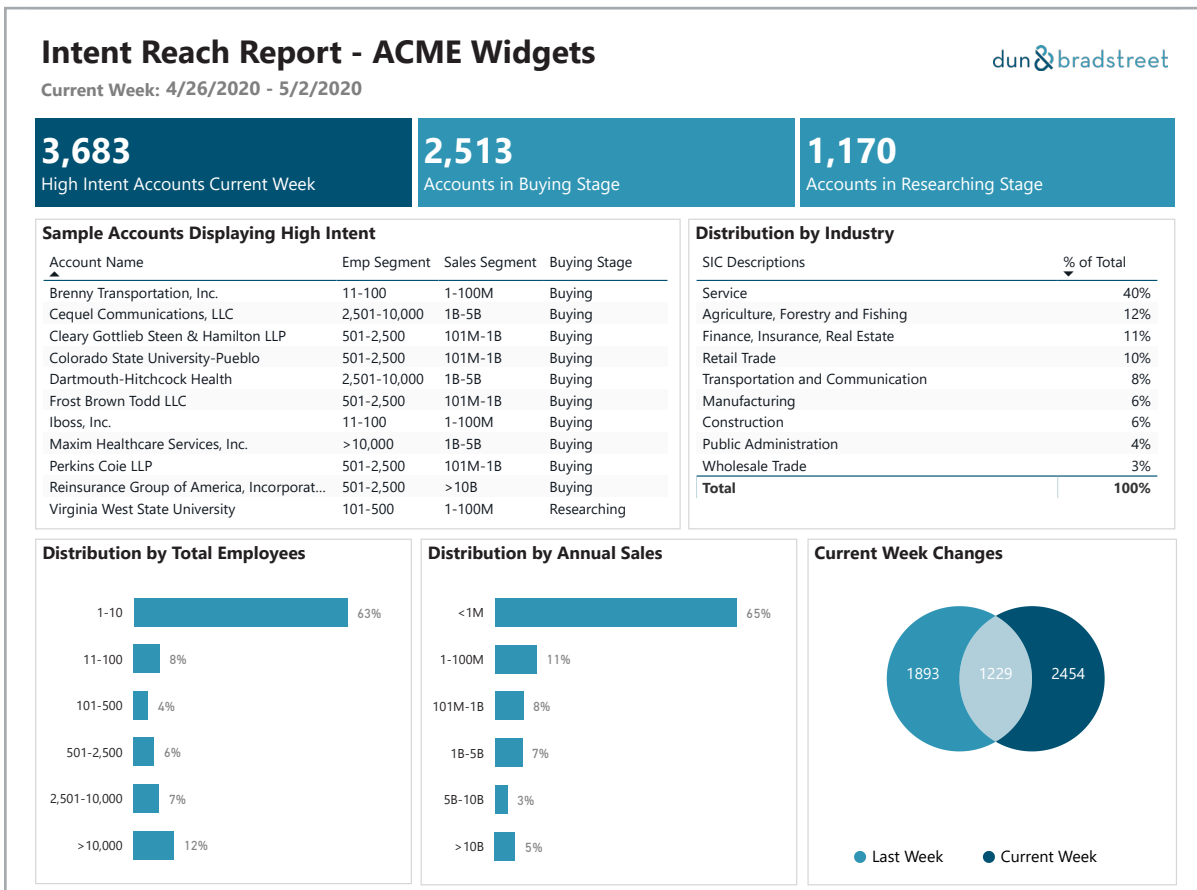
3

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](http://www.dnb.com/intent) to get a complimentary reach report to discover your in-market buyers today.

## SAMPLE D&B BUYER INTENT REPORT



### 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. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity. Twitter: [@DunBradstreet](https://twitter.com/DunBradstreet)