

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

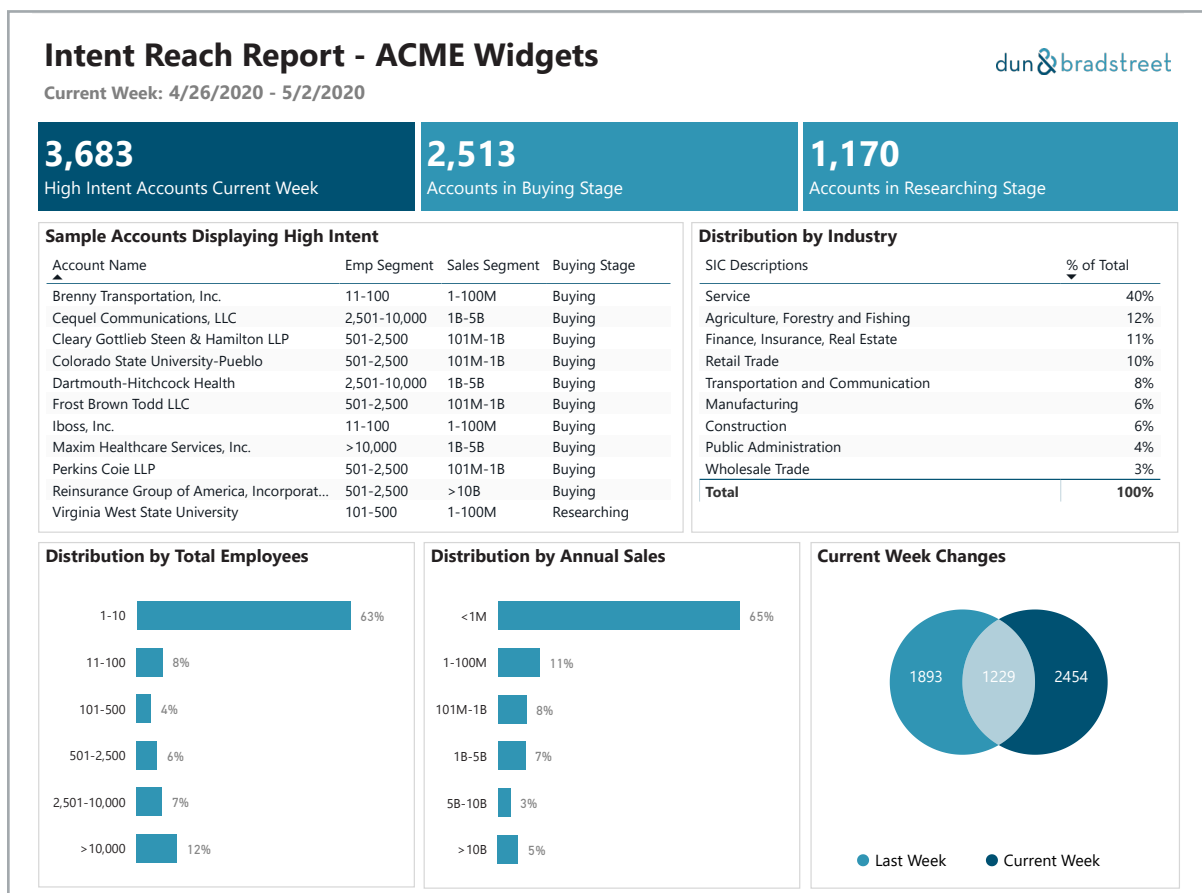
3

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 <https://www.dnb.co.uk/marketing/media/buyer-intent-reach-report.html> to get a complimentary reach report to discover your in-market buyers today.

SAMPLE D&B BUYER INTENT REPORT



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