D&B Account Based Marketing

Accelerate marketing impact with 1:1 always-on responsive campaigns
B2B Enterprise Marketing and Sales teams who are looking to drive 1:1 digital buying journeys need to deliver:

1. Accurate identification with onsite (1st party) and offsite (3rd party) intent
2. Insightful data and analytics about their buyers to hyper-personalize their messages and offers
3. Omni-channel activation of personalized journeys using existing investments in MarTech and AdTech

D&B Account Based Marketing, backed by the Dun & Bradstreet Data Cloud, provides the most complete view of accounts and markets for go-to-market teams to build, execute and measure omnichannel account based marketing programs quickly and easily. Unlike alternative providers who introduce new silos into the MarTech stack and force you to operate within walled gardens, D&B Account Based Marketing provides deep insights on your accounts, open activation across any channel, automated omnichannel orchestration, and full-funnel measurement:

**SEGMENT**
Backed by our market-leading Customer Data Platform technology, the D&B Account Based Marketing platform leverages the power of AI and analytical modeling to prioritize target audiences

**ATTRACT**
Improved ad spend efficiency by tapping into D&B Data Cloud’s 355M+ business records and 500M+ digital IDs to automate delivery across ad platforms for a more targeted and personalized approach

**ENGAGE**
Help unmask anonymous business visitors to your website and personalize their experience

**CONVERT**
Reduce friction on your website and forms to make it easier to convert target accounts

**MEASURE**
Full-funnel tracking and multi-touch attribution across online and offline channels provides you to flexibly adopt the measurement model that meets your needs
HOW D&B ACCOUNT BASED MARKETING CAN HELP

TAM ANALYSIS

Empowering you to prioritize targets with AI built on a CDP core

Find accounts that resemble your ideal accounts and bring in more to increase your coverage and scale. Understand your market, identify net new accounts and contacts that resemble your ideal profile, and bring them in to increase your coverage and scale with additional insights.

LEAD & ACCOUNT PRIORITIZATION

Stop the guesswork with AI-powered models

Combine firmographic, contact, technographic, intent, analytic models, and first party data in one location to focus on your ideal accounts.

OMNICHANNEL ACTIVATION

Rapidly deploy always-on campaigns across channels to ensure consistent experiences at scale

Automatically orchestrate engagement across channels with your target accounts using AI, 3rd party intent activity, website engagement, sales engagement and buyer stage.
WEB PERSONALIZATION & FORM FILL

Help unmask anonymous business visitors to your website, personalize their experiences, and reduce friction on your lead forms.

Deanonymize your web visitors in real-time and match to 4B+ IP addresses, 355M+ global businesses, and 500M+ digital identifiers.

ACCOUNT BASED SALES

Empower sellers by aligning to the right insights to effectively harvest demand and convert pipeline.

Contextualize conversations with predictive analytics to determine your best targets. Accelerate productivity with real-time visibility into how predictive programs are driving performance.

ACCOUNT BASED WEB ANALYTICS & REPORTING

Prioritize marketing and sales activities using AI and attribution to measure program execution across the entire buyer journey.

Pinpoint your strengths and opportunities for improvement with full-funnel tracking with multi-touch attribution that bridges the gap by connecting onsite channel engagement to onsite intent.
Here’s how a few of our customers have delivered better experiences by breaking down silos.

Get a free demo today
Visit dnb.com/abm

+13% in overall pipeline
Deal size increased by 20%

2x greater reach
33% higher engagement
200% increased MQL creation

25% increase in average contract size
25% decrease in time to close deals