

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

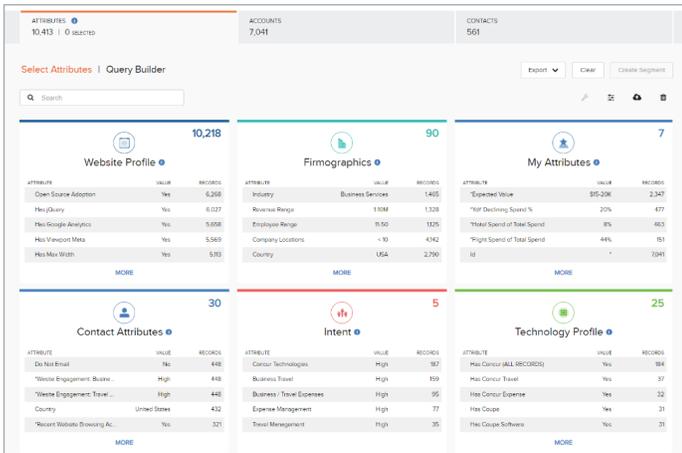
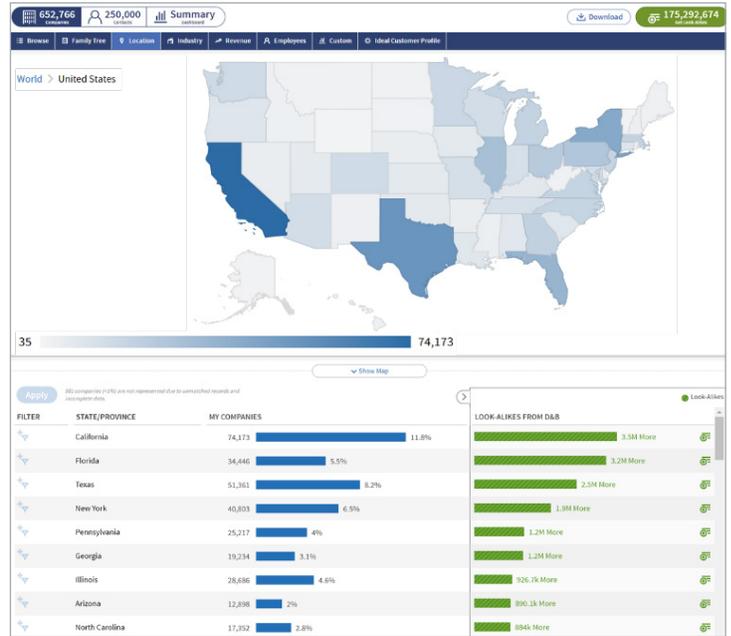
Full-funnel tracking and multi-touch attribution across online and offline channels provides you to flexibly adopt the measurement model that meets your needs

HOW D&B ACCOUNT BASED MARKETING CAN HELP



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.



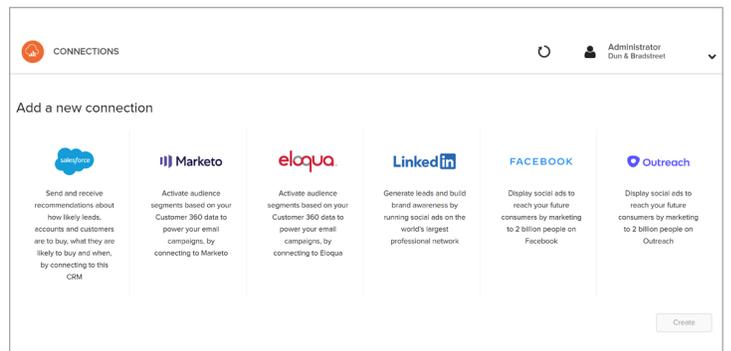
Stop the guesswork with AI-powered models

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



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.

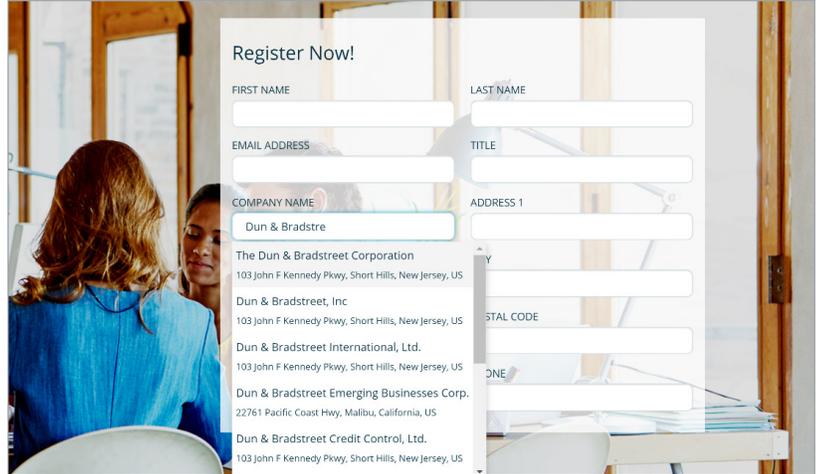




WEB PERSONALIZATION & FORM FILL

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

Deanonimize 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.

TALKING POINTS COMPANY PROFILE

RATIONALE FOR SELECTION

Contacts Showing High Email Engagement
(3) contacts have recently interacted with email campaigns in the last (2) weeks
This business is expressing high intent directly and indirectly to indicate that they are in market for UCaaS Solutions
Source: Marketing

Expressing UCaaS Online 3rd Party Intent
This business is expressing High intent on topics: Unified Communication as a Service (UCaaS), Cloud-Based Unified Communications, RingCentral (RNG), Avaya, 8x8 (EGHT), IT Cost Management
There is high interest for UCaaS solutions at this business
Source: Lattice Data Cloud

Office Relocation Likely
This business is researching terms such as Relocation, Company Relocation and Corporate Relocation
Relocations often prompt businesses to purchase UCaaS solutions to help manage communications across multiple locations
Source: Lattice Data Cloud

No Competitive UCaaS Solutions Detected
Vendors such as Avaya, RingCentral, Vonage or 8x8 have not been detected in use at this business
This is the first foray into UCaaS technologies for this business
Source: Lattice Data Cloud

Ocwd
Play: General UCaaS - High Fit High Intent
Days Active: 190
Status: Open

The Shepherd Color Company
Play: General UCaaS - High Fit High Intent
Days Active: 190
Status: Open

Red Gold LP
Play: General UCaaS - High Fit High Intent
Days Active: 190
Status: Open

RC Egan Carpentry
Play: General UCaaS - High Fit High Intent
Days Active: 190
Status: Open



United Machine Tools Corp > Walsh Engineering plc > Goliath Business Hardware | View Hierarchy |

Goliath Business Hardware

Insights Engagement Activity Contact List

Contacts Engaged Last Activity #

Engagement Type	Last Activity	#
All	3 days ago	50
Calls with Sales Rep	3 days ago	12
Foam Fills	3 days ago	11
Website Visits	6 days ago	10
Email Clicks	2 weeks ago	9

All Engagement Activity

Date	Activity	Stage
Sep 19, 2019 6:44 pm	Page Visit Marketing Automation Content Press Release: New Funding from Investor Group	Engaged
Sep 12, 2019 3:34 pm	Page Visit Web Deamon Content Press Release: New Funding from Investor Group	Aware
Sep 17, 2019 10:57 am	Page Visit Web Deamon Content Press Release: New Funding from Investor Group	Regressed
Jul 30, 2019 6:40 pm	Email Open Marketing Automation Content Press Release: New Funding from Investor Group Content Events: Webinar Registration	Engaged
Jul 24, 2019 11:51 am	Page Visit Web Deamon Content Product Guides: Goliath Flash Storage	Engaged
Jul 24, 2019 6:40 pm	Web Visit Web Deamon Content Product Guides: Goliath Flash Storage	Engaged



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 offsite channel engagement to onsite intent.

Here's how a few of our customers have delivered better experiences by breaking down silos.



+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



Get a free demo today
Visit dnb.com/abm

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