

Fortune 100 Financial Services Company Augments 1st Party Data with Extensive, Accurate B2B Information from Dun & Bradstreet

Dun & Bradstreet's business information and contacts are available directly in Adobe Marketing Cloud solutions where digital marketers can better identify targets, create robust audience segments and deliver more personalized and relevant content to customers.



"The true value good data provides is seen in the types of leads generated by its use, and its ability to help expand your targetable universe."

Anudit Vikram, Senior Vice President of Advanced Marketing Solutions, Dun & Bradstreet



SOLUTION

Dun & Bradstreet B2B Audience Segments available through Adobe Audience Manager

RESULTS



Identified 135 million new cookies



32 million cookies were classified as having a high conversion index and were immediately marketable



Increased conversions for B2B credit card product

SOLUTION AT A GLANCE

- Dun & Bradstreet B2B Audience Segments available through Adobe Audience Manager

CHALLENGES

- Need to increase online applications for business credit card
- Existing proprietary database wasn't uncovering as many new audience segments
- Needed to enhance 1st party data with reliable and accurate 3rd party data

For more information

Learn more via email at AudienceSolutions@dnb.com or online at <http://bit.ly/DnB3PB2B>

www.adobe.com/marketing-cloud/data-management-platform



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Expanding Digital Marketers' Reach

Business to Business (B2B) financial services is a crowded, competitive industry with thousands of branded credit cards available to large enterprises and small businesses. Identifying potential targets and converting them into paying customers can be complex and costly—with few opportunities to differentiate your product with competitors.

A Fortune 100 financial services company needed to increase online applications for its B2B credit card, but its existing proprietary database had become static and played out with much of the value previously extracted out of the known companies and contacts.

Enhancing 1st Party Data with the Largest Reliable, and Accurate 3rd Party Data

The financial services company was already using Adobe Audience Manager to run its online campaigns and decided to test B2B audience segments from Dun & Bradstreet. Available through the Adobe Marketing Cloud Exchange and collected from more than 30,000 global sources, Dun & Bradstreet audience segments provide marketers with the world's most extensive and most trusted insights about business entities and professional contacts.

Natively integrating this valuable information asset from Dun & Bradstreet into the Adobe Marketing Cloud allows B2B digital marketers to supplement their own 1st party data with accurate, verifiable 3rd party data, enabling an in-depth (and expanded) picture of their customers within a single, data-driven digital marketing platform.

Testing Overlap and Quality

Over the course of two weeks, the financial services company's risk and analytics team tested Dun & Bradstreet data for accuracy. The results were astounding. Of the 200 million Dun & Bradstreet cookies available in Adobe, only 65 million overlapped with the company's existing data—meaning that more than 135 million new cookies could be analyzed to uncover additional targets. At the same time, 46 traits (32 million cookies) were classified as having a high conversion index and could be used immediately to target card applicants.

Using Expanded Audience Segments to Improve Conversions

The tests conducted by the financial services company's risk and analytics team proved that Dun & Bradstreet's B2B information would help the SMB credit card unit outperform average card conversions. Enhancing the company's existing database with Dun & Bradstreet information through Adobe Marketing Cloud solutions allows its digital marketers to better identify targets, create robust audience segments and deliver more personalized and relevant content to potential customers. The company's digital marketers can now access new, previously unknown segments through a single platform rather than collecting data from multiple, disparate sources with dubious origins.

The result? Improved conversions for its B2B credit card product.

About Dun & Bradstreet

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. For more about Dun & Bradstreet, visit DNB.com.