dun&bradstreet

D&B Hoovers
Audience Builder

Understand, target & activate
audiences

D&B Hoovers

Marketers are under rising pressure to generate revenue and to do it quickly. These teams are coping with data complexity, siloed tools, integration with Sales, and a new landscape – but they're often doing it with fewer resources.

D&B Hoovers Audience Builder eases the burden on marketing teams, powering faster, smarter, and more precise prospecting.

Here's what we're hearing from marketing leaders:

- ✓ We're still splicing spreadsheets from several contact sources
- ✓ I want to target the right people at the right time
- ✓ It's time to get more sophisticated – targeting by industry, size, and title isn't cutting it anymore
- ✓ My marketing platform doesn't give a single view of customers
- ✓ I know my customers, but also know there are untapped prospects

Marketers need a solution that helps them shatter silos, shapes segments, and seamlessly integrates into existing channels. Customer and prospect data must reside in a single platform where the team can visualise the market and tailor campaigns.

What if there was a single platform to understand your market, find your ideal targets, and activate campaigns?

DISCOVER

Combine 1st-party customer data with the full D&B Data Cloud to identify your ideal customer profile and total addressable market

TARGET

Shape tailored marketing audiences backed by intent data, technographic data, contacts, firmographics, and proprietary analytics

EXECUTE

Push to HubSpot or Marketo for immediate email campaigns, or align with sellers using D&B Hoovers

D&B Hoovers Audience Builder delivers marketers the power to discover, target, and execute on ideal audiences.

DISCOVER

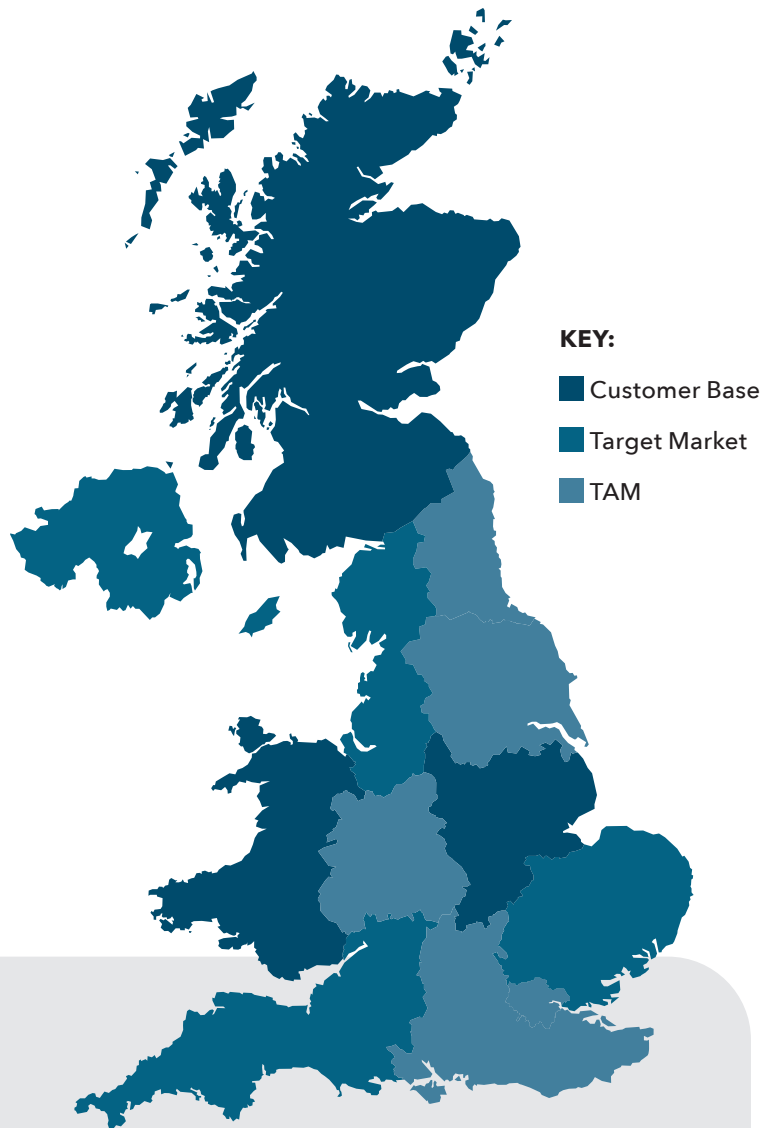- **Market Analysis**
  - D&B Global Data Cloud
  - Total Addressable Market
  - Market penetration
  - Target new 'adjacent markets'

- **GTM Planning**
  - Whitespace analysis
  - Cross-sell
  - Upsell

- **Ideal Customer Profiling**
  - Contact coverage by territory
  - 'Look-a-like' company and prospect matching
  - Prospects showing surging buyer intent

KEY:
- Customer Base
- Target Market
- TAM

TARGET

INTEGRATE YOUR OWN DATA

+

ADD, ENRICH, & UPDATE WITH THE D&B DATA CLOUD

=

TARGET WITHIN SINGLE VIEW OF COMPLETE AUDIENCE

Known customers & prospects

1st-party data

Unknown targets & missing information

3rd-party data

Unknown targets & missing information

Unified data

- **Intent:**
  - We flag surging interest and active buying behaviors giving you a head-start on pre-engaged prospects
  - Only Hoovers offers three intent options, to provide the most flexibility around scale, precision, and purpose
    - Bombora
    - D&B Pre-Defined
    - D&B Custom

- **Be the one to act irst.**
  - While your peers estimate opportunity today, you'll be anticipating opportunity tomorrow.
    - Web Engagement
    - Growth Trajectory
    - Spend Capacity
    - Pre-screen Risk
    - Decision HQ

EXECUTE

Your process is our process. Activate target audiences within your existing platforms.

HubSpot/ Marketo
– Push campaign lists directly to your marketing automation platform
– Schedule cadence for automatic data updates
– Learn when new prospects meet list criteria

D&B Hoovers
– Seamless Sales + Marketing alignment
– Shape lead lists in Audience Builder, and assign to a Sales user/group in Hoovers

Salesforce
– Enrich CRM with prospect data from the D&B Data Cloud

D&B Hoovers enables a unified force

for Marketing

D&B Hoovers Audience Builder

– Developed as seamless bolt-on to existing Hoovers instance
– Visualize and shape ideal marketing audiences with elevated export allowances
– Push prospects to Hubspot/Marketo, and lead lists to Sales within Hoovers

Universal foundation of data built to engage the best buyers
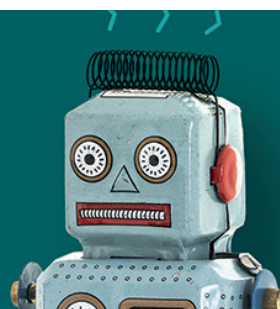
for Sales

Predict	Focus	Explore

– Filter for ideal sales prospects, armed with buying intent and opportunity alerts
– Engage customers with reliable email, direct phone, LinkedIn, and decision HQ intel
– Integrate with Salesforce for active follow-up

Schedule your demo today!
hello@dnb.com

dnb.co.uk