Align teams, data, and technology for revenue growth
Align Teams, Data, and Technology for Revenue Growth

Welcome to Rev.Up ABX – the new open RevTech platform B2B marketers have been waiting for. It helps you grow revenue with unified data, targeted audiences, and personalize activations across channels and across tools. Plus, track your results. All powered by our industry-leading CDP and without trapping you in a tech silo.

REV.UP TODAY FOR THE POWER TO...

Power to Learn
Get a single, full view of your accounts when you combine 1st and 3rd party data with the might of the Dun & Bradstreet Data Cloud – and our industry-leading CDP

Power to Target
Let intent and AI-driven insights help you build and reach the audiences who are most likely to buy

Power to Engage
Give your audiences the personalized, relevant experiences that will help win them over – and do it consistently across display, paid social, email, web, search and more

Power to Win
Convert prospects faster by fully understanding how and when to engage throughout their journey
D&B Rev.Up ABX
Align teams, data, and technology for revenue growth

OUTCOMES WE DRIVE

• LEARN: Unify 1st and 3rd party data to get a single view of customers
• TARGET: Find and prioritize your ideal customer targets
• ACTIVATE: Syndicate audiences to all marketing channels consistently
• ENGAGE: Drive personalized and frictionless engagement on your website
• MEASURE: Visualize account and buyer engagement across the journey

HOW WE DRIVE THEM

• Unparalleled access to data, unified with your data in a CDP
• AI-powered segmentation and prioritization
• Technology integrations and automated audience updates

An open foundation that integrates with your stack
D&B Rev.Up for Ads

Build your audiences once and activate across all ad channels

- AI-powered models and the might of the Dun & Bradstreet Data Cloud help you get straight to your most likely buyers. Gain understanding of when they’re in-market, what tech they’re using, how they engage, and more.
- Reach decision-makers with ads personalized for their buyer journeys and do it wherever they are. Switch on campaigns yourself -- or let us do it for you with managed services.
- Quickly build customized landing pages with an easy to use drag-and-drop interface and serve personalized content to accelerate the buyer’s journey and drive more conversions.
- Channel and performance reports help you to continuously measure and improve your campaigns across your buyer’s journey and retarget engaged buyers.

D&B Rev.Up for Web

Know who’s coming to your site and engage in a personal way

- Match online identifiers to your web visitors -- both known and anonymous -- to reach audiences even when they’re working from home. Then use our AI to score your leads so you can understand who to reach out to first.
- Improve the odds your buyers will complete forms when you help them with prefilled data. Use location and company data from the Dun & Bradstreet Data Cloud to do the job.
- Deliver personalized web experiences to your target accounts. Accelerate the buyer’s journey and drive higher conversions with an easy to use drag-and-drop interface.
D&B Rev.Up for Email

Communicate, engage, and nurture through email

• Send to your most likely buyers with AI-powered models and the might of the Dun & Bradstreet Data Cloud. Gain understanding of when they’re in-market, what tech they’re using, how they engage, and more.

• Engage your audience with relevant and personalized messaging that’s automated through your favorite tools. Customize content within web pages to deliver the right message to each visitor.

• Get the info on when and how your buyers engage so you can know what to send or do next -- and consistently track opt-ins and opt-outs.

D&B Rev.Up for Sales

Align marketing and sales motions across the buyer’s journey

• Reach your most likely prospects quickly and effectively with predictive analytics, propensity modeling, and more -- using the might of the Dun & Bradstreet Data Cloud.

• Send recommendations -- and the most likely buyers -- to your sellers right inside their CRM and Outreach.

• Drive prospect engagement to personalized web experiences and deliver the right message that accelerates the buying journey.

• Understand buyer engagement throughout their journey so you can craft personalized messages and tailor outreach.

Recognized by Analysts, Loved by Users
ABOUT DUN & BRADSTREET®

Dun & Bradstreet, a leading global provider of B2B data, insights and AI-driven platforms, helps organizations around the world grow and thrive. Dun & Bradstreet’s Data Cloud fuels solutions and delivers insights that empower customers to grow revenue, increase margins, manage risk, and help stay compliant – even in changing times. Since 1841, companies of every size have relied on Dun & Bradstreet. Dun & Bradstreet is publicly traded on the New York Stock Exchange (NYSE: DNB). Twitter: @DunBradstreet

© Dun & Bradstreet, Inc. 2021. All rights reserved. (CREATIVETSK-8396 07/21)