

# Digital Audience Targeting

Engage B2B Audiences with Smarter Programmatic Campaigns

PREMIUM DATA TAXONOMY



# Premium Data Taxonomy

The tables below represent Dun & Bradstreet’s list of premium data segments based on proprietary business transaction data and analytical indicators to predict company behaviors and characteristics. Our data scientists, analysts and PhDs average more than a decade of experience in analytics modeling. With rich proprietary data assets and a world-class team, these segments help B2B marketers and agencies complement their use of fact-based (deterministic) strategies to reach prospects and customers online.

There are over 50 segments, and they occupy the following 8 key categories:

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## B2B ACCOUNT MARKETABILITY SCORE

This segment contains all people working in companies based on D&B's assessment of payment record and overall financial profile to help define attractiveness and priority for marketing and advertising campaigns.

LEVEL 2 NAME	SEGMENT NAME	SEGMENT DESCRIPTION
Excellent Attractiveness & Highest Priority	B2B Account Marketability Score > Excellent Attractiveness & Highest Priority	This segment contains all people working in companies with an excellent bill payment record and financial profile; representing the highest attractiveness and priority for marketing and advertising campaigns.
Good Attractiveness & High Priority	B2B Account Marketability Score > Good Attractiveness & High Priority	This segment contains all people working in companies with a good bill payment record and financial profile; representing high attractiveness and priority for marketing and advertising campaigns.
Fair Attractiveness & Medium Priority	B2B Account Marketability Score > Fair Attractiveness & Medium Priority	This segment contains all people working in companies with a fair bill payment record and financial profile; representing medium attractiveness and priority for marketing and advertising campaigns.
Low Attractiveness & Priority	B2B Account Marketability Score > Low Attractiveness & Priority	This segment contains all people working in companies with a poor bill payment record and financial profile; representing low attractiveness and priority for marketing and advertising campaigns.



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### B2B COMPANY GROWTH

This segment contains all people working for companies showing signs of growth based on increasing employee count, sales (revenue), borrowing (debt), or spending

LEVEL 2	SEGMENT NAME	SEGMENT DESCRIPTION
Likely to Increase Employees	B2B Company Growth > Likely to Increase Employees	This segment contains all people working for companies likely to increase employee count
Likely to Increase Sales	B2B Company Growth > Likely to Increase Sales	This segment contains all people working for companies likely to grow in terms of revenue or sales
Likely to Increase Borrowing	B2B Company Growth > Likely to Increase Borrowing	This segment contains all people working for companies likely to increase borrowing or debt
Likely to Increase Spend	B2B Company Growth > Likely to Increase Spend	This segment contains all people working for companies likely to increase spending
Likely to Hire from Staffing Firms	B2B Company Growth > Likely to Hire from Staffing Firms	This segment contains all people working for companies likely to increase employee count by hiring professional staffing firms
Micro businesses primed for growth	B2B Company Growth > Micro businesses primed for growth	This segment contains all people working for companies under \$200K in revenue that are on the verge of significant growth based on D&B proprietary business transaction data and analytical indicators
Small businesses primed for growth	B2B Company Growth > Small businesses primed for growth	This segment contains all people working for companies between \$200K and \$1M that are on the verge of significant growth based on D&B proprietary business transaction data and analytical indicators



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B2B COMPANY TYPE		
This segment contains all people working in companies that are likely to have certain business characteristics based on transaction data and analytical indicators.		
LEVEL 2	SEGMENT NAME	SEGMENT DESCRIPTION
Likely to be Office Product Reseller	B2B Company Type > Likely to be Office Product Reseller	This segment contains all people working for businesses that resell office equipment such as printers, copiers, phones, and other IT related products
Likely to be Computer Software Reseller or Developer	B2B Company Type > Likely to be Computer Software Reseller or Developer	This segment contains all people working for businesses that develop computer software products or resell IT, computer, or electronics products (Value Added Resellers)

B2B FINANCIAL ANALYTICS		
This segment contains all people working in companies based on their financial profile including likeliness to have trade credit, leases, loans, lines of credit, corporate credit cards and other financial instruments		
LEVEL 2	SEGMENT NAME	SEGMENT DESCRIPTION
Likely to Transfer Trade Credit Balance to Corporate Card	B2B Financial Analytics > Likely to Transfer Trade Credit Balance to Corporate Card	This segment contains all people working in companies with a likelihood of a trade credit balance (an essential tool for financing growth by taking delivery from suppliers and paying them later) that can be transferred to a corporate credit card
Likely to Have High Trade Credit Balance	B2B Financial Analytics > Likely to Have High Trade Credit Balance	This segment contains all people working in companies with a likelihood of a high trade credit balance, which can be an essential tool for financing growth by taking delivery from suppliers and paying them later
Likely to Have Business Loans	B2B Financial Analytics > Likely to Have Business Loans	This segment contains all people working in companies that are likely to have corporate loans based on D&B proprietary business transaction data and analytical indicators



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B2B FINANCIAL ANALYTICS		
LEVEL 2	SEGMENT NAME	SEGMENT DESCRIPTION
Likely to Have Line of Credit	B2B Financial Analytics > Likely to Have Line of Credit	This segment contains all people working in companies that are likely to have a line of credit based on D&B proprietary business transaction data and analytical indicators
Likely to Have Lease	B2B Financial Analytics > Likely to Have Lease	This segment contains all people working in companies that are likely to have a corporate lease based on D&B proprietary business transaction data and analytical indicators
In Market for Corporate Credit Card	B2B Financial Analytics > In Market for Corporate Credit Card	This segment contains all people working in companies that are in market for a corporate credit card based on D&B proprietary business transaction data and analytical indicators
Stable and Strong Companies	B2B Financial Analytics > Stable and Strong Companies	This segment contains all people working in companies with an extremely high likelihood to stay in business and survive economic fluctuations based on D&B predictive viability indicators
Recent UCC Filer	B2B Financial Analytic > Recent UCC Filer	This segment contains all people working for businesses that have recently filed a Uniform Commercial Code (UCC) form: indicating companies engaged in commercial transactions with lending and borrowing (debt)



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B2B LOCATION TYPE		
This segment contains all people working in company locations based on the overall decision making authority and ownership of real estate		
LEVEL 2	SEGMENT NAME	SEGMENT DESCRIPTION
All Decision Making Locations	B2B Location Type > All Decision Making Locations	This segment contains all people working in locations with decision making authority based on D&B business transaction data
Owned Business Locations	B2B Location Type > Owned Business Locations	This segment contains all people working in buildings, facilities, offices, or real estate that are owned by the business entity
Rented Business Locations	B2B Location Type > Rented Business Locations	This segment contains all people working in buildings, facilities, offices, or real estate that are rented by the business entity
Leased Business Locations	B2B Location Type > Leased Business Locations	This segment contains all people working in buildings, facilities, offices, or real estate that are leased by the business entity
Residential Business Locations	B2B Location Type > Residential Business Locations	This segment contains all people working in buildings, facilities, offices, or real estate that have a residential address associated with it
Global Companies with US Headquarters	B2B Location Type > Global Companies with US Headquarters	This segment contains all people in the United States (US), who are working for businesses that are also headquartered in the US
Global Companies with non US Headquarters	B2B Location Type > Global Companies with non US Headquarters	This segment contains all people in the United States (US), who are working for businesses that are headquartered in other international countries across the globe
Manufacturing Business Locations	B2B Location Type > Manufacturing Business Locations	This segment contains all people in the United States (US), who are working in locations that manufacture industrial equipment, consumer goods, and any other product made on a large scale using machinery



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B2B LOCATION SIZE		
This segment contains all people working in locations by physical size (square feet/meters) or network size (number of nodes/connection points)		
LEVEL 2	SEGMENT NAME	SEGMENT DESCRIPTION
Small Locations	B2B Location Size > Small Locations	This segment contains all people working in buildings less than 2000 square feet (186 square meters) in size
Medium Locations	B2B Location Size > Medium Locations	This segment contains all people working in buildings between 2000 and 3000 square feet (186 and 279 square meters) in size
Large Locations	B2B Location Size > Large Locations	This segment contains all people working in buildings between 3000 and 5000 square feet (279 and 465 square meters) in size
Extra Large Locations	B2B Location Size > Extra Large Locations	This segment contains all people working in buildings more than 5000 square feet (465 square meters) in size
Large Computer Network	B2B Location Size > Large Computer Network	This segment contains all people working for businesses with a network size of over 60 nodes or connection points
Medium Computer Network	B2B Location Size > Medium Computer Network	This segment contains all people working for businesses with a network size between 20 and 59 nodes or connection points
Small Computer Network	B2B Location Size > Small Computer Network	This segment contains all people working for businesses with a network size between 0 and 19 nodes or connection points





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B2B OWNERSHIP & LEGAL STRUCTURE		
This segment contains all people working in companies based on different legal business ownership structures		
LEVEL 2	SEGMENT NAME	SEGMENT DESCRIPTION
Sole Proprietorships	B2B Ownership & Legal Structure > Sole Proprietorships	This segment contains all people working in sole proprietorships: businesses with a sole person responsible for all assets and liabilities
Partnerships	B2B Ownership & Legal Structure > Partnerships	This segment contains all people working in partnerships: businesses where two or more people share ownership responsibilities
Corporations	B2B Ownership & Legal Structure > Corporations	This segment contains all people working in corporations (or C corporations): an independent legal entity owned by shareholders, typically for larger, established businesses with multiple employees
Non-Profits	B2B Ownership & Legal Structure > Non-Profits	This segment contains all people working in non profit organizations (NPO): tax-exempt 501c organizations in the United States
Minority Owned Companies	B2B Ownership & Legal Structure > Minority Owned Companies	This segment contains all people working in minority owned businesses
Women Owned Companies	B2B Ownership & Legal Structure > Women Owned Companies	This segment contains all people working in women owned businesses
Company Owned Franchises	B2B Ownership & Legal Structure > Company Owned Franchises	This segment contains all people working in company-owned franchises
Franchisee Owned Franchises	B2B Ownership & Legal Structure > Franchisee Owned Franchises	This segment contains all people working in franchisee-owned franchises



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B2B SPENDING POWER		
This segment contains all people working in companies based on their spending capacity and likeliness to be in market for products and services based on D&B proprietary analytical indicators		
JOB ROLE	SEGMENT NAME	SEGMENT DESCRIPTION
High Capacity to Spend	B2B Spending Power > High Capacity to Spend	This segment contains all people working in companies with a high capacity to spend based on D&B proprietary analytical indicators
High Spenders on Business Products & Services	B2B Spending Power > High Spenders on Business Products & Services	This segment contains all people working in companies that are likely allocating more spend towards business products and services based on D&B proprietary business transaction data and analytical indicators
High Spenders on IT Products & Services	B2B Spending Power > High Spenders on IT Products & Services	This segment contains all people working in companies that are likely allocating more spend towards Information Technology (IT) products and services based on D&B proprietary business transaction data and analytical indicators
High Spenders on Transportation Products & Services	B2B Spending Power > High Spenders on Transportation Products & Services	This segment contains all people working in companies that are likely allocating more spend towards transportation or logistics products and services based on D&B proprietary business transaction data and analytical indicators
High Spenders on Trucking Services	B2B Spending Power > High Spenders on Trucking Services	This segment contains all people working in companies that are likely allocating more spend towards trucking products and services based on D&B proprietary business transaction data and analytical indicators



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B2B SPENDING POWER		
JOB ROLE	SEGMENT NAME	SEGMENT DESCRIPTION
High Spenders on Less than Truckload Services	B2B Spending Power > High Spenders on Less than Truckload Services	This segment contains all people working in companies that are likely allocating more spend towards less than truckload shipping or less than load (LTL) products and services based on D&B proprietary business transaction data and analytical indicators
High Spenders on Telecom Products & Services	B2B Spending Power > High Spenders on Telecom Products & Services	This segment contains all people working in companies that are likely allocating more spend towards telecommunication products and services based on D&B proprietary business transaction data and analytical indicators
High Spenders on Food & Beverage Products & Services	B2B Spending Power > High Spenders on Food & Beverage Products & Services	This segment contains all people working in companies that are likely allocating more spend towards food and beverage products and services based on D&B proprietary business transaction data and analytical indicators



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