



WORKBENCH DATA OPTIMIZER

Build Stronger Relationships and Accelerate Growth

THE NEED FOR INTERCONNECTED DATA

As a B2B marketer you need to identify your best opportunities and align your efforts accordingly. You need to establish a common understanding of your ideal markets between marketing and sales, build stronger relationships with prospects and customers and accelerate growth for your organization. But your data often lacks consistency across systems and your campaigns are not integrated well enough to target the best audiences consistently. Interconnected data can be the unifying factor that helps you focus your efforts and enables you to measure and track actual results.

The Workbench data services platform helps you unite and align your marketing and sales data so you can connect online and offline activities. Loaded with advanced analytics and easy integration into your marketing systems, Workbench helps unlock the value in the data you have and enhances the new data you collect every day. It also drives more effective segmentation and targeting to accelerate growth in your business.

Dun & Bradstreet's leading commercial database of 280M company records and 70M contact records fuels Workbench with deep company linkage and account intelligence enabling you to:



WORKBENCH OPTIMIZE: MAINTAIN QUALITY DATA

Workbench can dramatically boost the health of your data, giving you confidence that you're targeting the right people, personalizing your content effectively and improving the success of your programs across all channels. Interactive dashboards enable you to analyze your data, implement data stewardship practices and visualize where to focus your efforts.

Workbench also simplifies the process of maintaining your data over time. The platform regularly cleanses and enriches your company and contact records, ensuring the accuracy and integrity of your sales and marketing data.

This process removes companies no longer in business, identifies deep corporate linkages, and provides over 150

firmographic details for rich company insight. These capabilities help you align both your ABM and personalization efforts to drive more effective campaigning.

Workbench also plugs into your on-line web-forms to increase form conversion rates while providing robust insights to support lead prioritization, ABM and sales enablement.

Key Benefits

- Effectively govern your sales and marketing data
- Drive better segmentation and targeting
- Increase form conversion rates and data completeness



WORKBENCH PROFILE: IDENTIFY YOUR TARGET AUDIENCES

Workbench Profile supports your segmentation efforts through machine-learning analytics models. In less than five minutes, sophisticated algorithms identify key characteristics of the markets that represent the strongest opportunities for growth. No data scientist needed!

Each profile identifies key firmographic insights such as industry, sales volume, company age, family tree size to provide a clear picture of each potential market segment. The built-in prospecting capabilities of Workbench

identifies companies in Dun & Bradstreet's robust database that mirror the characteristics of that specific profile. This empowers you to take your audience acquisition efforts to the next level.

Key Benefits

- Uncover the best whitespace opportunities
- Identify audiences with the highest propensity to buy
- Target the decision-makers at the right companies



“Without Dun & Bradstreet, we couldn't have run the campaigns that we did or have the impact that we had on pipeline generation and bottom line revenue.”

– Chad Trainor, Aptean, Senior Director, Global Marketing Operations & Account Development¹



WORKBENCH TARGET: ACCELERATE YOUR AUDIENCE ACQUISITION

Once your target audiences are established, Workbench allows you to build persona-based profiles, source new, high-quality contacts and align your online and offline program activities. Our database provides fresh fuel for your outbound programs and accurate insight on in-bound efforts.

To further support your segmentation and targeting efforts, Workbench provides add-on data options, allowing you to augment your data sets with specialized information such as technology install data. It also identifies your potential digital reach by matching your contact data to cookies and mobile device IDs.

Predictive analytics provide additional details such as a company's spend capacity or growth trajectory, giving you the intelligence you need to focus your marketing and sales initiatives on the right audiences.

Key Benefits

- Broaden your reach in key market segments
- Gain rich insight into your target audiences
- Achieve consistency and increase ROI across your online and offline campaigns

GREAT MARKETING STARTS WITH GREAT DATA

According to SiriusDecisions, companies that proactively maintain their database can realize 66% higher conversions to revenue compared to those that do not.² Building and executing demand generation programs fueled by clean and complete data drives more accurate targeting and segmentation, higher deliverability rates, and ultimately, more qualified leads for your sales team.

Dun & Bradstreet has helped hundreds of B2B marketers refine their demand generation engines. With reliable data management, analytics and audience acquisition capabilities, Workbench provides the insights and access you need to achieve your marketing and sales objectives – and it's easier and more affordable than you think.

So, what are you waiting for? Visit [DNB.com/Workbench](https://www.dnb.com/Workbench) to get started.



Sources:

1. Dun & Bradstreet, "The Marketing Superhero Book." DNB.com, Dun & Bradstreet, 2015. Web.
2. Heuer, Megan. "Three Myths of the '67 Percent' Statistic." SiriusDecisions.com. SiriusDecisions, 2013. Web.

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](https://www.dnb.com).