

BROCHURE

D&B Hoovers Audience Builder

Understand, Target & Activate Ideal Audiences

Commercial in Confidence



Growth leaders, especially at small or mid-sized companies, are under rising pressure to generate revenue and do so quickly. Like large enterprises, all sales and marketing teams are coping with data complexity, siloed tools and cross-integration - but they're often doing it with fewer resources.

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



D&B Hoovers Audience Builder is Optimized to Power Faster, Smarter, and More Precise Prospecting.

Here's What We Are Hearing Revenue Teams:

"We're still splicing spreadsheets from several data sources."

"I know I have untapped markets, but don't know which to pursue next."

"Targeting by industry, size, and title isn't cutting it anymore."

"We keep hearing 'now isn't the right time.'"

The Result

My team is wasting time, and I still don't have a unified view of my customer vs. prospects.

Conversion rates are declining, and Sales complains of lead quality.

Prospects aren't responding to ads, emails, and phone call.

My business is stagnating, and I'm drained chasing the same type of targets.

INTELLIGENTLY

Unify

Combine first-party customer data with prospects from the D&B Data Cloud and discover your ideal customer profile and total addressable market.

PRECISELY

Identify

Shape tailored marketing audiences backed by customer match, behavioral intent, technographics, firmographics, and contact intelligence.

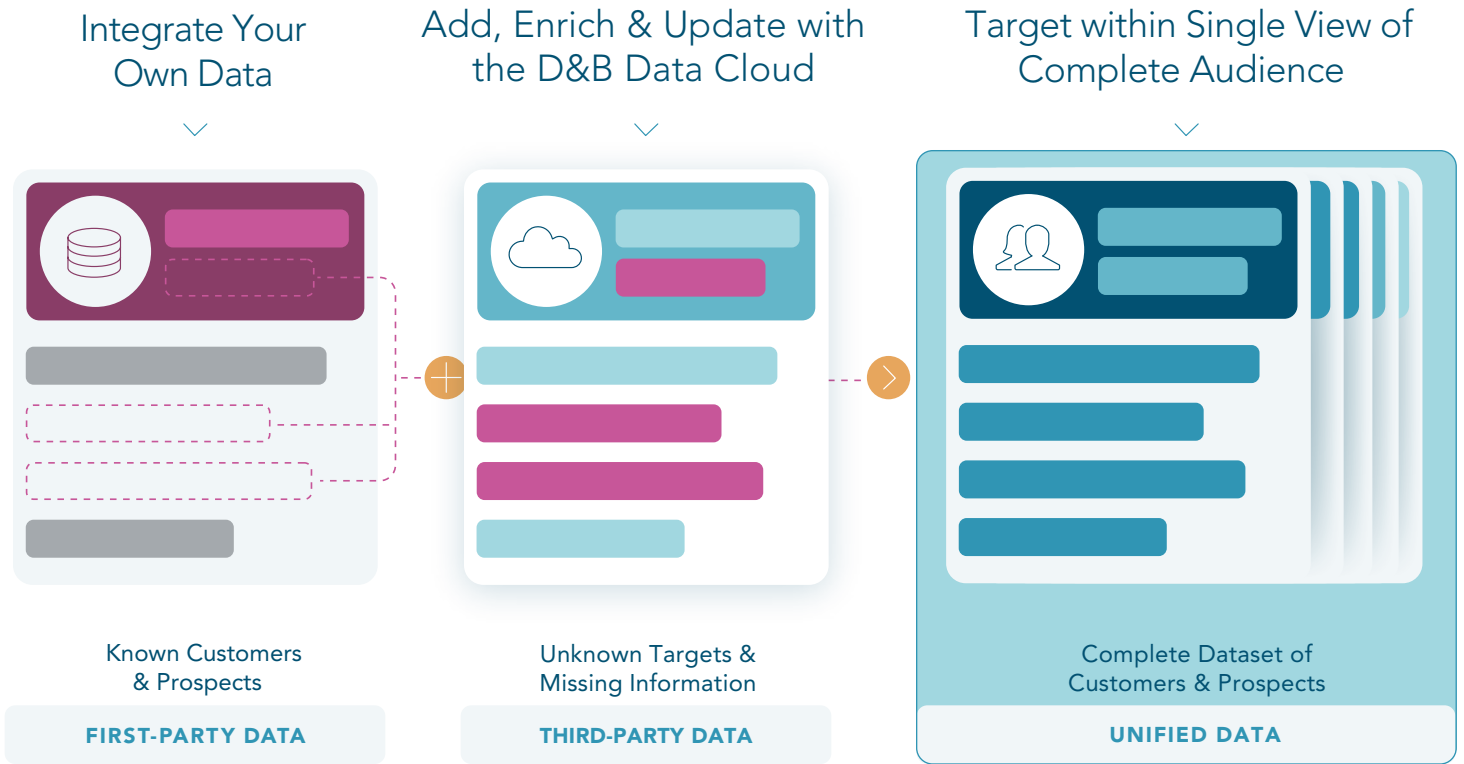
SEAMLESSLY

Activate

Push the most likely buyers to HubSpot or Marketo for immediate campaigns, enrich your CRM or align with Sales in D&B Hoovers.

The solution that unifies customers and prospects, identifies ideal segments, and seamlessly activates audiences is the one that will grow your business.

Unify



Identify

- Visualize your Total Addressable Market, untapped whitespace, and customers ripe for increased share-of-wallet.
- Isolate ideal prospects within 315M+ Companies mapped to site locations and corporate linkages. Prospect Scoring prioritizes your outreach.
- Engage your best buyers among 517M+ Contacts. 55% are decision-makers (Director+), and 100% Contacts have complete Title.



315M+
COMPANIES

- Site Locations
- Corporate Linkages

517M+
CONTACTS

- 55% Decisions-Makers
- 100% Complete Title

Buyer Intent

We flag spiking interest and active behaviors, giving you a head-start on pre-engaged prospects.

bombora		dun & bradstreet	
INTENT		VISITOR INTELLIGENCE	
 SIGNAL	• 16k+ pre-defined topics • Business Categories • Branded Categories	Visitors to Your Own Site Matched Against the D&B Data Cloud: • 596M+ Companies • 4B+ IP Addresses • 54M URLs	
 SOURCE	• 4k+ Partner Companies/Sites • 70% Exclusive • Listening to 4M Unique Domains		
 SIENCE	Proprietary & Patented	Proprietary & Patented	

SEAMLESSLY

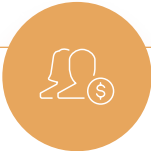
Activate Your Process is Our Process.

Activate target audiences within your existing platforms.

Trusted by Users

TR TrustRadius ★★★★★

“Best market intelligence tool in the market for high ROI”
— Epicor



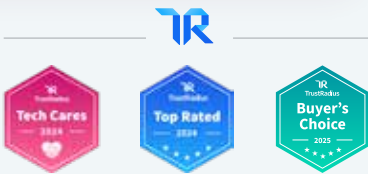
For Sellers

- Send Insights to Sales in CRM
- Assign Targets to Sales in CRM



For Marketers

- Push Campaign Lists Directly to Your Marketing Automation Platform
- Enrich CRM with Prospect Data from the D&B Data Cloud
- Learn When New Prospects Meet Your Criteria



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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).

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