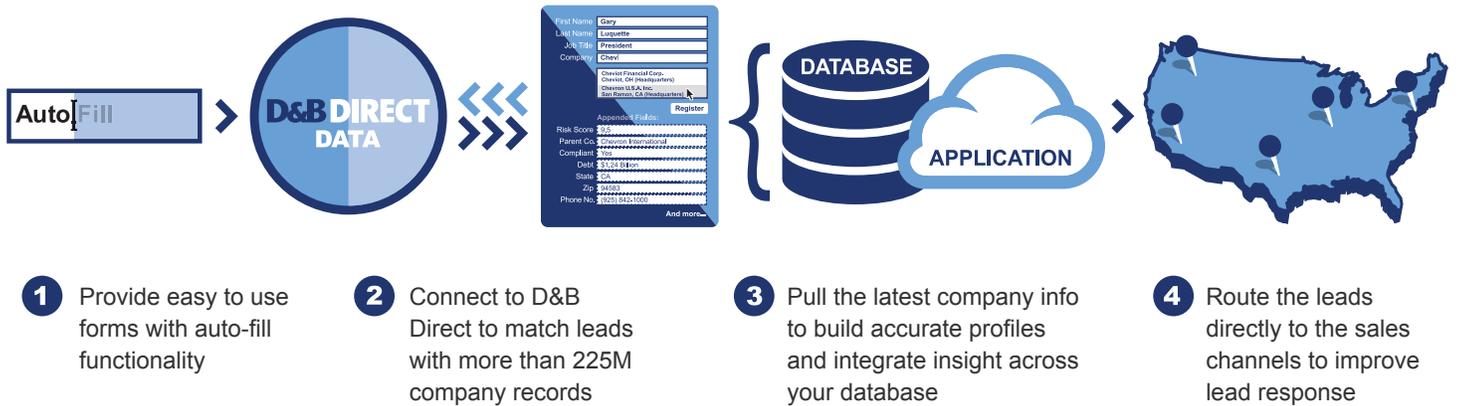


Marketing Automation & Nurturing Campaigns

Increase revenue from marketing automation and nurturing campaigns by zeroing in on the most profitable prospects and customers directly through your marketing automation solution. Improve lead segmentation and enhance the buyer experience by using in-depth intelligence to target, message, and nurture key relationships.

Example Workflow



Recommended D&B Direct Products for Marketing Automation & Nurturing Campaigns

Search & Build-a-List: Company

Find the right companies to quickly fill your prospect pipeline. Search for a list of companies that best match your criteria, including target industry, size, and geography.

Research (Industry)

Gain direct access to industry insight, analysis, statistics, and forecasts to help your team engage key prospects and deepen existing customer relationships. Find critical information on more than 900 industry segments.

Detailed Company Profile ■ ▲

Enrich your records with detailed data on more than 225 million companies. The D&B database allows you to deliver more precise insight to support new and existing account decisions.

News & Social Media

Know you're getting the most recent news and social media updates about a company. DUNS numbers ensure you're receiving updates from the correct social media channels tied to that particular company.

Corporate Linkage ● ▲

Linkage provides a family tree overview of branches, divisions, and subsidiaries without the expensive and time-consuming research. D&B offers the largest and most accurate database of corporate family trees.

On-Demand Single Entity Resolution

Cleanse your records with address standardization and entity resolution features. Then use D&B match technology to identify duplicates, correct company data, and enrich your existing records.

■ Available in Standard, Enhanced and Premium
 ● Available in Standard and Enhanced
 ▲ Monitoring services available