D&B Direct for Marketing

Know your best move with insight into growth opportunities, untapped market segments and market trends

With easy access to plentiful data, today's buyers are more informed than ever. While marketers are looking to leverage "Big Data" to better identify and meet customer needs, buyers are using it to inform themselves. As a result, over 2/3 of the buying process happens without sales involvement.

> According to CSO Insights, **96%** of the leads generated by Marketing will never close.

That means as a marketer you must assert your influence earlier in the buying process in order to enhance the customer experience and increase new customer acquisition. Your challenge is to get the right message to the right buyers at the right stage of the buying process. The solution is, ironically, data.

Data is a key strategic asset— if you can use it

Even though information is readily available, quality business intelligence is hard to find. This is because:

▪ **You source data from multiple systems**. You pull data from various internal systems, from social media and news sites and third party vendors. The average marketer uses over 5 different systems to run their marketing campaigns. This presents two challenges: (1) connecting all these data fragments to the right business record for a single, complete and multi-dimensional view of your customers and prospects, and (2) integrating this single view into your CRM so users across your sales and marketing teams can access it.

▪ **Your data is not complete and accurate**. Data quality is not a new problem but remains a major issue. Your data must be accurate, complete and up-to-date for effective segmentation and targeting. Otherwise, your messaging and campaigns will miss the mark and you will not generate qualified leads.

D&B Direct transforms your marketing by delivering intelligence into your systems

D&B Direct for Marketing solves these challenges by providing streaming, real-time access to the business intelligence you need to anticipate and act on market opportunities and buyer needs. Direct is a web-based API solution that aggregates and connects data and analytics—regardless of source—into the marketing applications you use so you can capitalize on Big Data.

To drive results from your marketing programs you must start with a single, complete view of businesses.

1 ALL IN ONE PLACE	2 CONNECTIVE	3 CONSTANT	4 RELATIONAL	5 PREDICTIVE
Global Data Collection	Entity Matching	D-U-N-S® Number	Corporate Linkage	Predictive Indicators

D&B's DUNSRight® Data Quality Process

Direct leverages D&B's proprietary DUNSRight® Entity Matching technology and the D-U-N-S® Number to consolidate data and relate it to the right business, giving you trustworthy master records of business entities. Direct then enriches these records with D&B data and analytics, plus other data, to make it actionable, and delivers this insight into your CRM. With this informed view you will be able to better focus your marketing resources and plan and conduct more effective marketing programs that support your customer experience and acquisition goals.

Use D&B Direct for Marketing to improve your...

1. Segmentation & Targeting Optimization

Run more effective campaigns using predictive analytics to profile your best customers and uncover the best new targets, cross-sell and up-sell opportunities. Pinpoint the right decision-makers to eliminate waste and deliver relevant content, cost-effectively.

Example Workflow

1 Connect to D&B Direct to access D&B's 225M company records and build a targeted list of companies based on custom segmentation

2 Leverage company, contact, and social data to uncover new targets

3 Find the best new prospects and integrate seamlessly into your database or application

Using D&B Direct for Segmentation & Targeting will help you:

- Accurately model your best customers to find more like them
- Personalize and deliver relevant content to the right contact
- Improve campaign responses, conversion rates, and ROI
- Leverage company, contact, social data and more to uncover needs based on buying signals

2. Marketing Automation & Nurture

Increase revenue from marketing automation and nurture campaigns by identifying the most profitable targets. Use D&B in your CRM system to improve targeting, messaging and customer nurture and satisfaction programs.

Example Workflow

1 Provide easy-to-use forms with auto-fill functionality

2 Connect to D&B Direct to match to over 225M company records

3 Build accurate profiles and integrate insight across your database by pulling the latest company information

4 Route the leads directly to sales to improve lead response

Using D&B Direct for Marketing Automation & Nurture will help you:

- Focus resources on the most profitable opportunities
- Build accurate profiles of your best customers
- Create an improved buyer experience to attract, retain and grow customers
- Improve the productivity of your marketing and sales teams

3. Social/Digital Intelligence

Combine digital and social data from around the web with D&B data and analytics so you can find and seize new opportunities first.

Example Workflow

1 D&B collects social data directly from the company's official social media handles

2 Connect to D&B Direct to combine social data with D&B business intelligence and integrate into your application or database

**3** Better understand buyer behavior and patterns to effectively drive higher sales

Using D&B Direct for Social & Digital Intelligence will help you:

- Enhance your data with buyers' social and digital profiles for better targeting
- Improve lead scoring and propensity to buy models
- Better understand buyers to more easily uncover unmet needs
- Assess account opportunity potential based on IT spend/ sophistication

4. Lead Form Optimization

Deliver more high-quality leads by simplifying lead forms, optimizing lead scoring, and enriching leads directly in your systems.

Example Workflow
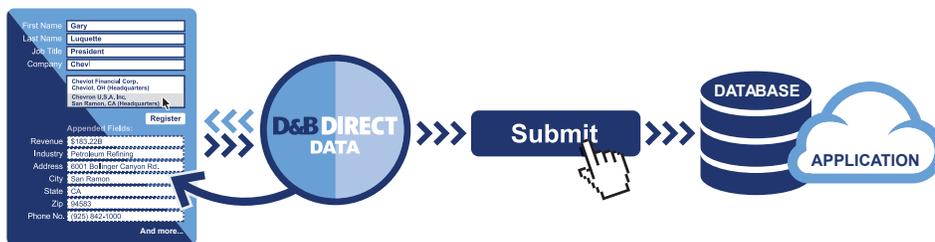
1 Reduce abandonment rates with a simple form

2 D&B Direct will populate the rest

3 Form is submitted with enriched data and delivered into your database or application

Using D&B Direct for Lead Form Optimization will help you:

- Lower lead abandonment rates with shorter forms across web, mobile and social channels
- Enrich lead records with streaming access to D&B intelligence about companies, contacts, industries, social, news and more channels
- Automatically score and deliver leads to marketing automation, CRM and related systems
- Route leads to sales quickly and effectively by eliminating channel conflict

About Dun & Bradstreet® (D&B)

Dun & Bradstreet (NYSE:DNB) is the world's leading source of commercial information and insight on businesses, enabling companies to Decide with Confidence® for 172 years. D&B's global commercial database contains more than 220 million business records. The database is enhanced by D&B's proprietary DUNSRight® Quality Process, which provides our customers with quality business information. This quality information is the foundation of our global solutions that customers rely on to make critical business decisions.

D&B provides two solution sets that meet a diverse set of customer needs globally. Customers use D&B Risk Management Solutions™ to mitigate credit and supplier risk, increase cash flow and drive increased profitability; and D&B Sales & Marketing Solutions™ to provide data management capabilities that provide effective and cost efficient marketing solutions and to convert prospects into clients by enabling business professionals to research companies, executives and industries.

For more information, please visit **www.dnb.com**.