



Deterministic Data For Businesses

THE CHALLENGES FOR TODAY'S B2B MARKETER

B2B marketing spend on the rise

When it comes to digital display ad sales, B2C marketing is (and has always been) the predominate 'big spender.' But B2B spending is closing that gap with significant YOY growth. In fact, it's grown by over 25% and is expected to be 15% of the total US digital ad spend this year.

The reason for this surge — in part — is B2B's discovery of Programmatic Marketing, which consumer marketers are already really good at. Programmatic is driven by data, and in the B2C world customer data is not only pretty straightforward, there's lots of it.

Probabilistic vs. Deterministic

Many marketers face this challenge with a 'probabilistic' approach to data generation. They use proxy models to define targetable prospects that they then feed into their marketing engines. Unfortunately, probabilistic can be problematic if proxies are based on incorrect assumptions. Conversely, there's 'deterministic' data — data gathered from verified sources and vetted for quality. It's not derived using models and assumptions. It's real business data sourced from real business people, collected, aggregated, edited and verified daily, resulting in better data that's suited to the specialized needs of B2B.

Which Data Segment is right for you?

Our data is packaged and available in the following ways:

- > **Standard:** Create awareness and advocacy among a vast business audience with broad firmographics (including company size & sales, major industry classifications, job role/function).
- > **Premium:** Reach and engage a more discreet professional audience via predictive indicators such as spend propensity, marketability or company growth, as well as more specific job roles and functions.

THE DUN & BRADSTREET SOLUTION

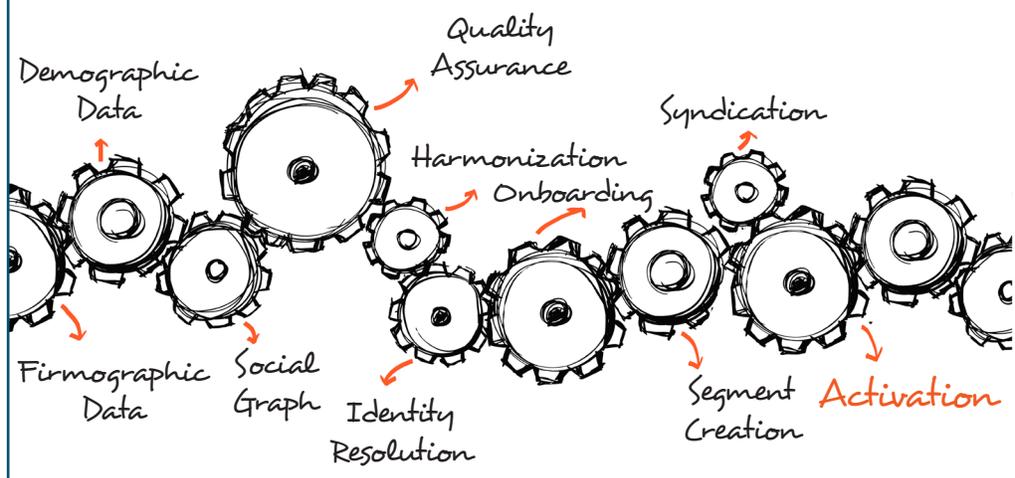
Introducing Audience Solutions

That's where Dun & Bradstreet comes in. We've gathered — and continue to gather — deterministic business data on over 240 million organizations worldwide. Leveraging approximately 700 attributes, our new Audience Solutions group maintains a deep understanding of every role and business behavior within a company. This helps marketers identify trends and patterns in data, discover insights that can lead to game-changing decisions, create better, more relevant campaigns, and deliver precision targeted offers that achieve business goals.

Our Approach

Rigorous collection and quality assurance processes result in a set of 100% deterministic business data, all owned by Dun & Bradstreet. Our Audience Solutions team employs market-leading matching methods and partners to bring this data online in a secure and anonymous fashion that maintains the highest standards in PII protection and user privacy. Our agnostic approach to syndication and distribution makes data available to customers where, when, and how they want it, in the platforms they rely on to execute their digital marketing strategies.

Real business data. Sourced from real business people.



5 quality drivers ensure accuracy

All collected and enhanced data is subject to the rigorous and proprietary DUNSRight® quality assurance process, which includes over 2,000 automated checks in addition to many manual ones.

INPUT

1. Global Data Collection brings together data from 30K+ sources worldwide.

DUN & BRADSTREET GLOBAL DATABASE

OUTPUT

The most accurate and highest quality B2B data.

2. Data is integrated through our **Entity Matching** process to produce a single, comprehensive, and accurate picture of each business and its global corporate structure.

3. **DUNS® Numbers** are applied to unlock a wealth of value-add data, including physical and mailing addresses, 'doing business as' names, principal names, industry classifications, and more.

4. **Corporate Linkage** enables our customers to view their total risk or opportunity across related businesses.

5. **Predictive Indicators** use statistical analysis to rate a business's past performance and to indicate how likely the business is to perform the same way in the future.

ABOUT US:

Dun & Bradstreet is the world's leading source of commercial data, analytics and insight on businesses. Our global commercial database contains more than 240 million business records. We transform commercial data into valuable insight which is the foundation of our global solutions that customers rely on to make critical business decisions.

Data anchored on and built for B2B

Reach your B2B audience by leveraging:

- Company information, including number of employees, annual revenue, and maturity
- Business data tied to a DUNS® Number
- Functional data for contacts, including area of responsibility, domain expertise, and seniority
- Decision-maker contacts in IT, financial, and business roles and hundreds of other attributes

We ingest data from 30K+ global sources, including:

- > Government registries
- > Financial filings
- > Courts & legal filings
- > Payment experiences
- > Shipment data
- > Labor market data
- > Utility data
- > Government control lists
- > Merchant data
- > Newspapers & publications
- > Sentiment data
- > Social media data

Our Identity Resolution Engine extracts and harmonizes meaningful indicators into a single, comprehensive set of business profiles. Our database contains:

240M+ businesses
220+ countries
1000+ industries

Profiles are made actionable via predictive analytics, leveraging:

1B+ payment & bank experiences
1B+ trade experiences
178M+ public records

For more information on how Audience Solutions can help you, email us at audiencesolutions@dnb.com