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Customer Hunters

Data-Savvy Marketing Tips for
Finding Your Dream Buyers



Just as buyer's
agents on
"House Hunters"
**work with
specific
buyers to
find their
perfect home...**



B2B marketers are
"customer hunters,"
**looking to
build lasting
relationships
with ideal
buyers.**



What "hunters" know:
**One buyer
(or home)...**



...does
not fit all



Sometimes we forget this
in the B2B world.



Mass marketing isn't
going to convince your dream
prospects to stick around
**or invest a down
payment.**



Want to build a relationship?
Buyers need to feel at home
with you.

**They need to feel
you understand
them and their
specific needs.**

A dark, atmospheric photograph of a dilapidated bathroom. In the center is a white clawfoot bathtub with ornate brass feet. The walls are covered in peeling, dark wallpaper, revealing a rougher surface underneath. A white bathrobe hangs on a hook to the right of the tub. Above the tub, a brass faucet and showerhead are visible. To the left, a window with a dark frame is partially visible. On the floor, there is a pile of dark, crumpled fabric or debris. In the bottom right corner, a small white vase holds a bouquet of red tulips. The overall lighting is low and moody, creating a sense of neglect and decay.

In a property listing
or a customer record...



**cleanliness
can seal the deal.**

Dirty data = not
knowing your buyer.
**It can easily be
a deal breaker.**

A photograph of a kitchen interior. On the left, there is a white refrigerator and a white electric stove with four burners. The cabinets are made of wood with dark handles. The floor is covered in a yellow and white patterned linoleum. In the background, there is a doorway leading to another room with wood paneling. On the right, there is a double stainless steel sink and more wood cabinets. The ceiling has a recessed light fixture.

Also an
out-of-date view
**isn't something
you want in a
kitchen.**

It isn't something
you want in your
buyer snapshots,
either.

How many
attractive
opportunities
are hidden
beneath stale
information?



Customer data
snafus hide the who.

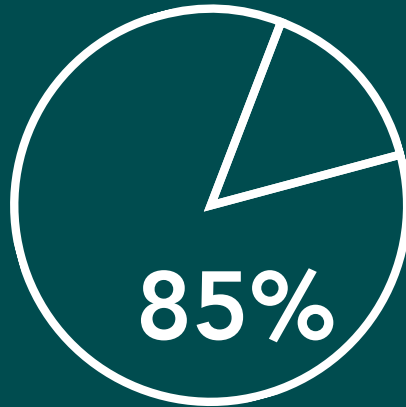
**If your best
customer is
camouflaged in
bad data, just
think how many
lookalike buyers
you won't find.**



B2B marketers' records are full of gaps and mistakes



of B2B records
lack revenue
information.




lack company size
by employee
number.



lack industry
information.

Analyze that. (Yeah, right.)

B2B Marketing Data Report 2016, Dun & Bradstreet



Mrs. Smith may look like
your dream
customer until...



CUSTOMER HUNTERS

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Whether it's an MLS listing
or customer record...

**Missing information =
missed (or misleading)
opportunity.**

Make sure you're hunting
in the right neighborhood.

Work from a more complete
picture of your buyer...

**and get clarity across
the relationships in
your portfolio.**



Want to sell buyers on
what you're offering?

Nail down a solid
foundation for your
marketing.

**Make your
customer
data the best
it can be.**




dun & bradstreet
can help you...

Pull together fragments of
customer information scattered
across your organization

Clean company and contact data
using the largest, most reliable
commercial database in the world

Beef up your customer records
with crucial, missing details

A hand holding heart-shaped sunglasses against a background of floating bubbles and warm bokeh light.

With the right data, you can
personalize the customer
experience and start building
meaningful relationships with
buyers.

**It's what we help our
customers do every day.**

A man with a wide-eyed, enthusiastic expression is wearing a brown fur hat with large earflaps and a brown jacket with a light-colored knit collar. He is positioned in front of a background of horizontal wooden planks. The text is overlaid on the left side of the image.

May we come along on
your customer hunt?
**We'd love an
invitation.**

But before you decide...

**Take a tour of our data
quality services! Sign up
for a free Data Health Scan
of your database!**

Happy hunting

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