

# D&B Audience Targeting

Engage B2B Buyers with Smarter Programmatic Campaigns

## GAIN A COMPETITIVE ADVANTAGE

Today, 74% of B2B buyers have completed more than half their research before even engaging with a seller. In fact, our research shows that 78% of B2B marketers will spend up to 50% of their budgets on programmatic advertising to reach this audience. With marketers using similar channels and technology platforms to reach and engage buyers, the only real way to gain a competitive advantage is to leverage complete and accurate data to deploy more targeted, intelligent, and relevant messages.

Online programmatic campaigns perform the best when you are using reliable and verified data – deterministic data, not probabilistic data based on assumptions. Dun & Bradstreet improves programmatic advertising ROI by bringing the world's largest and most trusted commercial database online – by aligning 280M+ company and 350M+ contact records to over 250M+ cookies and mobile IDs. These deterministic segments derived from 30,000 offline vetted sources are activated within AdTech platforms for execution.

## REACH AUDIENCES AT SCALE

There are 400+ pre-defined segments to choose from in our business and professional and predictive targeting taxonomies. Plus, every digital segment in Dun & Bradstreet's database is linked to a D-U-N-S® Number – ensuring highly-targeted segments that support custom targeting efforts, including:

### Business and Professional Targeting Taxonomy

- Company Age, Revenue, Size, and Type
- Decision Makers (by Job Function and Vertical)
- Job Function/Roles
- Industry (SIC and NAICS Categorizations)
- Location Type and Size
- Ownership and Legal Structure
- Seniority

### Predictive Targeting Taxonomy

- Account Marketability Score
- Company Growth and Spending Power
- Financial Analytics
- Technology Team and Infrastructure
- Technology Budget and Purchase Intent

### Custom Targeting By:

- Key Accounts (for Account-Based Marketing)
- Niche Industries
- Specific Job Titles

## DATA WHERE AND WHEN YOU NEED IT

We take a platform agnostic approach to improve your programmatic advertising efforts. To maximize the availability of our data and ensure seamless integration with your campaign workflow, we've established strategic partnerships with industry-leading platforms, including but not limited to [Adobe Audience Manager](#), [Google DoubleClick](#), [Krux](#), [Lotame](#), and [Xaxis](#).

## TARGET YOUR ADS BASED ON FACTS, NOT GUESSES



### Factual

Deterministic data validated by the DUNSRight® quality assurance process ensures digital ads reach the right audience



### Structured

Data structured around the Dun & Bradstreet D-U-N-S® Number ties ads to MAP and CRM for full-funnel attribution and closed-loop reporting



### Accessible

Access D&B data across major AdTech players – including DMPs, DSPs, Trading Desks, Facebook, Instagram, and Twitter



## GO BEYOND IMPRESSIONS AND CLICKS

Validate your B2B audiences and enhance campaign data at the point of exposure with D&B Audience Targeting Analytics. With a lightweight image tag that can be placed in ad creative or along other customer touchpoints, audience data such as company name, industry, and revenue can now be analyzed alongside formerly anonymous impressions. This allows for a richer understanding of programmatic campaign success against the full scale of your media campaigns, not only the small subset of individuals who take the time to click through and volunteer their information.

With this information, you can:



Validate the quality and accuracy of audience data by comparing who viewed an ad with who you targeted



Uncover which ad creatives and campaign messages attract the right audiences



Refine audience segmentation and targeting by analyzing if intended audiences are viewing your ads

## EXPAND YOUR UNDERSTANDING AND INSIGHTS

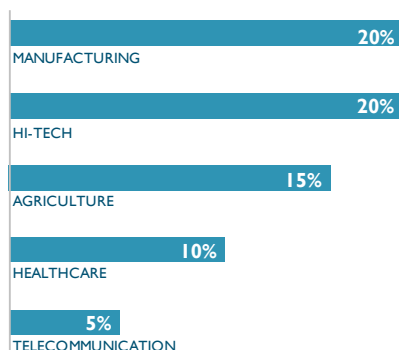
D&B Audience Targeting Analytics allows marketers and agencies to push additional information into the image tag for storage alongside Dun & Bradstreet's audience data. This can be anything from hard-coded values to dynamic replacement variables (i.e. ad server macros) to allow for segmentation of the resulting data according to your own campaign structure.

In addition, Audience Targeting Analytics data can be merged into overarching campaign data warehouses for detailed analysis of campaign performance from the target account level down to the individual impression. Here's an example of what you'll see:

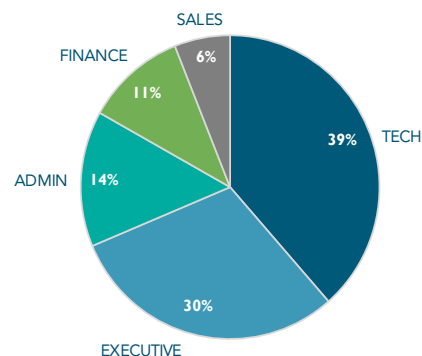
AD IMPRESSIONS  
MATCHED BY D-U-N-S®

Company	D-U-N-S #
Acme, Inc.	80-473-5132
Telco Limited	71-234-9276
Novoco LLP	12-423-1132
College of MA	11-432-9878
Frecom Utilities	09-892-1254
Play Corp.	45-453-1212

TOP INDUSTRIES  
VIEWING YOUR ADS



ADS VIEWED BY JOB  
FUNCTION



Learn more about  
**D&B Audience Targeting**  
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#### ABOUT DUN & BRADSTREET

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. For more about Dun & Bradstreet, visit [DNB.com](https://www.dnb.com).

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