

Free Access to B2B Audiences on Facebook

Register Your Facebook Account Number for 400+ Segments



TARGET FACEBOOK AUDIENCES WITH B2B DATA

As a B2B marketer, targeting professional audiences with basic interest or consumer-related attributes can result in reaching the wrong people and wasting ad dollars.

Dun & Bradstreet's 400+ audience segments are now available in Facebook Ads Manager — allowing marketers to reach business professionals across Facebook for desktop and mobile, Instagram, and the Facebook Audience Network.

Categories of segments you'll see include:

- Company Age, Size, and Revenue
- Industry
- Decision Makers
- Job Seniority and Function
- Company Growth
- Location Type and Size
- Account Marketability Score
- Technology Team, Budget, and Intent

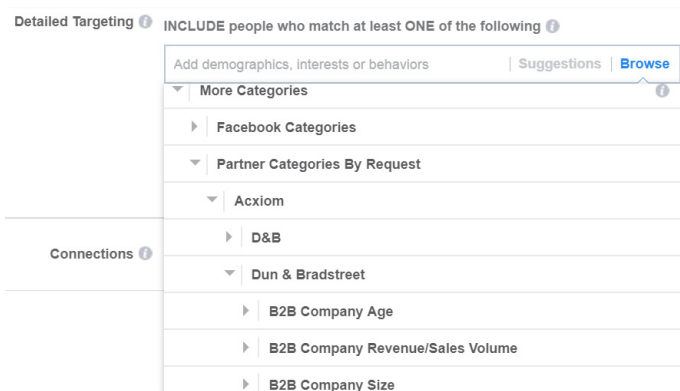
[Click here](#) for a full list of the available segments.

HOW TO GET ACCESS

Register your Facebook account number with D&B to get access to 400+ segments for free:

1. Navigate to Facebook.com/AdsManager
2. Log in under your company's account credentials and copy the account number on the main screen
3. Register the account number at dnb.com/register

Within 48 hours, the requested segments will be available in the "Detailed Targeting" section of your account:



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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.