# ONLINE AUDIENCE REACH REPORT

dun & bradstreet

**CREATED FOR:** ABC Corporation

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Based on the accounts provided, this document gives an overview of company and contacts D&B has matched to digital identifiers. Segments can be activated across DMPs, DSPs, Trading Desks, and social channels for use in ABM campaigns.

1. AUDIENCE REACH OVERVIEW

DUNS Matching

99%
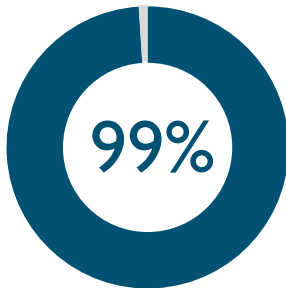
Online Account Family Expansion

56%

| | Current Reach | Possible Expansion |
| 44.1 M | | 78.0 M |
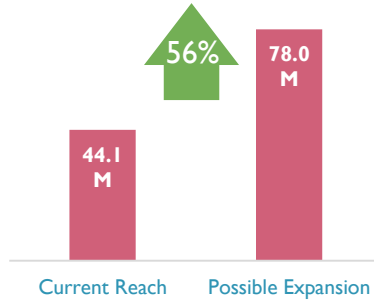
Top 5 Accounts

Account	Current Reach	Possible Expansion
Code LLC	10,156,372	+12%
Oakhill Corp	4,210,648	+9%
Government of United States	3,432,667	+8%
Comcast Corp	2,631,705	+6%
Freitag Builders	1,934,887	+10%

D&B matched to **20,550** companies based on 20,551 accounts provided, representing a **99% match rate**
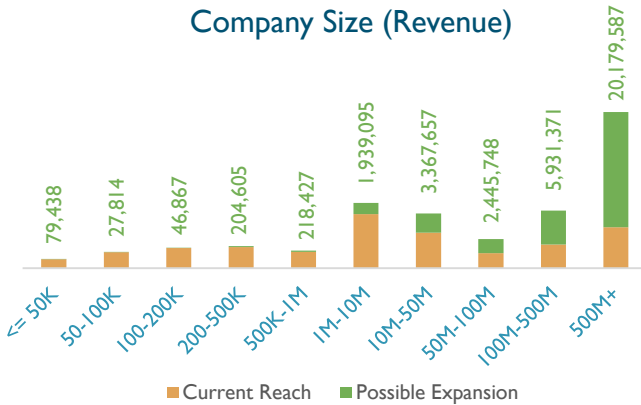
Full Family account targets can increase online reach by **56%** to **78.0 million**

D&B can expand the digital reach for ABC Corporation's top 5 accounts by an average of **9%**

2. POTENTIAL COMPANY SIZE & INDUSTRY REACH

Note: All audience reach numbers below are based on the full family expansion of your original account list.

Company Size (Revenue)

Revenue band	Value
<= 50K	79,438
50-100K	27,814
100-200K	46,867
200-500K	204,605
500K-1M	218,427
1M-10M	1,939,095
10M-50M	3,367,657
50M-100M	2,445,748
100M-500M	5,931,371
500M+	20,179,587

Current Reach   Possible Expansion

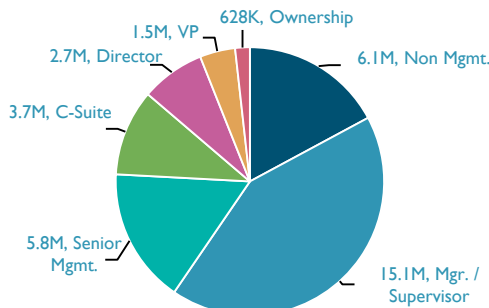Top ABM targets are concentrated in the 500M+ revenue category, with **27,377,148 cookies and mobile IDs**

Top 5 Industries

Industry	Online Reach
Manufacturing	14,126,258
Educational Services	13,155,903
Professional Services	9,448,230
Information	8,300,590
Finance and Insurance	7,604,410

Top ABM targets are concentrated in the Manufacturing and Educational Services industries, with **27,282,161 cookies and mobile IDs**
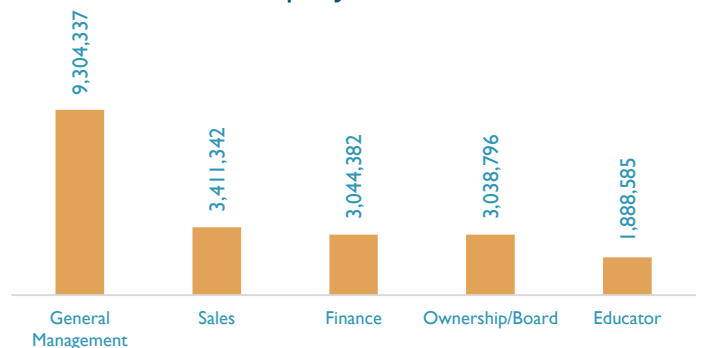
3. DECISION MAKER PROFILE

Job Seniority

- 628K, Ownership
- 1.5M, VP
- 2.7M, Director
- 3.7M, C-Suite
- 5.8M, Senior Mgmt.
- 6.1M, Non Mgmt.
- 15.1M, Mgr. / Supervisor

Majority of ABM targets have a seniority of Manager / Supervisor, making up **42%** of your overall audience, or **15,062,937** cookies & mobile IDs

Top 5 Job Functions

| Job Function	Value
General Management	9,304,337
Sales	3,411,342
Finance	3,044,382
Ownership/Board	3,038,796
Educator	1,888,585

Top ABM targets are in the General Management or Sales job function categories, making up **12,715,679 cookies and mobile IDs**

4. SOCIAL CHANNEL REACH

Note: D&B partners with LiveRamp, an Acxiom company, to enable connectivity with Facebook and Twitter.

Reach on Facebook

3.5 M
Profiles

Reach on Twitter

1.1 M
Profiles
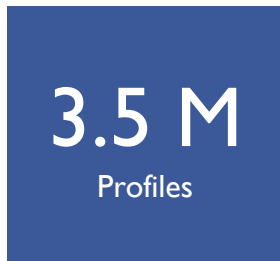
D&B has mapped 20,500 accounts to **3,500,000** profiles on Facebook and **1,100,000** profiles on Twitter

5. PREDICTIVE INDICATORS

We've mapped our record of 1B+ bank and trade experiences and 178M+ public records to 40+ predictive indicators, which help score past and future business performance for more precise online audience targeting.

Account Marketability Score

Combines the D&B Viability Rating™, Total Loss Predictor™ and Delinquency Score™ into one score for ABM prioritization, based on the balance of risk and opportunity.

Segment	Online Reach
Promote Solid ABM targets Minimal financial considerations	70,824,432
Viable Just slow to pay May need special ABM offer	8,436,255
Promote higher margin offers Lifetime value may be small	148,965
Proceed with caution Responders may never pay you	1,759,976
Save your money Suppress and avoid	982,582

Growth Trajectory

Anticipates the future trajectory of a business by distilling and transforming subtle signals into actionable segments for improved marketing.

Segment	Online Reach
Improvement in Risk Profile Improvement in risk profile, demand increasing	9,417,847
Stable Risk Profile Stable risk profile, no change in demand	71,013,291
Deterioration of Risk Profile Early signs of business risk, decreasing demand	12,841,199

Spend Capacity

Segments your customers and prospects based on their overall spending capacity.

Segment	Online Reach
Growth in Spend Increase in spend, demand increasing	30,460,221
Stable Spend Stable spend, no change in demand	48,636,162
Declining/Decaying Spend Early signs of decay, decreasing demand	6,415,658

ACTIVATING D&B DATA

D&B data can be activated across major ad tech platforms – including leading DMPs, DSPs, Trading Desks, Facebook, Instagram, and Twitter – to make ABM segments easily accessible. Contact AudienceSolutions@dnb.com to learn more.

ORACLE DATA CLOUD   Adobe   DoubleClick by Google   exelate A Nielsen Company   XAXIS

datonics   krux   LOTAME   Terminus