

# DUN & BRADSTREET AUDIENCE SOLUTIONS

Deterministic Audience Targeting for Business

## WHO WE ARE

A specialist team, transforming Dun & Bradstreet's world-class assets into a suite of digital marketing products with data at their core.

## WHAT WE DO

OUR DATA SEGMENTS

	STANDARD	PREMIUM	CUSTOM
WHAT IT IS	Broad firmographics including company size & sales, major industry classifications, job roles & functions	Predictive indicators such as spend propensity, marketability or company growth, as well as more specific job roles & functions	Look-a-like modeling, 1st party data ingestion, & customer-specific custom models
USE IT FOR	Creating awareness & advocacy among a broad business audience	Reaching & engaging more discreet professional audiences	Unlocking the value of your first party data & solving your most unique audience targeting challenges

## FOR MARKETERS

Campaign Managed Services

## ADDITIONAL SERVICES

## FOR PUBLISHERS

Audience Extension

## OUR PARTNERS



## CONTACT US