Marketers, especially at small or mid-sized companies, are under rising pressure to generate revenue and to do it quickly. Like larger enterprises, these teams are coping with data complexity, siloed tools, integration with Sales, and a new landscape post-COVID – but they’re often doing it with fewer resources.

We built D&B Hoovers Audience Builder to ease the burden on marketing teams, powering faster, smarter, and more precise prospecting.

Here’s what we’re hearing from marketing leaders:

- We’re still splicing spreadsheets from several contact sources
- I want to target the right people at the right time
- It’s time to get more sophisticated – targeting by industry, size, and title isn’t cutting it anymore
- My marketing platform doesn’t give a single view of customers
- I know my customers, but also know there are untapped prospects

Marketers need is a solution that helps them shatter silos, shapes segments, and seamlessly integrates into existing channels. Customer and prospect data must reside in a single platform where the team can visualize the market and tailor campaigns.

What if there was a single platform to understand your market, find your ideal targets, and activate campaigns?

D&B Hoovers Audience Builder delivers marketers the power to discover, target, and execute on ideal audiences.
POWER TO DISCOVER

• Market Analysis
  – Total Addressable Market
  – Market penetration
  – Target new “adjacent markets”

• GTM Planning
  – Whitespace analysis
  – Cross-sell
  – Upsell

• Ideal Customer Profiling
  – Contact coverage by territory
  – “Look-a-like” company and prospect matching
  – Prospects showing surging buyer intent

POWER TO TARGET

INTEGRATE YOUR OWN DATA

known customers & prospects

1st-party data

ADD, ENRICH, & UPDATE WITH THE D&B DATA CLOUD

unknown targets & missing information

3rd-party data

TARGET WITHIN SINGLE VIEW OF COMPLETE AUDIENCE

unknown targets & missing information

unified data

• Intent:
  – We flag surging interest and active buying behaviors ...giving you a head-start on pre-engaged prospects
  – Only Hoovers offers three intent options, to provide the most flexibility around scale, precision, and purpose
    – Bombora
    – D&B Pre-Defined
    – D&B Custom

• Be the one to act first.
  – While your peers estimate opportunity today, you’ll be anticipating opportunity tomorrow.
    – Visitor Intelligence
    – Growth Trajectory
    – Spend Capacity
    – Viability Risk
    – Decision HQ
POWER TO EXECUTE

Your process is our process. Activate target audiences within your existing platforms.

**HubSpot**
- push campaign lists directly to your marketing automation platform
- schedule cadence for automatic data updates

**Marketo**
- learn when new prospects meet list criteria

**D&B Hoovers**
- seamless Sales + Marketing alignment
- shape lead lists in Audience Builder, and assign to a Sales user/group in Hoovers

**Salesforce**
- enrich CRM with prospect data from the D&B Data Cloud

D&B HOOVERS ENABLES A UNIFIED FORCE

**for Marketing**

<table>
<thead>
<tr>
<th>Audience Builder</th>
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<tr>
<td>- Developed as seamless bolt-on to existing Hoovers instance</td>
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<tr>
<td>- Visualize and shape ideal marketing audiences with elevated export allowances</td>
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<tr>
<td>- Push prospects to [Hubspot/Marketo], and lead lists to Sales within Hoovers</td>
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**for Sales**

<table>
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<tr>
<th>Predict</th>
<th>Focus</th>
<th>Explore</th>
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<tr>
<td>- Filter for ideal sales prospects, armed with buying intent and opportunity alerts</td>
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<td>- Engage customers with reliable email, direct phone, social, and decision HQ intel</td>
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<td>- Integrate with Salesforce for active follow-up</td>
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universal foundation of data built to engage the best buyers

Schedule your demo today!

www.dnb.com/ABFreeTrial

ABOUT DUN & BRADSTREET

Dun & Bradstreet, a leading global provider of B2B data, insights and AI-driven platforms, helps organizations around the world grow and thrive. Dun & Bradstreet’s Data Cloud fuels solutions and delivers insights that empower customers to grow revenue, increase margins, manage risk, and help stay compliant – even in changing times. Since 1841, companies of every size have relied on Dun & Bradstreet. Dun & Bradstreet is publicly traded on the New York Stock Exchange (NYSE: DNB).

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