dun&bradstreet
SALES & MARKETING

D&B Buyer Intent

Reach In-Market Buyers Now

UNMASK THE B2B BUYING JOURNEY

With the B2B buying journey becoming increasingly digital and self-serve, marketers need to reach their audiences early to stand out. This is where intent data comes into play – to help find prospects that are in market to buy now.

D&B Buyer Intent Data allows organizations to identify their in-market audiences that are displaying early-stage buying signals to increase the timeliness, relevancy, and impact of their go-to-market strategy.

UNLOCK THE POWER OF INTENT DATA ACROSS SALES & MARKETING

Using a patented process that leverages Natural Language Processing (NLP), deep learning, and mapping billions of unique engagements across the web to the Dun & Bradstreet Data Cloud, D&B Buyer Intent Data is the most sophisticated way to find in-market buyers.

LEAD & ACCOUNT PRIORITIZATION

- Score incoming leads and key accounts based on intent score to yield higher ROI for your go-to-market activities.

ACCOUNT-BASED ADVERTISING

- Deliver ads to your in-market accounts across programmatic and social channels to increase the return on your ad spend.

ACCOUNT-BASED SALES

- Arm your sales team with companies that are in-market to purchase and searching for solutions now.

37%
LIFT IN EMAIL OPENS

20%
LIFT ON AD SPEND

WHAT MAKES D&B BUYER INTENT DIFFERENT?

PERSONALIZED

- Custom models are created with your unique keywords instead of choosing pre-defined "topics"
- You control the objective of the intent model such as targeting engaged audiences for a product family or business unit

PRECISE

- Target specific buying locations that have buying authority
- Unmask intent signals across the entire corporate family to aggregate overall buying interest
- Pinpoint specific locations that are in-market at large organizations with multiple branches

INTELLIGENT

- Proprietary Buying Score uses Natural Language Processing (NLP) and Machine Learning to identify whether engagements are relevant to buying vs. educational content

HOW DOES IT WORK?

1	2	3
You provide us with your keywords that align to your campaign objectives	We create a custom model that combs through billions of digital events and uses proprietary analytics to pinpoint relevant engagement	In-market targets are delivered weekly with the strength of the intent signal (Intent Score) and the relevancy of content that was engaged with (Buying Score)

WANT TO LEARN MORE?

Visit **www.dnb.com.hk/dnb-buyer-intent** to get started.

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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, manager 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 Exchange (NYSE: DNB).

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