

# Digitally Target Business-to-Business Prospects on a Global Scale with Dun & Bradstreet Audiences

Marketers often struggle to activate digital targeting strategies across multiple markets. With the acquisition of Eyeota, Dun & Bradstreet now has the global scale to go beyond US audiences and target B2B buyers in Europe and Asia.



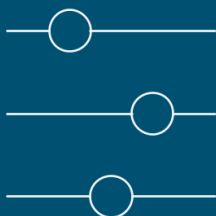
Powered by the D-U-N-S® Number, a unique nine-digit identifier for businesses

- Global standard for business identification
- Assigned when our patented identity resolution process identifies a company to be unique to our data cloud
- Numbers are never re-used or re-issued



## GLOBAL SCALE

Expand US targeting to international markets



## CUSTOMIZABLE

Go beyond standard attributes to target job titles, functions and categories



## UNIFIED & CONSISTENT

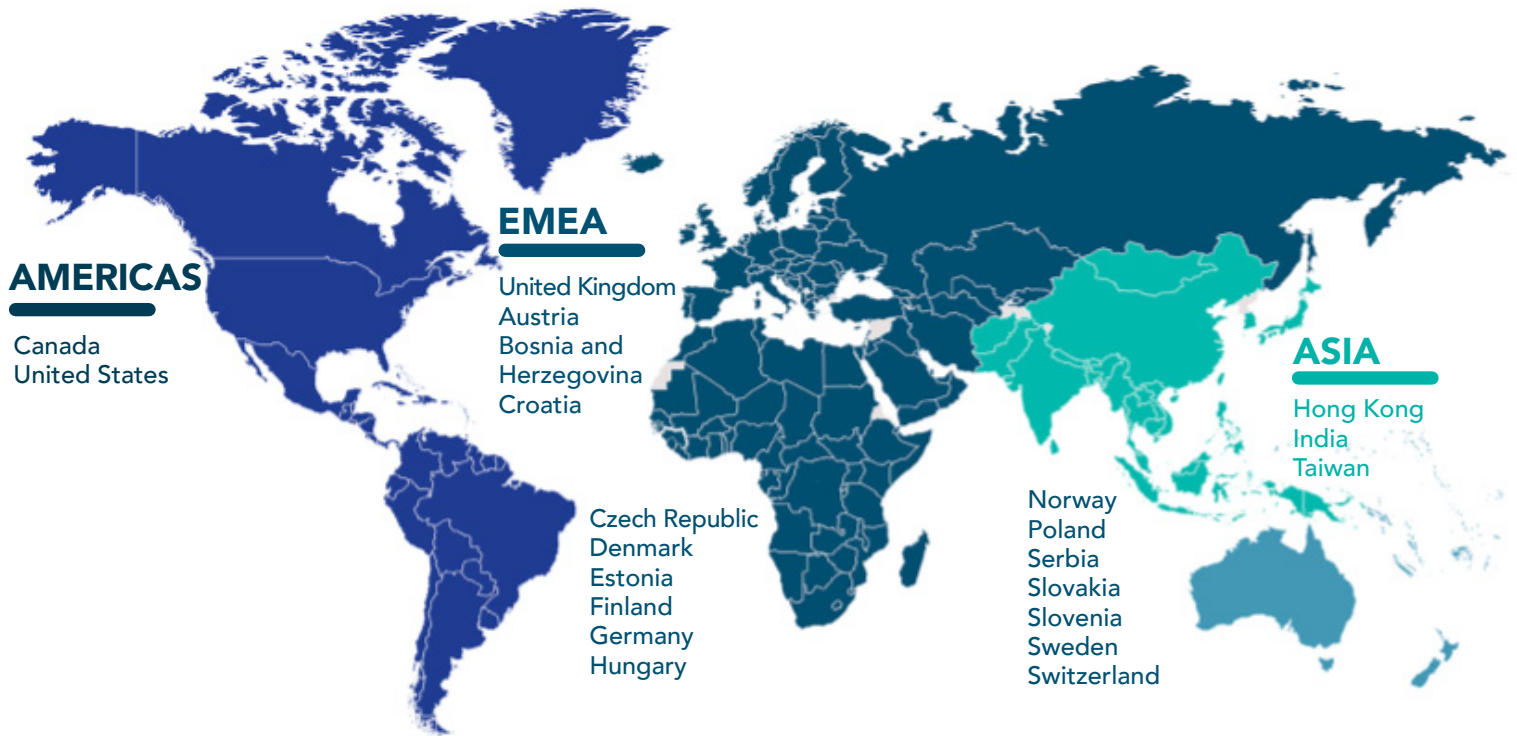
Unify your targeting strategy across 22 markets



## EASY TO USE

Quickly incorporate and activate new channels

# Unify Your Targeting Strategy Across 22 Countries



Activate 400 Customizable Segments in the US  
and 158 Segments Around the World

## UNITED STATES

### Business

- Company size, age, revenue
- Decision makers
- Job function/role
- Industry
- Location type, size
- Ownership & legal structure
- Seniority

### Predictive & Intent

- Account Marketability Score
- Company growth
- Financial analytics
- Spending power
- Tech team & infrastructure
- Tech budget
- Tech purchase intent

### Custom

- Key accounts (for ABM)
- Top companies
- Vanity titles
- Job function
- Job category
- Top companies

## INTERNATIONAL

- Company size, age, revenue
- Industry
- Location size
- Ownership & legal structure

- Financial analytics
- Spending power
- Company Growth

- Key accounts (for ABM)
- Any custom combination of available attributes