



# Eye On

## Dun & Bradstreet B2B Audience Playbook



eyeota

A Dun & Bradstreet Company

Over 90% of Fortune 1000 brands trust Dun & Bradstreet and the D-U-N-S® Number, the unique identifier and global standard for business identification, to market and prospect to their ideal customers.

With 500 million businesses worldwide classified by a D-U-N-S® Number, this powerful business ID is used by B2B brands to understand their target customers Account Marketability Score, Company Growth, Financial Analytics, Spending Power, Purchase Intent, as well as enabling the identification of relationships between corporate entities such as hierarchies and linkages.

Experience the power of the D-U-N-S® for programmatic targeting and engage key decision makers with confidence on digital channels with Dun & Bradstreet's B2B audiences.

# Eye On | Firmographics

## Connect with Companies by Age\*

- Global Dun & Bradstreet (non-US) - B2B Company Age - 6-10 Years\*
- Global Dun & Bradstreet (non-US) - B2B Company Age - More Than 10 Years\*
- Global Dun & Bradstreet (non-US) - B2B Company Age - New Business: Less Than 2 Years\*

## Connect with Companies by Revenue\*

- Global Dun & Bradstreet (non-US) - B2B Company Revenue/Sales Volume - Large: \$100M - \$500M Sales\*
- Global Dun & Bradstreet (non-US) - B2B Company Revenue/Sales Volume - Medium: \$1M - \$5M Sales\*
- Global Dun & Bradstreet (non-US) - B2B Company Revenue/Sales Volume - Small: \$500K - \$1M Sales\*

## Connect with Companies by Size\*

- Global Dun & Bradstreet (non-US) - B2B Company Size - Large: > 2000 Employees\*
- Global Dun & Bradstreet (non-US) - B2B Company Size - Medium-Large - 501-1000 Employees\*
- Global Dun & Bradstreet (non-US) - B2B Company Size - Medium-Small - 51-100 Employees\*

## Connect with Custom ABM Audiences

- Custom ABM audience segments are also available to meet your account-based audience targeting needs on display, mobile and social channels\*

\*Available for targeting in the U.S. and Internationally



Dun & Bradstreet B2B Audiences are priced at **\$1.60 CPM**

Custom Account-Based Audiences are priced at **\$2.50 CPM**

## Do you want to reach unique B2B audiences?

Dun & Bradstreet's custom Account-Based Audiences, powered by the D-U-N-S®, help you reach specific buyers based on your campaign goals.

**CONTACT US**



# Eye On | Firmographics

## Connect with **Companies by Type\***

- Global Dun & Bradstreet (non-US) - B2B Company Type - Fortune 500\*
- Global Dun & Bradstreet (non-US) - B2B Company Type - Private Companies\*
- Global Dun & Bradstreet (non-US) - B2B Company Type - Public Companies\*
- Global Dun & Bradstreet (non-US) - B2B Company Type - Startups\*

## Connect with **Companies by Location Type\***

- Global Dun & Bradstreet (non-US) - B2B Location Type - Manufacturing Business Locations\*

## Connect with **Companies by Ownership & Legal Structure**

- Global Dun & Bradstreet (non-US) - B2B Ownership & Legal Structure - Company Owned Franchises\*
- Global Dun & Bradstreet (non-US) - B2B Ownership & Legal Structure - Franchisee Owned Franchises\*
- Global Dun & Bradstreet (non-US) - B2B Ownership & Legal Structure - Minority Owned Companies\*
- Global Dun & Bradstreet (non-US) - B2B Ownership & Legal Structure - Women Owned Companies\*

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# Eye On | Predictive Analytics

## Connect with **Growing Companies\***

- Global Dun & Bradstreet (non-US) - B2B Predictive Analytics - Company Growth Signal - Likely to Increase Sales\*
- Global Dun & Bradstreet (non-US) - B2B Predictive Analytics - Company Growth Signal - Small Businesses Primed For Growth\*
- Global Dun & Bradstreet (non-US) - B2B Predictive Analytics - Company Growth Signal - Likely to Increase Borrowing\*

## Connect with **Companies by Finances\***

- Global Dun & Bradstreet (non-US) - B2B Predictive Analytics - Finance - Likely to Have Lease\*
- Global Dun & Bradstreet (non-US) - B2B Predictive Analytics - Finance - Likely to Have Line of Credit\*
- Global Dun & Bradstreet (non-US) - B2B Predictive Analytics - Finance - Stable and Strong Companies\*
- Global Dun & Bradstreet (non-US) - B2B Predictive Analytics - Finance - Likely to Have Business Loans\*

## Connect with **Companies Allocating More Spend Towards\***

- Global Dun & Bradstreet (non-US) - B2B Predictive Analytics - Spending Power - High Capacity to Spend\*
- Global Dun & Bradstreet (non-US) - B2B Predictive Analytics - Spending Power - High Spenders on Business Products & Services\*
- Global Dun & Bradstreet (non-US) - B2B Predictive Analytics Spending Power - High Spenders on Food & Beverage Products & Services\*
- D&B - B2B Predictive Analytics - Finance - Likely to have excellent financial health

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# Eye On | Industry

## Connect with **Employees by Industry\***

- Global Dun & Bradstreet (non-US) - B2B Industry - Accommodation and Food Services\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Administrative\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Agriculture\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Arts and Entertainment\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Business Services\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Construction\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Educational Services\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Energy and Raw Materials\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Finance and Insurance\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Government\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Healthcare\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Management of Companies\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Manufacturing\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Media\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Non-professional Services\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Real Estate\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Retail Trade\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Software/Information Technology\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Telecommunications\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Transportation and Warehousing\*
- Global Dun & Bradstreet (non-US) - B2B Industry - Wholesale Trade\*
- D&B - B2B Professionals - Small Business Professionals

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Discover **Dun & Bradstreet's Account-Based Audiences**, powered by the D-U-N-S®, to help you reach and engage specific B2B buyers.

**CONTACT US TO  
GET STARTED**

# Activate **Dun & Bradstreet B2B** Audiences for Your Campaign!

Dun & Bradstreet B2B Audiences are available through Eyeota's Partner Network of leading DSPs, SSPs, DMPs and social platforms for digital campaign activation.

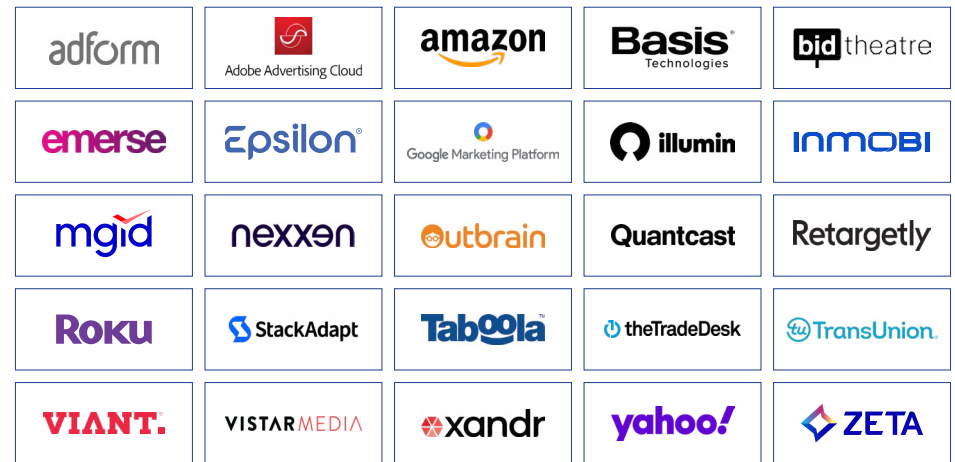


Connect with our Audience Specialists for support.

[CONTACT NOW](#)



## Demand Side Platforms



## Supply Side Platforms



## Data Management Platforms



## Social Networking Platforms



### Commitment to Data Quality

Eyeota audiences are independently audited to provide confidence and reassurance to marketers of the quality, transparency and compliance of the data they are buying.