



# 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\***

- D&B - B2B Company Age - 6-10 Years\*
- D&B - B2B Company Age - More Than 10 Years\*
- D&B - B2B Company Age - New Business: 2-5 Years\*
- D&B - B2B Company Age - New Business: Less Than 2 Years\*

## Connect with **Companies by Revenue\***

- D&B - B2B Company Revenue/Sales Volume - Large: \$100M - \$500M Sales\*
- D&B - B2B Company Revenue/Sales Volume - Medium: \$1M - \$5M Sales\*
- D&B - B2B Company Revenue/Sales Volume - Micro: <= \$200K Sales\*
- D&B - B2B Company Revenue/Sales Volume - Small: \$500K - \$1M Sales\*
- D&B - B2B Company Revenue/Sales Volume - Very Large: > \$500M Sales\*

## Connect with **Companies by Size\***

- D&B - B2B Company Size - Large: > 2000 Employees\*
- D&B - B2B Company Size - Medium-Large - 501-1000 Employees\*
- D&B - B2B Company Size - Medium-Small - 51-100 Employees\*

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



Dun & Bradstreet B2B Audiences  
are priced at **\$2.00 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 Location Size**

- D&B - B2B Location Size - Extra Large Locations: More than 5000 sq ft
- D&B - B2B Location Size - Large Locations: 3000 - 5000 sq ft
- D&B - B2B Location Size - Medium Locations: 2000 - 3000 sq ft
- D&B - B2B Location Size - Small Locations: Less than 2000 sq ft

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

- D&B - B2B Company Type - Fortune 500\*
- D&B - B2B Company Type - Private Companies\*
- D&B - B2B Company Type - Public Companies\*
- D&B - B2B Company Type - Startups\*

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

- D&B - B2B Location Type - Global Companies with non-US Headquarters
- D&B - B2B Location Type - Global Companies with US Headquarters
- D&B - B2B Location Type - Manufacturing Business Locations\*

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

- D&B - B2B Ownership & Legal Structure - Company Owned Franchises\*
- D&B - B2B Ownership & Legal Structure - Franchisee Owned Franchises\*
- D&B - B2B Ownership & Legal Structure - Minority Owned Companies\*
- D&B - B2B Ownership & Legal Structure - Women Owned Companies\*

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



Dun & Bradstreet B2B Audiences  
are priced at **\$2.00 CPM**

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

# Eye On | Decision Makers

## Connect with **Decision Makers with Seniority**

- D&B - B2B Decision Makers (DM) - Board members
- D&B - B2B Decision Makers (DM) - C-Level/C-Suite
- D&B - B2B Decision Makers (DM) - Managers
- D&B - B2B Decision Makers (DM) - Executives
- D&B - B2B Seniority - C-suite/C-Level
- D&B - B2B Seniority - Management
- D&B - B2B Seniority - Non-management
- D&B - B2B Seniority - Ownership and Board

## Connect with **Decision Maker Employees by Industry**

- D&B - B2B Decision Makers (DM) - Education Decision Makers
- D&B - B2B Decision Makers (DM) - Finance Decision Makers
- D&B - B2B Decision Makers (DM) - Healthcare Decision Makers
- D&B - B2B Decision Makers (DM) - IT/Technology Decision Makers
- D&B - B2B Decision Makers (DM) - Sales & Marketing Decision Makers
- D&B - B2B Decision Makers (DM) - Small Business Decision Makers
- D&B - B2B Decision Makers (DM) - Small Business Owners/SBO

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



Dun & Bradstreet B2B Audiences  
are priced at **\$2.00 CPM**

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



# Eye On | Predictive Analytics

## Connect with **People Working for Growing Companies**

- D&B - B2B Predictive Analytics - Company Growth Signal - Likely to Increase Sales\*
- D&B - B2B Predictive Analytics - Company Growth Signal - Small Businesses Primed For Growth\*
- D&B - B2B Predictive Analytics - Company Growth Signal - Likely to Increase Borrowing\*

## Connect with **Employees With Surging Interest In**

- D&B - B2B Predictive Analytics - Financial Services Purchase Intent - Online Interest in Business Auto Insurance
- D&B - B2B Predictive Analytics - Financial Services Purchase Intent - Online Interest in Business Credit Cards
- D&B - B2B Predictive Analytics - Technology Purchase Intent - Online Interest in Cybersecurity Solutions
- D&B - B2B Predictive Analytics - Technology Purchase Intent - Online Interest in Mobility & Wireless Solutions

## Connect with **Employees That Likely Have Budget For**

- D&B - B2B Predictive Analytics - Technology - Likely to be Office Product Reseller
- D&B - B2B Predictive Analytics - Finance - In Market for Corporate Credit Card
- D&B - B2B Predictive Analytics - Finance - Likely to have excellent financial health

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



Dun & Bradstreet B2B Audiences  
are priced at **\$2.00 CPM**

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

# Eye On | Industry

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

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

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



Dun & Bradstreet B2B Audiences  
are priced at **\$2.00 CPM**

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

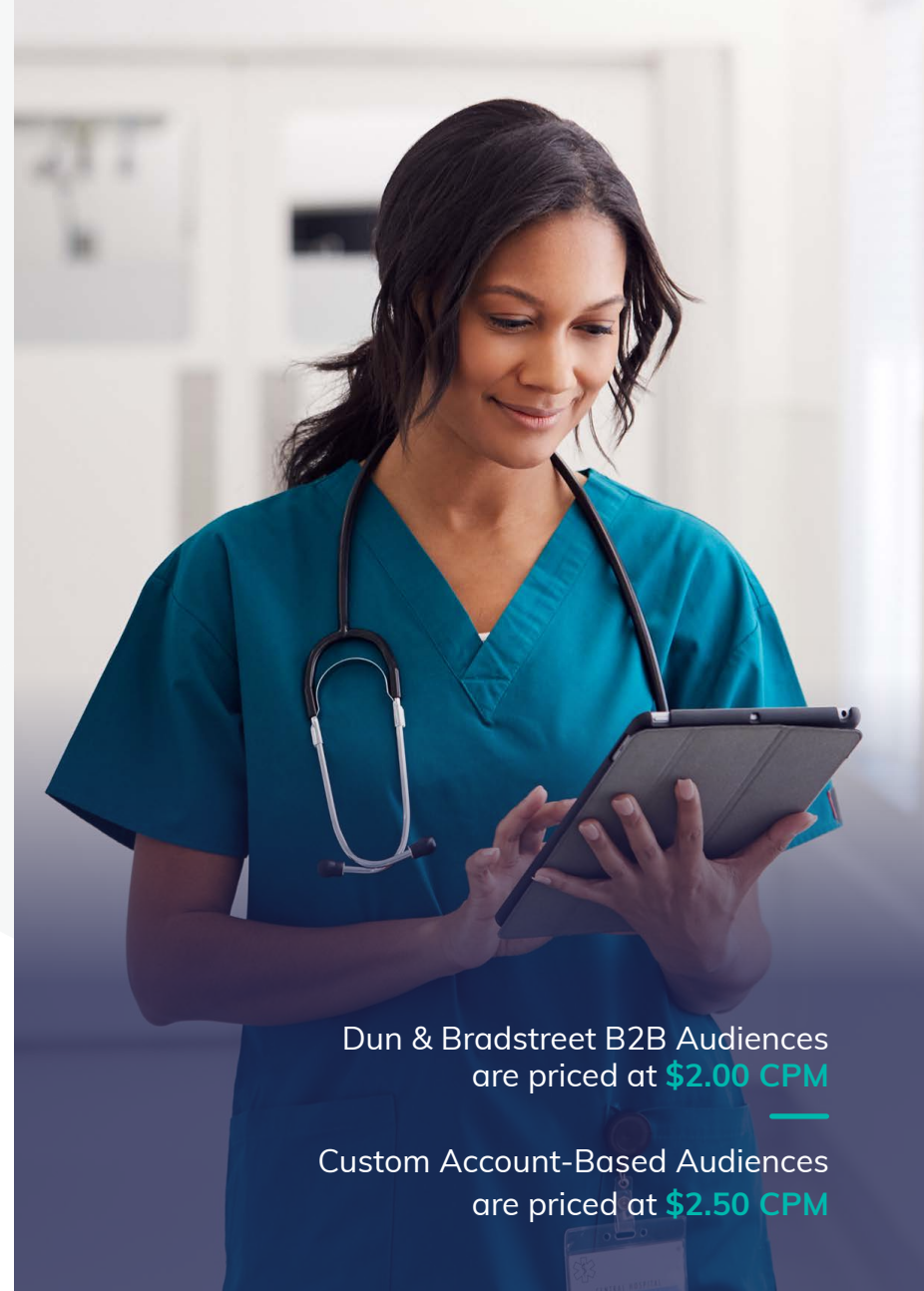
# Eye On | Employees

## Connect with **Employees by Job Function/Roles**

- D&B - B2B Job Function/Roles - Administrative
- D&B - B2B Job Function/Roles - Blue Collar
- D&B - B2B Job Function/Roles - Business Owners/Board
- D&B - B2B Job Function/Roles - Computing & IT
- D&B - B2B Job Function/Roles - Education
- D&B - B2B Job Function/Roles - Entrepreneurs
- D&B - B2B Job Function/Roles - Executive
- D&B - B2B Job Function/Roles - Finance
- D&B - B2B Job Function/Roles - Franchise Owner
- D&B - B2B Job Function/Roles - General Management
- D&B - B2B Job Function/Roles - Government
- D&B - B2B Job Function/Roles - Healthcare
- D&B - B2B Job Function/Roles - HR/Human Resources
- D&B - B2B Job Function/Roles - Legal
- D&B - B2B Job Function/Roles - Marketing
- D&B - B2B Job Function/Roles - Operations
- D&B - B2B Job Function/Roles - Other
- D&B - B2B Job Function/Roles - Research & Development
- D&B - B2B Job Function/Roles - Sales
- D&B - B2B Job Function/Roles - White Collar

## Connect with **Professionals**

- D&B - B2B Professionals - Finance Professionals
- D&B - B2B Professionals - IT Professionals
- D&B - B2B Professionals - Sales & Marketing Professionals
- D&B - B2B Professionals - Small Business Professionals



Dun & Bradstreet B2B Audiences  
are priced at **\$2.00 CPM**

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

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.

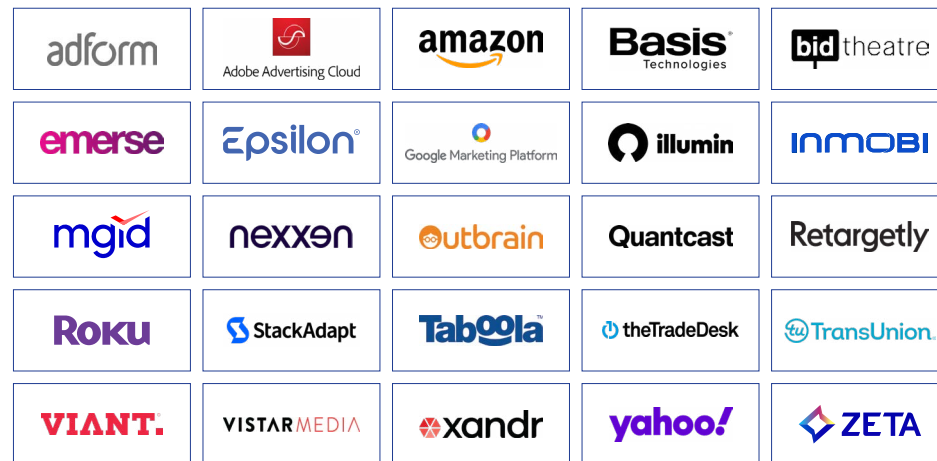


Connect with our Audience Specialists for support.

[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.