With deeper insights, brands can:

- Communicate with consumers in more relevant ways
- Gain deeper knowledge of customer value
- Tap into deeper insights for cross selling
- Segment prospective customers based on an enhanced knowledge of their characteristics

THE POWER OF PARTNERSHIP

Two industry leaders have joined together to create a superior offering. Dun & Bradstreet has been the leading resource of business data for more than 175 years. Acxiom has been the leader in consumer data for more than 50 years. These two industry forces have built the largest, highest-quality audience that marries consumer and professional personas for a more complete marketing perspective.
HOW IT WORKS

Dun & Bradstreet expanded its asset of business contacts to approximately 60 million with its 2015 acquisition of NetProspex. Acxiom has thousands of data points on more than 250 million consumers via InfoBase® Audiences. By using Acxiom proprietary waterfall matching developed in partnership with D&B for this project, the universe of business contacts was matched to the Acxiom’s InfoBase consumer records, resulting in an audience of more than 30 million individuals with a view into their combined professional and consumer attributes.

This offers opportunity for more refined segmentation for marketing efforts. Some examples include:

| Target consumers who are also business owners | Identify company fleet purchasers who also own the same auto brand for personal use | Gain a deeper understanding of business travelers’ personal preferences | Cross-sell wealth management services to small business owners | Differentiate offers to professional contractors versus DIYers |

Brands can also send first-party data (either business records or consumers records) through the proprietary process to:

- Determine which consumers also own a business or are a decision maker
- Add descriptive data points to a business contact
- Uncover pockets of prospective customers, a pool increased by as much as 15%
- Raise conversions by as much as 25%

“People” cover many roles today—parent, coach, executive, small business owner, fitness enthusiast, community cause coordinator, and more. The lines have blurred over time and technology, but Work-Life Audiences gives marketers the needed insights to speak intelligently and relevantly across the spectrum of roles.

For more information, visit acxiom.com/work-life or email info@acxiom.com.