

# D&B Digital Audiences in Partner Marketplace

## Get Access to Over 400 Business Segments from Dun and Bradstreet with Acxiom Partner Marketplace

Dun & Bradstreet (D&B), the global leader in commercial data and analytics, enables companies around the world to improve their business performance. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses.

Acxiom Partner Marketplace is the most comprehensive offering of granular consumer insights available in one place, covering more than 3,000 data points to drive better customer intelligence.

Partner	Description
Equifax	Granular and wide income data, discretionary spending amounts
Polk	Auto data based on actual registration and DMV information
NCS	CPG categories spend amount data
Commerce Signals	Retail, services, T&E spending propensities
D&B	Firmographic and employment data

## Overview

These new B2B D&B Audiences are intended to help marketers understand a person's lifestyle and behaviors in relation to their employment characteristics. The full taxonomy includes 410 audiences focused on the following areas to maximize consumer insights:

- Business type, size, sales volume, age
- Job functions
- Company growth signal
- Environmental and social governance
- Financial intent
- Ownership and legal structure
- Purchase intent

By combining Dun and Bradstreet's expansive firmographic taxonomy with Acxiom's Addressable Universe, we are maximizing reach and accuracy across digital touchpoints for those looking to reach business professionals.



## Benefits and Use Cases for Clients

- Larger scale and more granular segmentation than Acxiom's Work-Life Product
- Simple way to identify people who work in relevant industries to your business
- Reach those who work for businesses of all sizes- small or large
- Identify overlapping commercial and consumer buyers and upsell with added intelligence
- Use predicative analytics to reach prospect business contacts more effectively

## Availability and Pricing

- Available today in Acxiom's Audience Cloud Digital Data Platform and Kinesso's KAS platform
- Programmatic Media - All D&B Audience segments are \$1.50-\$1.75 /CPM
- Social media - All D&B audience segments are 11% of media
- The D&B Audiences CPM is based on impressions gained from digital activation

## Link to Full Partner Marketplace Data Dictionary:

<https://acxiom.lightning.force.com/lightning/r/ContentDocument/0698b00000FnqGFAAZ/view>