dun&bradstreet
SALES & MARKETING

# D&B Rev.Up ABX

Align teams, data, and technology for revenue growth

# Align Teams, Data, and Technology for Revenue Growth

Welcome to Rev.Up ABX – the new open RevTech platform B2B marketers have been waiting for. It helps you grow revenue with unified data, targeted audiences, and personalize activations across channels and across tools. Plus, track your results. All powered by our industry-leading CDP and without trapping you in a tech silo.

## REV.UP TODAY FOR THE POWER TO...

### Power to Learn

Get a single, full view of your accounts when you combine 1st and 3rd party data with the might of the Dun & Bradstreet Data Cloud – and our industry-leading CDP

### Power to Target

Let intent and AI-driven insights help you build and reach the audiences who are most likely to buy

### Power to Engage

Give your audiences the personalized, relevant experiences that will help win them over – and do it consistently across display, paid social, email, web, search and more

### Power to Win

Convert prospects faster by fully understanding how and when to engage throughout their journey

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## OUTCOMES WE DRIVE

- **LEARN:** Unify 1st and 3rd party data to get a single view of customers

- **TARGET:** Find and prioritize your ideal customer targets

- **ACTIVATE:** Syndicate audiences to all marketing channels consistently

- **ENGAGE:** Drive personalized and frictionless engagement on your website

- **MEASURE:** Visualize account and buyer engagement across the journey

## HOW WE DRIVE THEM

- Unparalleled access to data, unified with your data in a CDP

- AI-powered segmentation and prioritization

- Technology integrations and automated audience updates
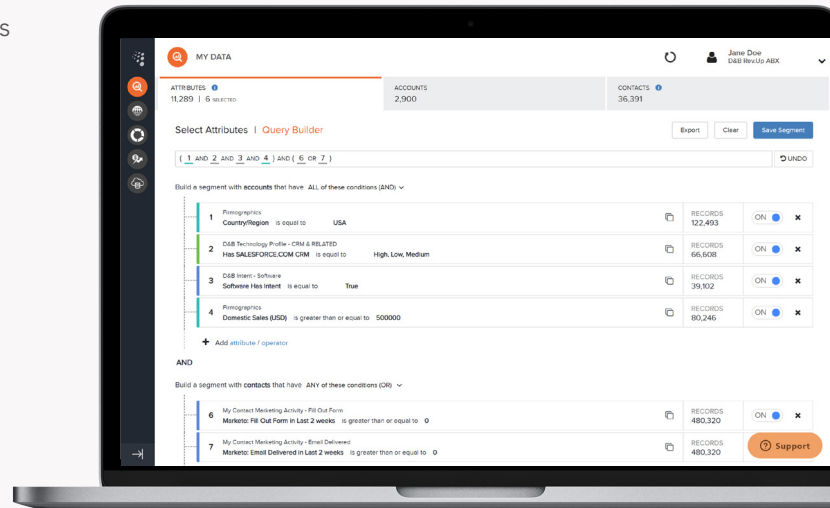


# An open foundation that integrates with your stack



S3 · CRM · Search · Sales Platform · DSP · MAP · Social · Web/CMS
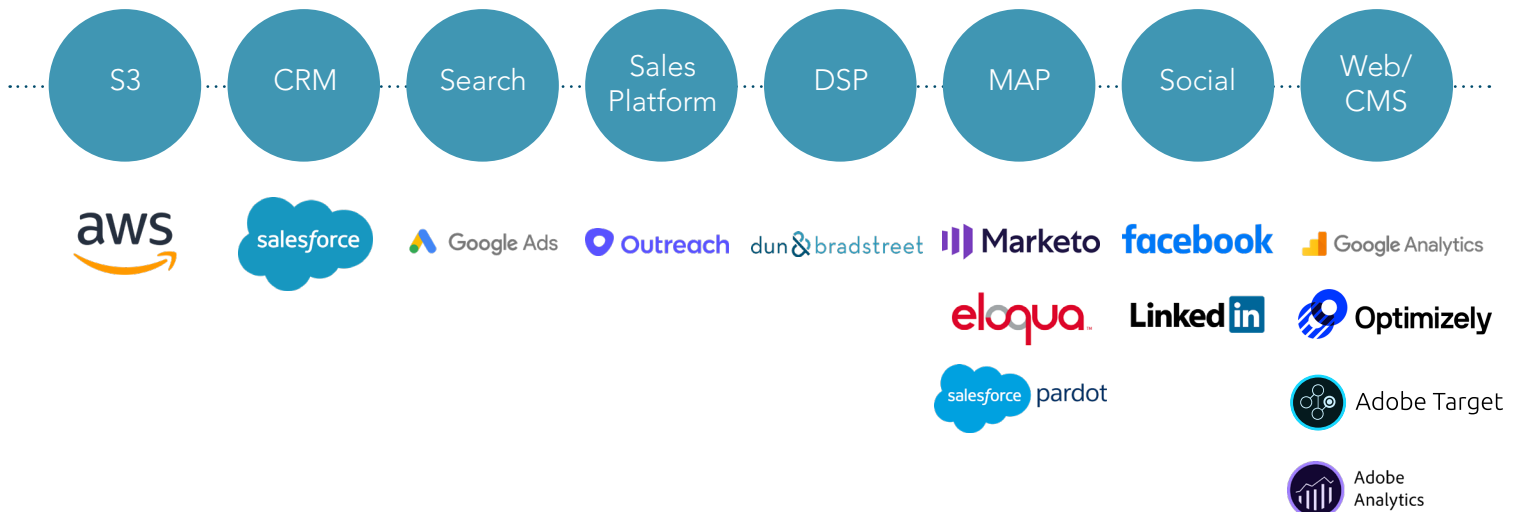
# D&B Rev.Up for Ads

Build your audiences once and activate across all ad channels

- AI-powered models and the might of the Dun & Bradstreet Data Cloud help you get straight to your most likely buyers. Gain understanding of when they're in-market, what tech they're using, how they engage, and more.

- Reach decision-makers with ads personalized for their buyer journeys and do it wherever they are. Let us switch on campaigns for you with managed services.

- Channel and performance reports help you to continuously measure and improve your campaigns across your buyer's journey and retarget engaged buyers
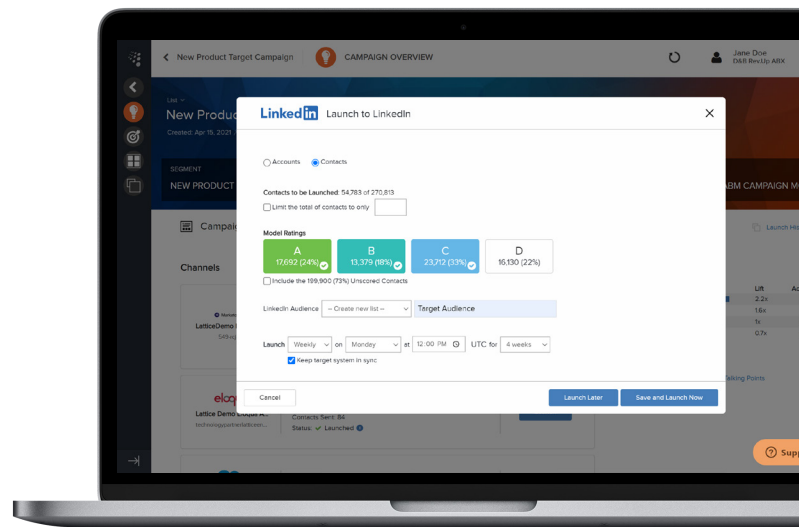
# D&B Rev.Up for Web

Know who's coming to your site and engage in a personal way
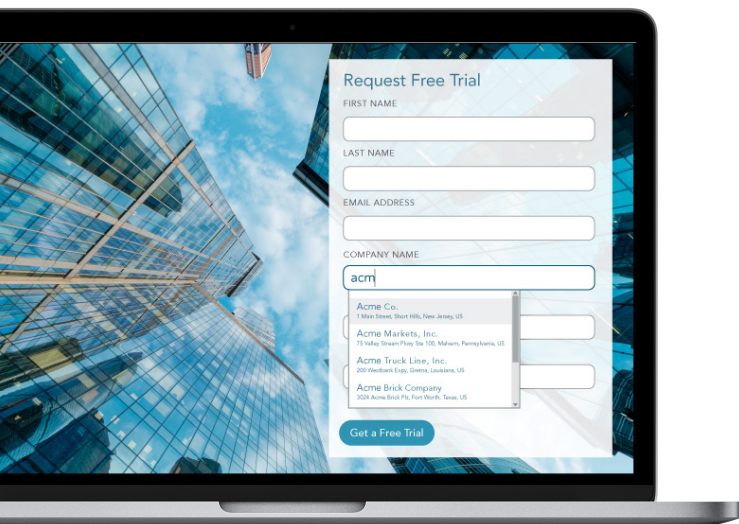
- Match online identifiers to your web visitors -- both known and anonymous -- to reach audiences even when they're working from home. Then use our AI to score your leads so you can understand who to reach out to first.

- Improve the odds your buyers will complete forms when you help them with prefilled data. Use location and company data from the Dun & Bradstreet Data Cloud to do the job.

- Give your buyers web experiences that are honed in on their likes, needs, and interests -- and makes them more likely to purchase

# D&B Rev.Up for Email

## Communicate, engage, and nurture through email

- Send to your most likely buyers with AI-powered models and the might of the Dun & Bradstreet Data Cloud. Gain understanding of when they're in-market, what tech they're using, how they engage, and more.

- Engage your audience with relevant and personalized messages, automated through your favorite tools

- Get the info on when and how your buyers engage so you can know what to send or do next -- and consistently track opt-ins and opt-outs.
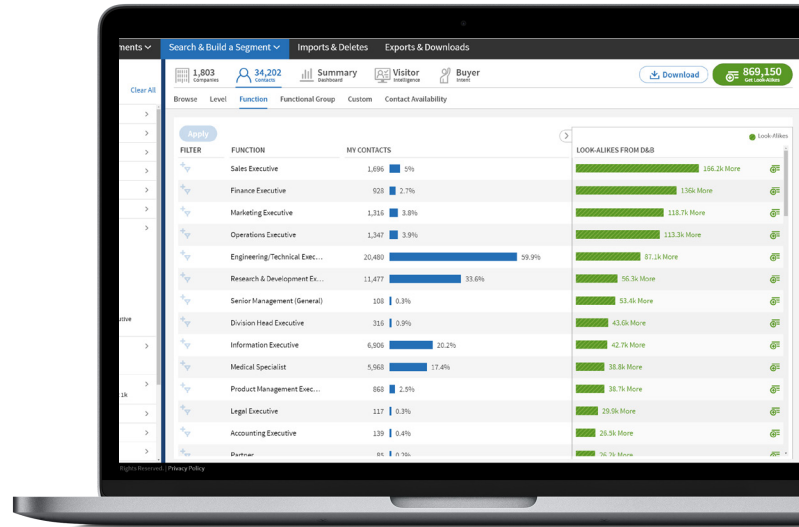


# D&B Rev.Up for Sales

## Align marketing and sales motions across the buyer's journey
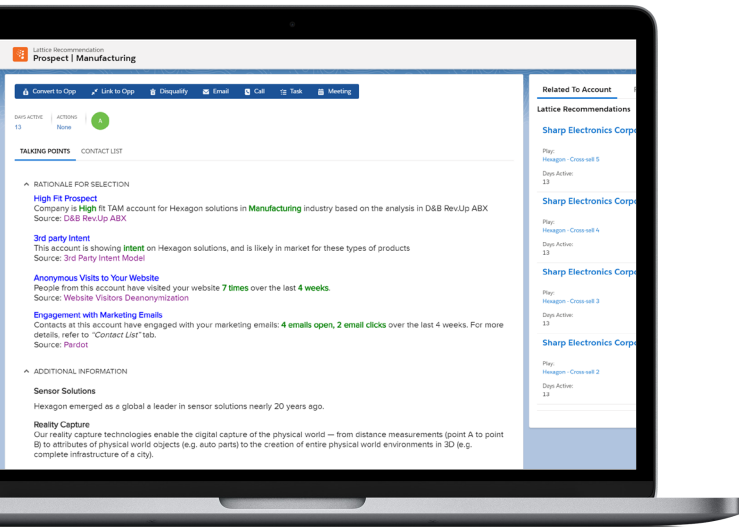


- Reach your most likely prospects quickly and effectively with predictive analytics, propensity modeling, and more -- using the might of the Dun & Bradstreet Data Cloud

- Send recommendations -- and the most likely buyers -- to your sellers right inside their CRM and Outreach

- Understand buyer engagement throughout their journey so you can craft personalized messages and tailor outreach

# Recognized by Analysts, Loved by Users

See it in action today at
**dnb.co.uk/revup-abx**

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ABOUT DUN & BRADSTREET®

Dun & Bradstreet, a leading global provider of B2B data, insights and AI-driven platforms, helps organizations around the world grow and thrive. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to grow revenue, increase margins, manage risk, and help stay compliant – even in changing times. Since 1841, companies of every size have relied on Dun & Bradstreet. Dun & Bradstreet is publicly traded on the New York Stock Exchange (NYSE: DNB). Twitter: @DunBradstreet

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