

WHITE PAPER

Mining Diamonds From Data



Marketers Under Pressure

Marketing has become head-spinningly complex. Today's marketers not only have to manage an ever-changing media mix but must prove that they are doing so with maximum efficiency.

What was once a straightforward task of connecting with clients and moving them through a selling process now has to accommodate a complex set of purchase channels and a buying journey that is anything but linear. Not too long ago, any omnichannel marketing approach was on the cutting edge of sophistication. Now it's table stakes.

The core premise is the same, though: marketers need to understand their customers, and to meet and engage them wherever they may be. But the levels of urgency and detail regarding how to go about that—not to mention the tools that are now available—have completely changed the game.

Teams trying to make informed decisions, though, are struggling with an overload of data and solutions.

*It turns out that **60%** of marketing teams use **more than 20 tools** to manage their data and gain insights¹. That's not an efficient use of budget or of time.*

As complicated as marketing has become, there's also pressure to demonstrate an adequate return on marketing efforts and expense. Today's marketers have to prove that they generate revenue and that they generate it efficiently. You likely can't afford to do everything you want to do, but you also can't afford to miss competitive opportunities. That means planning your campaigns and spending your budget carefully and efficiently page will be key for success.

¹ sourced from Chiefmartec



It Takes Pressure to Make Diamonds

With the ever-more-rapid change in the marketing landscape, even the most skillful organizations can feel like they're falling behind their competitors. Change is a constant, and teams suffer from "change fatigue," losing productivity just as they need it most, feeling as though everything relating to their jobs and industry is in flux.

That's no way to succeed. You need a place to start. That place is rooted in your data.

Marketing organizations are experiencing data overload. It comes from all directions: sales reports, web analytics and open rates, customer support interactions, and more. That's a lot of data from a lot of sources, and it arrives fast. The question is no longer whether you can get your hands on data. And make no mistake: even if the volume and pace is overwhelming, data is critical. The challenge is determining whether you have the right data to begin with, then knowing how to make sense of it all.

Data is useless unless you have a strategy to make it actionable. Strategic marketers know that the key to success is turning raw data into structured information, then into contextual knowledge, and finally into actionable wisdom that can produce desired results. Without a strategy, you're missing opportunities that you can't afford to let slip through your fingers.



To start making sense of your data, look first to your first-party data – leveraging the data your company collects through interactions with your own customers.

Find out what you already have, how it's used, and where the silos might be; that is, who has it and isn't sharing it. Consolidate all that data so you can gain a baseline understanding of your customers throughout your organization.



Add third party data, also referred to as referential data, purchased from trusted data providers.

Third-party data can serve two purposes: it expands your data set, for example with new potential customers, and it can add important color to your own first-party data, for example with company news and financials.



Then use those associations to help build profiles of your ideal customers: what their interests are, their business and academic backgrounds, how long they've been in their positions, what conferences they may have spoken at, etc.

Study the behaviors of your best customers to understand what they have in common, so you can go find more people just like them. Smart marketers need to know who to target beyond their existing contacts; advanced technologies like artificial intelligence (AI) and machine learning (ML) may help with that analysis.

The primary objective for marketing teams is to maximize the return on investment. By identifying the accounts with the highest likelihood to progress and purchase, teams can allocate resources effectively.

Turning Pressure Into Action

Remember: marketing is not just about retargeting customers. It's about identifying your key target audiences and finding them in all areas of their life.

You don't need to tackle everything all at once. The path to the greatest success involves incremental steps. Experiment with an approach, adjust until it yields results, and continue to use what you've learned to build on your success.

Once you've established a reliable and enriched data foundation with consolidated first- and third-party data, you can build a strong segmentation and targeting structure.

The idea here is to discover a strong target market, understand an effective channel to activate it, and master that first.

When you have successfully activated the right channels for your best market, expand to other markets and channels. When you have a few strong components running, measured and optimized, begin layering in more campaigns.

Once you have demonstrated success and understand some critical buyer journeys, you can use your data through your entire marketing funnel to personalize your messages. That doesn't just mean putting a prospect's first name on an email.

It means tailoring your message and picking the right channel and timing to make your campaigns extremely relevant to your audiences and meet them where they are in their buyer journey and hopefully move them along to purchasing with you.

And once you understand what motivates your customers to act, it's time to add sources of intent data to discover opportunities with prospective customers who may be in the market for your products or services. Layering intent data into your strategy provides you triggers on who is actively in market researching or searching for your solution. This intel helps you prioritize those likely to buy and drive more efficient use of your budget.

Modeling tools using AI and ML are hot technologies and may be particularly helpful with these steps. AI and ML can help with personalization and analyzing omnichannel results, as well as supporting data governance and marketing scalability. But don't get ahead of yourself: AI and ML are only as good as that foundation; you can't just jump in without first ensuring that your data health and hygiene are in order.



Dun & Bradstreet Brings Data to Life

Developing an effective sales and marketing strategy can feel daunting or even impossible. But when broken out into steps, it is achievable.

Dun & Bradstreet is centered around data. The **Dun & Bradstreet Data Cloud** contains information on more than 545 m global businesses, more than 4 billion IP addresses, and more than 14 billion digital signals covering 1.4 million in-market companies and 35,000 intent topics.

D&B Rev.Up™ ABX is our solution to consolidate accounts, contact, campaigns and sales plays, freeing you up to focus on driving revenue.

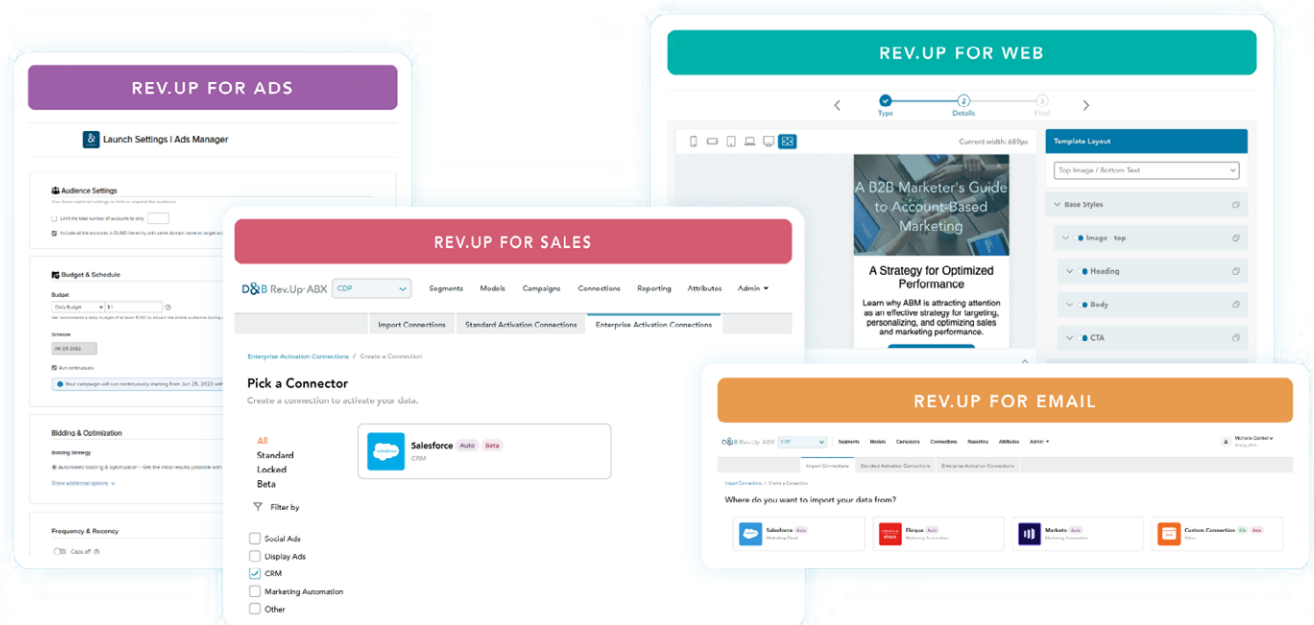
REV.UP GIVES YOU THE POWER TO:

- **Learn** about your customers combining first- and third-party data with the might of the Dun & Bradstreet Data Cloud
- **Target** audiences who are the most likely to buy, using AI-driven insights
- **Engage** with audiences, giving them personalized relevant experiences across marketing channels
- **Win**, helping your sales team get in the door first, by fully understanding how and when to engage buyers

D&B Rev.Up ABX brings together data, activation, and measurement. It gives you a 360-degree view of your customers, allowing you to measure performance and customer engagement, activate audiences anywhere, and engage with intelligence.

Our open platform allows you to pull in and activate data in a centralized manner, and AI/ML-fueled features can give you insights you might not otherwise find. And with dedicated white-glove service options to help you from implementation to maximizing a full solution for your business needs.

Dun & Bradstreet can help you discover who your buyers are, when they are in the market, and when they're prepared to act, so you can reach out to them at the optimal moment with a relevant message. Discover the power of our data, with the capability to offer insights and guide the strategies that help you win.





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