



# D&B Visitor Intelligence

Unmask Anonymous Web Visitors to Reveal New Opportunities

## WHAT DO YOU KNOW ABOUT YOUR WEB VISITORS?

Despite the overwhelming amount of data at a marketer's disposal in today's digital age, 85% of organizations admit that they're unable to consistently identify their addressable audiences<sup>1</sup>. With a whopping 98% of web visitors remaining anonymous<sup>2</sup>, marketers are forced to rely on guesswork to benchmark their progress, resulting in a continuous struggle to gain the attention of their prospects and quantify their success.

## MATCH WITH CONFIDENCE

D&B Visitor Intelligence differs from other solutions by using both the incoming browser cookies and IP address for identification to the D-U-N-S<sup>®</sup> Number, our proprietary identifier used by 90% of the Fortune 500. This allows us to identify visitors outside their corporate networks and returns site-specific company data, boosting match accuracy and yielding actionable information across all of your use cases.

Here's how it works:

1. Anonymous visitor arrives on your website
2. Visitor Intelligence pixel fires alongside the page load and identifies the visitor via IP address and browser cookies
3. We cross-reference the matched IP address and browser cookies to our offline database of companies and contacts
4. Dun & Bradstreet offline data is aggregated and delivered to your Web Analytics, CMS, or our dashboard interface

## FOCUS ON THE FACTS

We power the world's most comprehensive business dataset, positioned to drive the business performance of our clients. Our offline dataset consists of more than 300 million company records, curated across 30,000 sources, and updated 5 million times each day. This allows us to return actionable data across a variety of categories, such as:

- **Business Identity:** Company Name, D-U-N-S<sup>®</sup> Number
- **Location:** Company Address, Metropolitan Area, Region
- **Firmographic:** NAICS and SIC Code and Description, Annual Sales, Employee Count, Family Tree Size, Fortune 1000 Status
- **Propensity:** Wallet Size, Loan Propensity, Lease Propensity, Line-of-Credit Propensity, Net Worth
- **Persona:** Job Function, Job Seniority

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## TURN ANONYMOUS WEB TRAFFIC INTO VALUABLE RELATIONSHIPS



### Enrich Web Analytics

Get a deeper understanding of content consumption and site engagement, track against your KPIs, and return custom analytics that are unique to your business



### Personalize Web Experiences

Take a data-driven approach to optimizing your site experiences by personalizing content based on the visitor's industry, revenue, and more

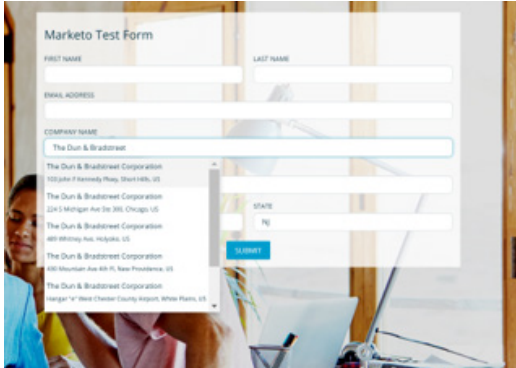


### Generate More Leads

Discover leads you never knew you had and route them with actionable data to the right sales channel through your CRM

## PREFILL WEB FORMS AND INCREASE CONVERSIONS

Online form engagement rates are notoriously poor. Get more information on visitors who arrive on your form pages, reduce the barrier to form completion, and improve the accuracy of submitted information with the D&B Visitor Intelligence Form Fill.



With the power of flexible APIs, combined with the D&B JavaScript tag, you can improve conversions by 20% and double on-site interactions – shortening sales cycles and boosting revenue. Here’s how it works:

1. Anonymous visitor lands on your web form
2. Visitor Intelligence JavaScript fires alongside the form load and identifies the visitor via IP address and browser cookies
3. We cross-reference the matched IP address and browser cookies to our offline database of companies and contacts
4. Dun & Bradstreet offline data is aggregated and delivered back to the form and auto-fills in real-time
5. Visitor submits the form and all data attributes are fed into your MAP

## VISUALIZE AND SEGMENT YOUR VISITORS WITH D&B DATAVISION

D&B DataVision is a cloud-based solution that helps marketers profile, visualize, and segment their global customer and prospect data in a central location to identify the right audience targets for go-to-market campaigns. D&B Visitor Intelligence results can be fed directly into D&B DataVision to empower advanced segmentation and profiling of companies by website behavior and persona.

This provides an additional rich stream of information into D&B DataVision on top of your CRM, MAP, and other engagement touchpoints for deeper insights and analysis. Furthermore, with visitor data you can:

- Attribute success to go-to-market campaigns by measuring whether the right audience traffic ended up on your website and landing pages
- Uncover cross-sell opportunities by analyzing customers who visit new product pages
- Build entirely new audience segments based on on-site activity and behavior

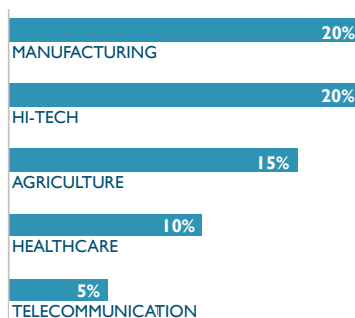
## DISCOVER THE INSIGHTS THAT YOUR DATA HOLDS

We’ll provide you with access to our dashboard interface, which allows you to view the data behind your matched visitors, create insightful visualizations, and establish automated reports to share across your organization. Here are a few insights that you can obtain.

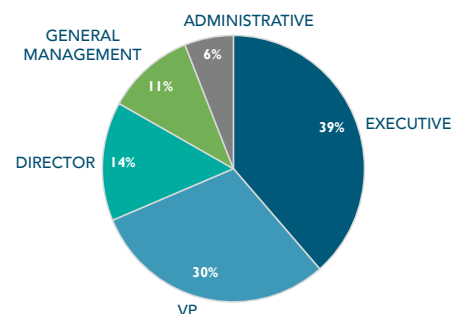
ACCOUNTS MATCHED TO D-U-N-S® NUMBER

Company	D-U-N-S#	Pageviews
Acme, Inc.	80-473-5132	567,000
Telco Limited	71-234-9276	430,000
Novoco LLP	12-423-1132	320,000
College of MA	11-432-9878	252,000
Frecom Utilities	09-892-1254	230,000
Play Corp.	45-453-1212	205,000

TOP INDUSTRIES VISITING YOUR SITE



SITE VISITORS BY JOB FUNCTION





Get started with a  
**TRIAL TODAY**

Visit [dnb.com/visitor-intelligence-trial](https://dnb.com/visitor-intelligence-trial)

Source:

1: Winterberry Group, 2018 2: Marketo, 2014

#### ABOUT DUN & BRADSTREET

Dun & Bradstreet, 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. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity. Twitter: @DnBUS

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