

# Dun & Bradstreet Data Blocks for Sales & Marketing

*Empower the Customer Buyer Journey using the Dun & Bradstreet Data Cloud Now Accessible through Data Blocks*

Sales, marketers and data professionals alike are looking for ways to use data and insights to empower their business, increase pipeline, and drive efficiency across their department and/or enterprise.

Dun & Bradstreet makes it easy to consume our data and insights through logical, topic-based groupings of data elements from the Dun & Bradstreet Data Cloud known as Data Blocks—a modern method of serving data in a simple, standardized, and flexible way. Data Blocks empower sales, marketers, and data

professionals to easily ingest data they require across their enterprise and do that in a consistent and scalable manner.

Data management is complex; Dun & Bradstreet Data Blocks make it easier than ever for sales, marketers, and data professionals to experience the power of data delivery by simply 'stacking' Data Blocks together to customize data and insight required for your use case.

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## CROSS SELL & UPSELL CUSTOMERS

### SALES ACCELERATION USE CASE

Better understand your business relationships through more accurate data and deep hierarchical information and connections, providing a full view of your whitespace opportunity.

#### *Data Blocks for Sales Acceleration Use Case*



## ACTIVATE PERSONALIZED CAMPAIGNS

### ACCOUNT BASED MARKETING USE CASE

Maintain customer profile data to better personalize campaigns, improve customer engagement and help increase leads for your sales teams.

#### Data Blocks for Account-Based Marketing Use Case



COMPANY  
ENTITY  
RESOLUTION



COMPANY  
INFORMATION



HIERARCHIES &  
CONNECTIONS



PRINCIPALS &  
CONTACTS



SUGGESTED  
ADDITIONAL BLOCK:  
MONITORING

## SINGLE VIEW OF THE CUSTOMER

### MASTER DATA USE CASE

Create a single view of your customer across the enterprise and/or department by providing standardized, governed data to increase efficiency across your teams, systems and entire business.

#### Data Blocks for Master Data Use Case



COMPANY  
ENTITY  
RESOLUTION



COMPANY  
INFORMATION



HIERARCHIES &  
CONNECTIONS



MONITORING



SUGGESTED  
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## ABOUT THE DUN & BRADSTREET DATA CLOUD

The Dun & Bradstreet Data Cloud offers the most comprehensive set of business decisioning data and analytical insights, covering hundreds of millions of businesses and other commercial entities across the globe. We source data from tens of thousands of sources, tens of millions of websites, and crowd-validating initiatives. Additionally, we leverage information from our global sources, along with proprietary capabilities, to discover and curate millions of business-to-business relationships. These relationships can include corporate hierarchies, ultimate beneficial ownership, alternative-type relationships, historical ownership, and analytically derived connections.

We continuously monitor our vast number of sources for changes that impact information in the Dun & Bradstreet Data Cloud, including dynamic changes to business relationships. Changes are verified, and updates made to the Data Cloud as relevant. Through Data Blocks customers can take advantage and access the data and insights from the Dun & Bradstreet Data Cloud.

Get started with Data Blocks by contacting your account representative today.

### ABOUT DUN & BRADSTREET

Dun & Bradstreet, a leading global provider of business decisioning 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: [@DunBradstreet](https://twitter.com/DunBradstreet)

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