

SECOND IN A SERIES OF SIX INFOGRAPHICS

OPTIMIZE YOUR CUSTOMER EXPERIENCE

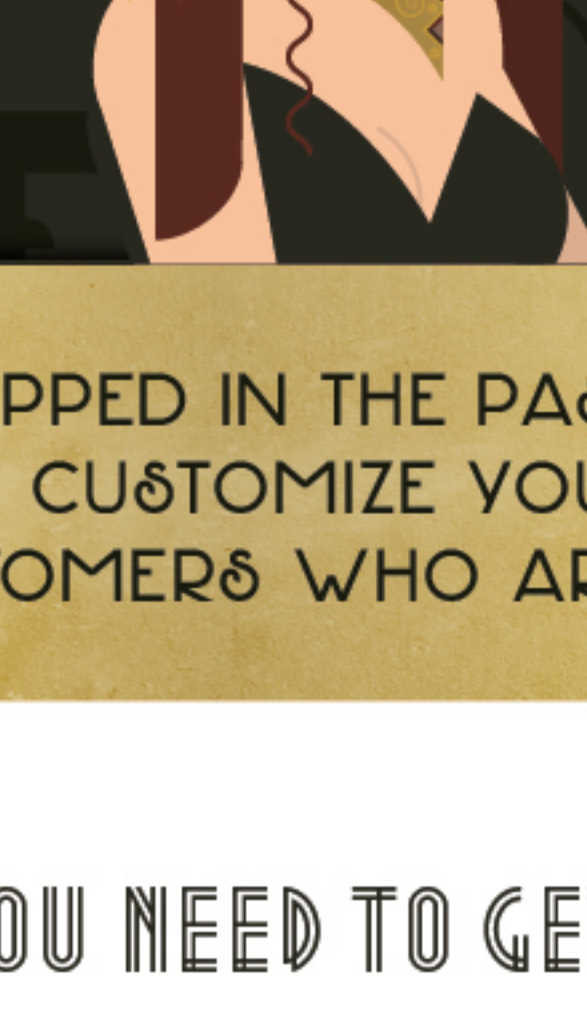
GET PERSONAL, NOT CREEPY

When your best customers arrive on your website, should they be greeted with the same content as everyone else?

HOWDY STRANGER!
OUR PRODUCTS ARE GREAT! BUY SOMETHING!



Or do they deserve something special, something just for them?

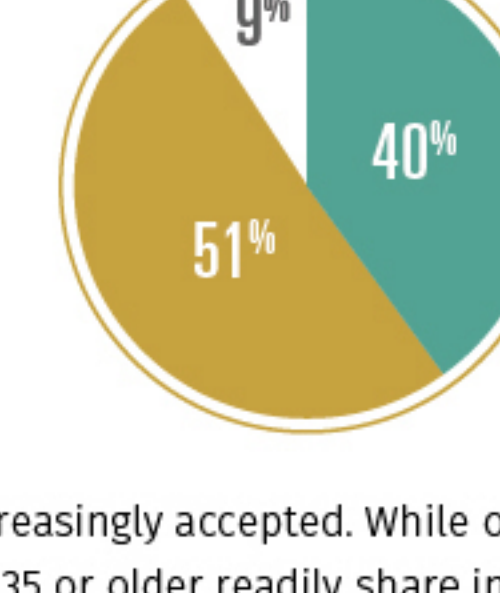


Greetings, Belle!
We're here to help Time Travel Agencies like yours book more trips.

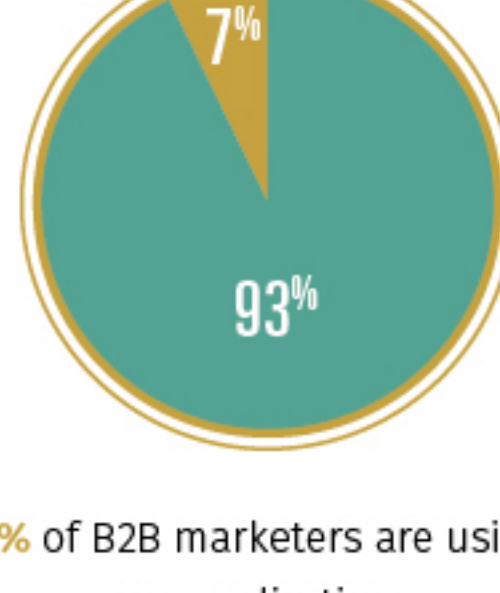
DON'T BE TRAPPED IN THE PAST. FIND OUT HOW TO USE DATA TO CUSTOMIZE YOUR WEBSITE FOR THE CUSTOMERS WHO ARRIVE THERE.

WHY YOU NEED TO GET PERSONAL

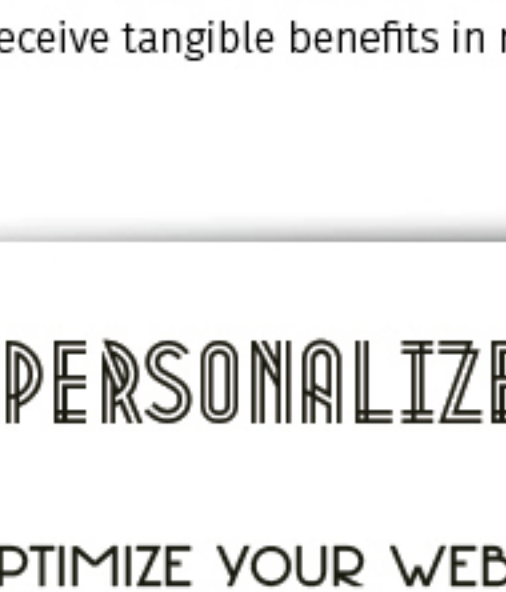
CUSTOMERS EXPECT IT, AND IT WORKS



54% of online customers say they know businesses collect information about them in order to personalize their web experience, and most are willing to share if it means better user experience.



40.5% of online customers prefer to see offers targeted to their interests while only 27% want both random and targeted offers. 16% prefer random ads. The remaining 16.5% aren't sure.



It's increasingly accepted. While only 40% of those 35 or older readily share information about their personal data or web behavior, 51% of those 18-34 – tomorrow's business leaders – are happy to do it – provided they receive tangible benefits in return.

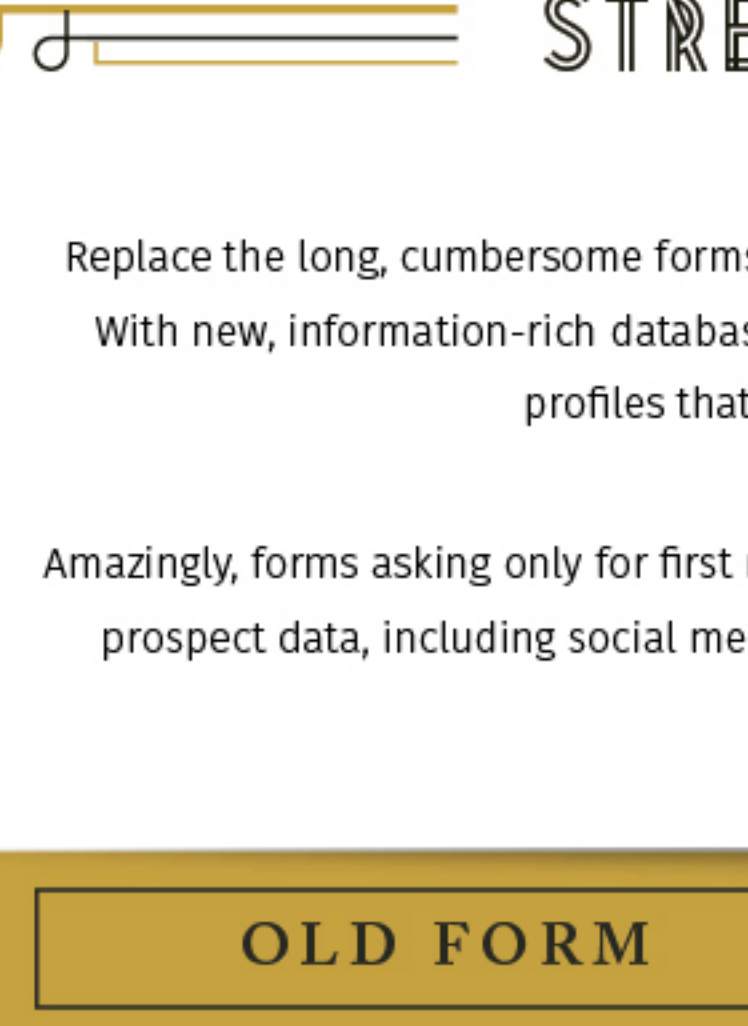


93% of B2B marketers are using personalization

PERSONALIZED CONTENT UPON ARRIVAL

OPTIMIZE YOUR WEBSITE WITH CONTENT THAT BRINGS THE CUSTOMERS YOU CARE MOST ABOUT CLOSER TO A PURCHASE.

With the right database integrated into your website, you can immediately identify company attributes and deliver custom content that captures their attention and addresses their needs.



Time Travel Agencies who purchased our HG Wells9000 Time Machines last year saw a 78% increase in bookings to the Renaissance, the Middle Ages and the Roaring 20s. Let us help you get behind the controls of this baby!

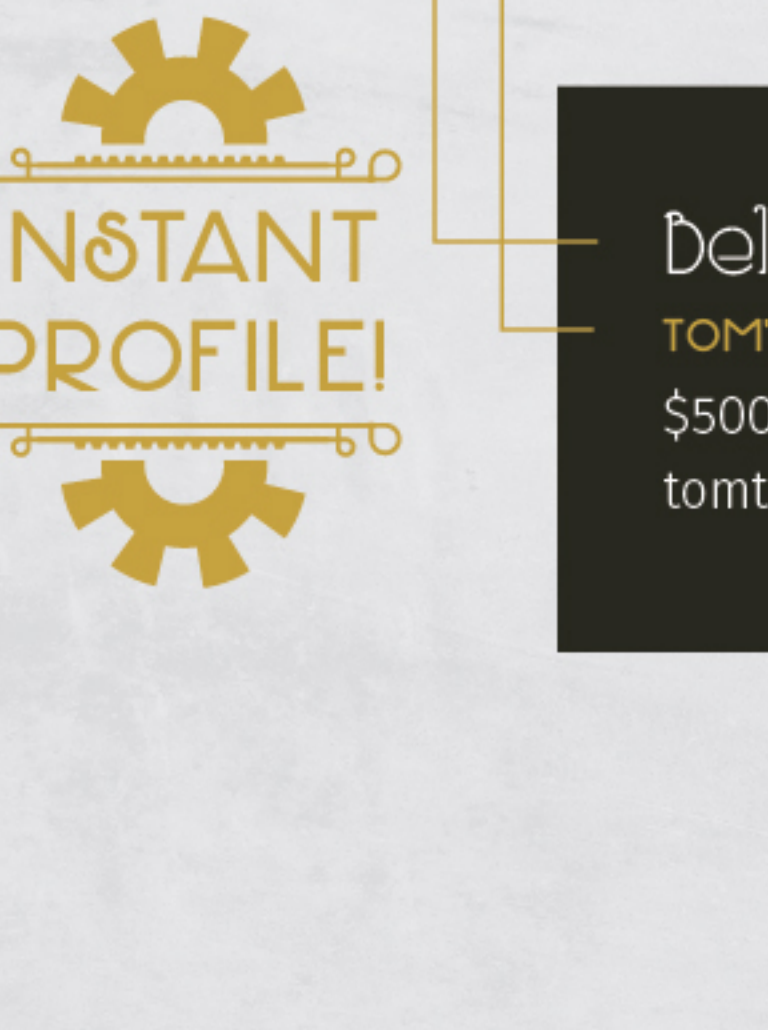
STREAMLINED FORMS

Replace the long, cumbersome forms of yesterday with streamlined versions that generate more leads. With new, information-rich databases plugged into your forms, you can quickly get robust customer profiles that help you convert the right prospects fast.

Amazingly, forms asking only for first name, last name, company name and email address deliver rich prospect data, including social media profiles, company rankings, corporate linkages and more.

OLD FORM

NEW FORM



INSTANT PROFILE!

Della Lecosta (CEO)
TOM'S TIME MACHINE TRAVEL AGENCY
\$500,000 annual salary
tomtravels@MiddleAges.conquest

HOW IT WORKS

Database solutions identify visitors by email domain, IP address or the company listed in the form field, and then draw company attributes from 30,000 or more sources on more than 235 million companies worldwide. Here's how:

1.) TRAFFIC POURS IN TO YOUR WEBSITE



394,000 VISITORS

2.) ANALYSIS STARTS INSTANTLY



17% or 67,000 UNIQUE VISITORS

3.) YOU SEE THE BIG PICTURE



NUMBER OF VISITORS FROM EACH COUNTRY AS FOLLOWS:

Australia: 300; Brazil: 300; Poland: 300; France: 400; Canada: 500; England: 500; Japan: 500; Russian Federation: 500; Germany: 600; U.S.: 5,500

4.) YOU GET TO KNOW THEM

TOM'S TIME MACHINE, INC.
NORMAN CONQUEST DRIVE
STEAMBOAT SPRING, COLO.

Full-service time travel, specializing in 1066 excursions to the Middle Ages
Annual sales: \$1.34 million

12 different time machines located throughout Mountain West

5.) YOU TAKE PRECISE ACTION



SOUNDS COMPLICATED?

DEPLOYING THE DUN & BRADSTREET DATA YOU NEED TO PERSONALIZE YOUR WEBSITE IS FAST AND EASY.

A TIMELINE

HOW DUN & BRADSTREET HELPS YOU THROUGH THE PROCESS:

6-10 WEEKS 2 WEEKS 2 WEEKS 4 WEEKS

1. Analyze content, and prepare and test a plan
2. Set up personalization with scripts
3. Create rules
4. Test the results

You can enjoy complete buyer intelligence profiles – including company rankings, corporate linkages, social media profiles, credit scores, competitors and key financials – by tapping into the world's largest commercial database. Data on 235+ million companies.

Information from 30,000+ sources. Answers in seconds.

WHAT'S UP NEXT

THERE ARE FOUR MORE WAYS DATA CAN HELP CMOs OWN THE CUSTOMER EXPERIENCE. EXPLORE EACH OF THEM IN UPCOMING INSTALLMENTS OF THE AGE OF THE CUSTOMER INFOGRAPHIC SERIES.

◆ **MAP YOUR UNIVERSE**
In the data age, you don't have to wait for the stars to align. We will examine how analytics can let you gaze into more lucrative heavens - identifying companies you do (and do not) want to do business with.

◆ **GIVE THEM WHAT THEY WANT**
Develop the kind of content that brings customers to you while giving existing customers the value they expect. Using data to optimize your marketing automation will help you add value with content and information that speak to the needs of your audience.

◆ **GOING MOBILE**
How mobile and social data can help your business get a better picture of your customer when they are on the move.

◆ **THE SALESPERSON AS CUSTOMER HERO**
Effective salespeople make for happy customers and good marketers make for effective salespeople. Find out how marketing teams can manage data in ways that help sales serve clients with sales acceleration tools.

For more on how Dun & Bradstreet can help you thrive in the Age of the Customer, visit dnb.com/emo.