



# D&B Hoovers Audience Builder

Understand, target & activate ideal audiences

Marketers, especially at small or mid-sized companies, are under rising pressure to generate revenue and to do it quickly. Like larger enterprises, these teams are coping with data complexity, siloed tools, integration with Sales, and a new landscape post-COVID – but they're often doing it with fewer resources.

## We built D&B Hoovers Audience Builder to ease the burden on marketing teams, powering faster, smarter, and more precise prospecting.

Here's what we're hearing from marketing leaders:

- ✓ We're still splicing spreadsheets from several contact sources
- ✓ I want to target the right people at the right time
- ✓ It's time to get more sophisticated – targeting by industry, size, and title isn't cutting it anymore
- ✓ My marketing platform doesn't give a single view of customers
- ✓ I know my customers, but also know there are untapped prospects

Marketers need a solution that helps them shatter silos, shapes segments, and seamlessly integrates into existing channels. Customer and prospect data must reside in a single platform where the team can visualize the market and tailor campaigns.

What if there was a single platform to understand your market, find your ideal targets, and activate campaigns?



### POWER TO DISCOVER

Combine 1st-party customer data with the full D&B Data Cloud to identify your ideal customer profile, total addressable market



### POWER TO TARGET

Shape tailored marketing audiences backed by intent data, technographic data, contacts, firmographics, and proprietary analytics



### POWER TO EXECUTE

Push to HubSpot or Marketo for immediate email campaigns, or align with sellers using D&B Hoovers

D&B Hoovers Audience Builder delivers marketers the power to discover, target, and execute on ideal audiences.



## POWER TO DISCOVER

- **Market Analysis**

- Total Addressable Market
- Market penetration
- Target new “adjacent markets”

- **GTM Planning**

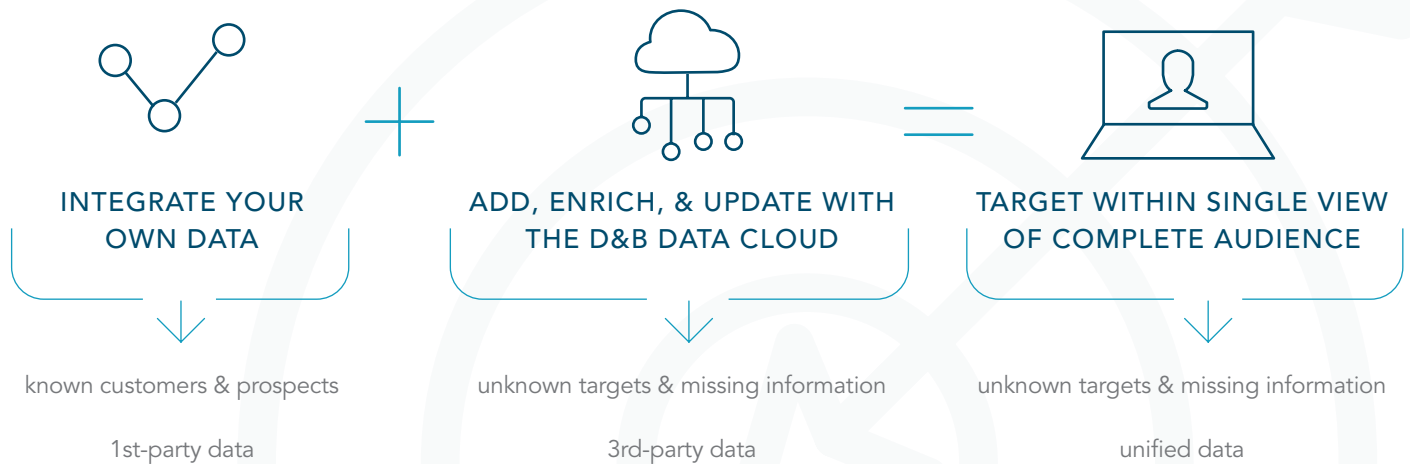
- Whitespace analysis
- Cross-sell
- Upsell

- **Ideal Customer Profiling**

- Contact coverage by territory
- “Look-a-like” company and prospect matching
- Prospects showing surging buyer intent



## POWER TO TARGET



- **Intent:**

- We flag surging interest and active buying behaviors ...giving you a head-start on pre-engaged prospects
- Only Hoovers offers three intent options, to provide the most flexibility around scale, precision, and purpose
  - Bombora
  - D&B Pre-Defined
  - D&B Custom

- **Be the one to act first.**

- While your peers estimate opportunity today, you'll be anticipating opportunity tomorrow.
  - Visitor Intelligence
  - Growth Trajectory
  - Spend Capacity
  - Viability Risk
  - Decision HQ



## POWER TO EXECUTE

Your process is our process. Activate target audiences within your existing platforms.

### HubSpot

- push campaign lists directly to your marketing automation platform
- schedule cadence for automatic data updates

### Marketo

- learn when new prospects meet list criteria

### D&B Hoovers

- seamless Sales + Marketing alignment

### Salesforce

- shape lead lists in Audience Builder, and assign to a Sales user/group in Hoovers
- enrich CRM with prospect data from the D&B Data Cloud

## D&B HOOVERS ENABLES A UNIFIED FORCE

for Marketing

### Audience Builder

- Developed as seamless bolt-on to existing Hoovers instance
- Visualize and shape ideal marketing audiences with elevated export allowances
- Push prospects to [Hubspot/Marketo], and lead lists to Sales within Hoovers

for Sales

### Predict

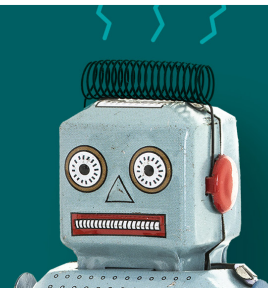
### Focus

### Explore

- Filter for ideal sales prospects, armed with buying intent and opportunity alerts
- Engage customers with reliable email, direct phone, social, and decision HQ intel
- Integrate with Salesforce for active follow-up

*universal  
foundation of data  
built to engage  
the best buyers*

Schedule your demo today!  
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