

CUSTOMER STORY

Dun & Bradstreet Uses Oracle Eloqua to Build Relationships With Data-Inspired Marketing Strategies



Oracle's B2B Cross-Channel Marketing solution, **Oracle Eloqua**, helps marketers plan and execute automated marketing campaigns while delivering personalized customer and prospect experiences. With integrated lead management and easy campaign creation, Oracle Eloqua helps marketers engage the right audience at the right time in the buyer's journey. Sales teams close more deals, faster with insight on customers' Digital Body Language, increasing Marketing's ROI.



THE CHALLENGE

When Eloqua was named a Market Leader by CRM magazine in 2009 for the second consecutive year, Dun & Bradstreet's Canadian team decided to adopt Oracle's B2B cross-channel marketing solution to address their lead management and demand generation needs. Met with great success and measurable ROI, the Canadian team's efforts did not go unnoticed by Dun & Bradstreet's senior leaders, who were in search of a solution that would increase customer engagement and drive sales with mid-to-large customers (U.S. firms with \$250MM+ in annual sales and 500+ employees). Confident in the results they observed in Canada, D&B adopted Eloqua for use in the U.S.

Once again, the solution proved highly successful. Customer engagement was strengthened and the channel saw an influx of leads, a deeper level of engagement and a more robust pipeline. Today, Eloqua is now in place across all sales channels, offering an effective way for sales teams to engage customers through a variety of triggers and tactics, while also measuring the effectiveness of all communications.



HOW IT WORKS

Dun & Bradstreet knows, without question, that data insight can offer a significant competitive advantage when it comes to establishing relationships with customers. While D&B has had some of the same struggles that many large companies face, Eloqua has helped them move away from a marketing approach that lacked a single customer view across divisions to a system that relies on one marketing automation system with a centralized hub for all outbound and internal marketing efforts.

It all starts with a strong foundation: a single view of customers and prospects, made possible by a unique business identifier, the D-U-N-S Number. Once the D-U-N-S Number is appended, each account is enriched with basic company information

THE D&B D-U-N-S NUMBER AND BASIC COMPANY DATA

- **Foundational data** includes company name, address, phone number, SIC Industry code
- **Firmographic data** reveals data on the number of employees, total sales and the year the business started
- **Hierarchical | Corporate Linkage** and family tree information on more than 3M organizations provides insight on the relationship between parent and subsidiary companies
- **Public Records and Trade Experiences** add dimension based on more than 1.5B trade experiences and public records, such as outstanding suits, liens, judgments and/or bankruptcy filings



HOW IT WORKS (CONT.)

With a firm foundation of data, insight and analytics, Dun & Bradstreet, supported by the Oracle Eloqua platform, applies customer profiling to score and prioritize lead routing appropriately. D&B builds relationships with those leads in four main ways:

- Digital Optimization: D&B captures leads on its site by compelling visitors to share their professional information in exchange for valuable insights. This information lets Dun & Bradstreet target content more specifically, ultimately driving up response rates and click-throughs.
- Predictive Targeting: Dun & Bradstreet segments its customer and prospect base to more efficiently pinpoint those likely to be the best fit for certain products and services.
- Lead Nurturing: Using Eloqua, D&B builds automated lead nurturing campaigns that engage prospects at all stages of the buyer's journey with compelling content that is specific to each stage. A lead scoring strategy is then applied to determine how and when a lead moves from one stage of that journey to the next.
- Sales Acceleration: Here, all the effort they've put into the program comes to fruition. Did the lead become a win? Did they win back a lost customer? Did they effectively nurture a lead across the buyer's journey? Was growth achieved? The answer to these questions is, in fact, the measure of success.

“Marketers must activate data to create complete, global views of their relationships with current and potential customers. Over the years, we've expanded our use of Eloqua across the markets we serve. We find that the unique combination of our data and the robust marketing automation capabilities in Eloqua give us a distinct competitive advantage in the marketplace.”

Josh Mueller,
Leader – Digital Operations & Demand Generation



RESULTS AND ROI

Regular measurement and reporting keeps Dun & Bradstreet focused on driving even higher levels of performance and results. With targeted strategies across the company's entire ecosystem, and clear conversion metrics at every stage, Eloqua provides a critical piece of the puzzle in helping them to measure that ecosystem. The solution has also made it easy for the systems to be seamlessly connected for better insights, higher quality communications and more engaged prospects.

When it comes to a specific measurement of engagement, the structure built inside Eloqua has helped D&B increase open rates from the 10-15% range to as high as 40-45%. When compared to another content marketing provider's solution, Eloqua's performance in helping D&B to understand customer engagement could not be beat.

ABOUT DUN & BRADSTREET

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. For more about Dun & Bradstreet, visit DNB.com.