



April 4, 2016

Data-Inspired Insights For Growth-Driven Executives: The Content Experience of the New DNB.com

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SHORT HILLS, N.J., April 4, 2016 /PRNewswire/ -- We are in the data and digital age of business. You probably feel this in your work every day, with more than 4 zetabytes of data in our digital universe now - and 11 times that amount [expected to be created by 2020](#).



The question is, what is all that data meant to do? How do you sift through it all to figure out how it will help your company grow?

Answering that is precisely the editorial mission of Dun & Bradstreet's new digital experience, which we're proud to launch today at [DNB.com](#).

Technological innovation and the marriage of globalization, mobilization and digitization might be changing the way every industry and job function operates, but the fundamentals of business success haven't changed all that much. You need to drive growth, and growth - just like it always has - [comes from growing valuable relationships](#) with customers, prospects, suppliers and partners.

Today, data simply lets you have those relationships at a depth, breadth and scale never before possible. The new [DNB.com](#), and particularly the site's new collection of actionable ideas and insights we call [Perspectives](#), gives executives across a company a firm understanding of what this data-inspired dynamic means for them.

With a database of 250 million company records - the world's largest - and some of the smartest data scientists and analytics modelers you'll find anywhere, Dun & Bradstreet is fortunate to work with 90% of the Fortune 500 and [companies of every size, industry and geography](#). They turn to us to grow their own relationships by marrying their data to ours, and the new [DNB.com](#) channels that expertise for sales and marketing, finance, risk, procurement, compliance, IT, data and analytics professionals.

Here's some of the content we have on the new site at launch, with much more to come in the days, weeks and months ahead:

- 1 **Marketing and sales teams** will find the keys to driving new relationships with customers and prospects. This [Q&A with data expert Dr. Thomas Redman](#) examines the sacrifices marketers make when they don't focus on data quality.
- 1 **Finance and risk management teams** will discover ideas for making sure their companies' relationships intelligently balance risk and opportunity. One infographic on the new site explores [how data is at the heart of a growth-focused partnership](#) between finance and sales organizations.
- 1 **Chief data officers and chief analytics officers** will see powerful points of view on how to connect relationship-oriented data across an enterprise. Another infographic on the new [DNB.com illustrates this via an iceberg metaphor](#) - showing what data about a company is often in the dark depths below the surface.
- 1 **Supply chain and compliance leaders** will come away with insights helping them make sure their companies' relationships are with responsible suppliers and partners, leveraging data to minimize risk. This post underscores the value of using [data and analytics to map every tier](#) of a supply chain.

Our editorial approach for these and all the almost 200 pieces within Perspectives is to provide the best answers to your questions about data and analytics and related technologies. But an answer is only good if you can find it. To enable this, we will leverage Dun & Bradstreet's own [deterministic data](#) and [Web Visitor ID](#) technology to offer [personalized experiences](#). This is signified by the fact that at launch we have 12 different versions of the homepage, each personalized by who is coming and the size of their company. So the content itself is data-inspired, but the experience is too.

Visit the new site at [DNB.com](#) to see it in motion. It's just Day 1, so we will continue to improve it. But we know from the

beginning that our [content](#) can help you understand data's role in your success. We also know you'll be able to find what you're looking for.

And if you have feedback, please Tweet us at [@DnBUS](#). We'd love to hear from you.

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