



Dun & Bradstreet Powers New Marketing Opportunities by Seamlessly Integrating Business Data with Consumer Insights, Enabling Personalized Omnichannel Campaigns at Scale

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D&B ID Graph Plus™ advanced identity solution unlocks privacy-sensitive personalization with B2B2C intelligence

JACKSONVILLE, Fla.--(BUSINESS WIRE)--Mar. 11, 2025-- Dun & Bradstreet (NYSE:DNB), a leading global provider of business decisioning data and analytics, today unveiled D&B ID Graph Plus, a cutting-edge identity solution that connects consumer insights with comprehensive B2B2C linked data and digital signals, offering expanded visibility to 360-degree customer profiles. Leveraging its high-quality, trusted data that combines the power of both B2B and B2C insights, D&B ID Graph Plus provides marketing teams access to build impactful omnichannel marketing campaigns, enhancing their addressable audiences and identity capabilities.

D&B ID Graph Plus utilizes validated B2B2C identifiers, enhanced by consumer intelligence and digital signals, and is associated to the Dun & Bradstreet D-U-N-S® Number, a unique identifier assigned to businesses around the world that provides robust business data linkage to ensure precision and enable compliance in identity resolution.

The strength of D&B ID Graph Plus lies in Dun & Bradstreet's comprehensive coverage of business and consumer data, which encompasses more than 50,000 attributes that include digital signals such as intent, interest, demographics, lifestyle, and ownership. In addition, its B2B2C linked data includes an extensive array of raw individual data points that can be leveraged by marketing teams to associate business characteristics to consumers and consumer characteristics to businesses with over 136 million B2B professional contacts, 250 million consumer contacts and 83 million B2B2C contacts with linkages between professional and consumer personas.

"D&B ID Graph Plus provides a significant leap forward in personalizing the buyers' journey with precise audience targeting that supports the maximization of campaign reach and effectiveness – setting a new standard in audience intelligence," said Eric Kider, General Manager of Sales & Marketing Solutions at Dun & Bradstreet. "In an age where buyers expect personalized interactions with brands, we are combining innovative data integration with enriched customer insights to bridge the gap between consumer and business data for a better understanding of market dynamics and customer behaviors."

D&B ID Graph Plus supplies businesses with an ideal person profile (IPP) to deploy consistent, scaled marketing campaigns and engage consumers with precision across various communication channels and sectors, including financial services, insurance, healthcare, technology, real estate and more, by providing:

- **B2C and C2B Connectivity** that links businesses to consumer profiles and consumers to business entities transparently, incorporating behavioral and demographic intelligence to provide a deeper understanding of consumer affinities, interests, intent and lifestyles.
- **Persistent Key at the Person-Level**, which enables accurate tracking and retention of identities across various offline and digital signals and attributes, such as Hashed Emails (HEMS), Mobile Advertising IDs (MAIDS) and postal address data.
- **Business Persistent Key** through the D-U-N-S® Number that uniquely identifies, validates and links businesses, staying with a business throughout its lifecycle.

"We leverage D&B ID Graph Plus to provide the most reliable and actionable data to help our customers reach their ideal audiences with personalized, scalable marketing programs," said Ed King, co-founder and CEO at Openprise. "The ability to seamlessly integrate first-party data with Dun & Bradstreet's business and consumer IDs and intelligence gives our customers the power to target audiences and drive impactful marketing campaigns accurately."

D&B ID Graph Plus can be integrated and accessed within a marketers' first-party data environment as well as through leading cloud-based data collaboration and management platforms, including Google Cloud, Amazon and Snowflake. The data intelligence and signals are immediately actionable in a wide variety of advertising, marketing, retail, and media platforms and services, including LiveRamp, The Trade Desk, Salesforce, Adobe, Nielsen, Marketo, Facebook, LinkedIn and more. Whether for programmatic, display, CTV, social or direct marketing, D&B ID Graph Plus can help broaden reach and alleviate pain points such as data fragmentation, ineffective targeting and compliance concerns.

Dun & Bradstreet's responsible data principles guide the development and deployment of data and solutions with both our customers' and consumers' interests in mind, as detailed in its Privacy, Data, Transparency, and AI Trust [Centre](#). Its privacy by design program helps ensure compliance with privacy and data laws, and has been certified by standards like ISO 27001, ISO 27701, APEC Cross-Border Privacy Rules, and the EU-US Data Privacy Framework.

To learn more about D&B ID Graph Plus, click [here](#) for more information.

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.

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