

DEMAND GENERATION

Target Smarter with Intelligent
Segmentation and Actionable Data

Accelerate Your B2B Growth with Smarter Demand Generation

Maximize your sales and marketing ROI with our end-to-end demand generation services. From highly curated segmented data to multichannel outreach, we provide everything you need to identify and connect with the right audience at the right time. Whether you're looking to enter new markets or amplify brand awareness, we tailor strategies that work.

We offer:



Curated databases



Segmented target data



Multichannel campaigns including digital and non-digital End-to-End Lead Engagement and Performance Analytics



Demand Generation Offerings

Data Solutions

Unlock powerful sales opportunities with enriched segmented data.

- **AFF Data Delivery** – Instantly access pre-verified, off-the-shelf data for quick campaign activation
- **AFF Data + Build** – Customize your outreach with tailored datasets built to your specific criteria
- **Segmented Data** – Categorize target market into distinct groups, allowing for more targeted communication, and data-driven decision-making

Electronic Direct Mailers

Drive engagement with precision-targeted email campaigns.

- Personalized sender IDs and dispatch details to maintain brand identity
- Persona-driven content that resonates with your audience
- Implement comprehensive response tracking and engagement workflows to seamlessly convert interest into meaningful action

Integrated Solutions

D&B's unified sales and marketing suite — from market planning and key account strategy to intent modeling, precision targeting, cross/upsell analytics, and customer insights like NPS, CSAT, and CLTV.

- Empowering smarter decisions with data-driven precision across the buyer journey
- Seamless transition from data insights to strategic execution
- From planning to precision execution to feedback — one unified sales and marketing engine

READY TO DELIVER DATA

242K Companies Registered
(Mar'24-Feb'25)

- **52%** from Top 5 states
- **81%** in Services, Manufacturing, Retail & BFSI
- **217** with Email/ Mobile contacts

85% of Companies Under
INR 100 CR Turnover

- **340K** verified contacts
- **96%** from 4 industries: Services, Manufacturing, Trade, Financials
- **62K** with email, 214K with mobile, 64K with both

139K HNI Contacts

- Ultra HNIs: **79K** | Mass Affluents: **41K** | Retail: **19K**
- **62%** from Mumbai, Delhi/NCR, Bengaluru, Chennai, Hyderabad
- **43K** with both Email & Mobile

51K Verified MSME Records

- **6** key sectors, **50K+** companies
- **76%** MSMEs from top 5 metros
- Services & Manufacturing dominate

Why Choose D&B for Demand Generation



Smart Outreach

Leverage our proprietary data on 42.7M+ businesses, 2.6M+ flagged entities, and 33M+ business IDs to discover untapped opportunities and sharpen your market strategy



Unified Power

A single engine powering planning, precision execution, and continuous feedback



Data Precision

Campaigns driven by segmentation, enabling data-led, persona-based outreach with sharper relevance and stronger conversions


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.


Ready to Lead with Purpose?

Let's work together to power your growth with smarter data, sharper segmentation and targeting, and high-impact demand generation.

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