



Decide with Confidence

Dun & Bradstreet Named 2011 Markie Award Winner

Eloqua Honors Dun & Bradstreet for Outstanding Achievement in the Best Customer Lifecycle Program Category

SHORT HILLS, N.J.--(BUSINESS WIRE)-- D&B (NYSE: DNB), the world's leading source of commercial information and insight on businesses, today announced that it won a 2011 Eloqua Markie Award for Best Customer Lifecycle Program. [Eloqua](#), the leading provider of on-demand [Revenue Performance Management](#) solutions, celebrated Dun & Bradstreet at the fifth annual Markie Award Ceremony held October 20th during Eloqua's annual user conference, [Eloqua Experience](#).

The Markie Awards recognize exceptional marketing and Revenue Performance Management innovation, vision, and execution. D&B was selected from a competitive field of nearly 200 submissions across 20 categories.

"Customer lifecycle programs are key to our marketing approach at D&B," said Susan Lawler, senior vice president of marketing, D&B. "They're how we drive customer conversation, conversion and satisfaction. We're extremely pleased to be able to show demonstrable results —and to be recognized by a marketing leader of Eloqua's caliber."

"D&B understands the immense value of the customer retention phase within the customer lifecycle," said Joe Payne, CEO, Eloqua. "This Markie honors D&B for the Company's phenomenal results automating and optimizing telesales renewals leading to improved customer retention."

About Dun & Bradstreet® (D&B)

Dun & Bradstreet (NYSE:DNB) is the world's leading source of commercial information and insight on businesses, enabling companies to Decide with Confidence® for 170 years. D&B's global commercial database contains more than 200 million business records. The database is enhanced by D&B's proprietary DUNSRight® Quality Process, which provides our customers with quality business information. This quality information is the foundation of our global solutions that customers rely on to make critical business decisions.

D&B provides solution sets that meet a diverse set of customer needs globally. Customers use D&B Risk Management Solutions™ to mitigate credit and supplier risk, increase cash flow and drive increased profitability; D&B Sales & Marketing Solutions™ to increase revenue from new and existing customers; and D&B Internet Solutions™ to convert prospects into clients faster by enabling business professionals to research companies, executives and industries, over the web.

For more information, please visit www.dnb.com.

About Eloqua

[Eloqua](#) provides solutions to help its customers accelerate revenue growth through [Revenue Performance Management](#). Eloqua provides powerful business insight to inform marketing and sales decisions today that drive revenue growth tomorrow. The company's mission is to make its customers the fastest growing companies on Earth. More than 1,000 clients rely on the [marketing automation](#) power of Eloqua to improve [demand generation](#) and [lead management](#) while driving more [qualified leads](#). Eloqua's customers include Adobe, AON, Dow Jones, ADP, Fidelity, Polycom, and National Instruments. The company is headquartered in Vienna, Virginia, with offices in Cambridge, San Francisco, Austin, Toronto, London, Brussels, Frankfurt and Singapore. For more information, visit www.eloqua.com, subscribe to the [It's All About Revenue](#) blog, call 866-327-8764, or email demand@eloqua.com.

Media:

Dun & Bradstreet
Patricia Colpitts, 512-578-8016
pcolpitts@dnb.com

or

Investor Relations:

Dun & Bradstreet
Roger Sachs, 973-921-5914
sachs@DNB.com

Source: D&B

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