



**Decide with Confidence**

## **D&B Digital Launches New Ultra-Focused Advertising Platform**

### **New Online Business Media Network Reaches Millions of Business Decision Makers**

SAN FRANCISCO, May 20, 2009 (BUSINESS WIRE) -- D&B Digital(TM), the online media business within D&B, today launched a new ultra-targeted advertising platform that leverages search to attract a Business Decision Maker (BDM) audience while they are in the middle of their daily workflow. D&B Digital represents a unique set of media properties and business information sites combined to offer advertisers a lean (no waste), highly-specified platform that places pertinent, contextual ads in front of BDMs.

Approximately 10 million high-value BDMs use D&B Digital sites (Hoover's, AllBusiness.com and DNB.com) as part of their business problem-solving each month. Now, advertisers can reach this coveted group -- when they are most in need of products and services and often looking to purchase -- while they are researching companies, industries and executives (on Hoover's and DNB.com) or specific business-related content (on AllBusiness.com).

With AllBusiness.com's proprietary matching and categorization technology, also known as Content Match, advertisers can place relevant advertising on virtual channels of content that directly match the keywords most often used by potential purchasers. In addition, Hoover's paid-site targeting offers advertisers profiling of a highly loyal and engaged BDM demographic. These BDMs use the site on a 'log-in' basis, so advertisers are able to target their messages (by company size, title, industry, etc.) while these individuals are using Hoover's to actively research the most pressing business issues of the day.

DNB.com has not previously run advertising alongside its core online subscription products. D&B Digital began placing select exclusive advertising opportunities in front of this highly-desirable DNB.com demographic last month.

"What we offer is something completely different from sites where the BDM audience is going directly to a brand name publisher and passively clicking on headlines. Our audience is searching for answers as part of their business workflow, and landing wherever Google and Yahoo! place them on our sites," said Mark Walters, vice president of sales for D&B Digital. "As a result, we have created the first platform that responds to searches, rather than targeting specific media, to provide a direct, highly targeted approach that benefits both the advertiser, by increasing ROI, and the site visitor, by providing content and tools that offer value. We think DNB.com represents the crown jewel of BDM audiences, and we look forward to the expanded reach and targeting opportunities rolling out this year on the site."

D&B purchased Hoover's in 2003 as a central part of its Internet strategy and acquired AllBusiness.com in 2007. The online media properties of these business units, along with the DNB.com site itself, form the core of the D&B Digital product offering and attract a vast spectrum of BDMs online.

#### **About D&B Digital**

D&B Digital represents the online media business within Dun & Bradstreet (NYSE:DNB), the world's leading source of commercial information and insight on businesses. D&B Digital properties include the advertising-supported Web sites AllBusiness.com, Hoovers.com and DNB.com, reaching one of the largest audiences of Business Decision Makers. AllBusiness.com provides more than 20 million pieces of business content, including how-to articles and videos, company profiles, blogs and podcasts. Hoover's large, in-house staff of industry experts provides comprehensive insight and analysis on more than 32 million private and public companies, 37 million corporate decision makers and 600 industries worldwide. ([www.dnbdigitalmediakit.com](http://www.dnbdigitalmediakit.com))

SOURCE: D&B Digital

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