



CERTIFICATION PREPARED FOR

**Dun & Bradstreet, Inc.**

2024 UPDATE March 31, 2024  
AUDIT COMPLETION August 16, 2021

CONFIDENTIAL



HEREBY GRANTS THIS

# RealCDP CERTIFICATE 2024

PRESENTED TO

**DUN & BRADSTREET**

Entitled to be known as a RealCDP™ and authorized to display the RealCDP™ badge for successfully completing a comprehensive evaluation and providing satisfactory proof that meets all qualifications set forth by the Customer Data Platform Institute.

In Witness Whereof, this Thirty-First day of March 2024.

A handwritten signature in blue ink that reads 'David M Raab'.

**DAVID RAAB**  
President, CDP Institute



A handwritten signature in blue ink that reads 'Vernon Tirey'.

**VERNON TIREY**  
RealCDP Auditor



Confidential Report For: DUN & BRADSTREET, INC.

Audit Complete Date: 8/16/2021



- ✓ Ingest Data
- ✓ Maintain Data
- ✓ Store Historical Data
- ✓ Unified Customer Profile
- ✓ Privacy
- ✓ Share Customer Data
- ✓ Real Time Data Updates

**D&B Rev.Up ABX CDP (formerly D&B Lattice) meets all core RealCDP certification requirements.** The platform supports B2B companies with a cloud-based (AWS) SaaS platform designed to help business (non-technical) users improve marketing and sales efforts in a no-code environment. Data ingestion is flexible and fast; business users can create ad hoc imports and client-side developers can build custom integrations. Data mapping is semi-automated, reducing the time it takes to bring new data sources into the platform. Data is stored with full detail in a Redshift (or Dynamo) database and historical data is stored as long as the client requires. The 360-degree customer profile is customizable and users can easily create derived variables. There are industry-specific data models provided as a jump-start for client implementations. Users have direct control over data integration, using both deterministic and probabilistic matching processes. A multi-level B2B account structure is built-in to allow for more intelligent targeting. The Segments function makes creating audience files for export quick and easy.



- ✓ Channels Supported
- ✓ Data Sources Supported
- ✓ 3rd Party Applications
- ✓ Real Time Updates
- ✓ Data Hygiene
- ✓ End User Training

**D&B Rev.Up ABX meets all of the CDP Enhanced requirements with a strong set of capabilities that provide a powerful data and intelligence engine for B2B sales and marketing teams.** The platform comes with over 30 pre-built connectors to the most commonly-used B2B marketing and sales platforms, such as Salesforce, Marketo, Eloqua, Facebook, LinkedIn, and many more. Real time updates from websites is available, though updates from offline sources are typically daily. Real time processing is fast, as records can be updated in less than 200 milliseconds. Data hygiene capabilities and data enhancement are best in class with access to the D&B business profiles built into the platform. D&B data is augmented with OOTB data on an account/contact's technology profile and online presence. End user training is robust, with instructor-led training provided in-person and remotely. Online videos and tutorials are available to all clients and each client has a dedicated customer success team.



- ✓ Analytics & Reporting
- ✓ Model Building & Scoring
- ✓ Personalization
- ✗ Journey Orchestration

**D&B Rev.Up ABX has advanced Analytics capabilities, solid Personalization and no native Journey Orchestration capabilities.** The platform comes with pre-built models via an embedded AI engine and an easy-to-use model building engine for non-statisticians. The system includes report writing and dashboard capabilities with out-of-the-box metrics and cross-channel tracking and alerts. D&B Rev.Up ABX has a drop-down (boolean) query builder that is flexible and fast to build simple and complex audience segments. All data in the robust customer profile are available for personalization and audience segments are updated dynamically. Both raw data and segments are easily exported in campaign export to support and enable external journey orchestration, sales, marketing or service engagement platforms.

## OTHER

**D&B Rev.Up ABX goes a step beyond other B2B CDPs that support sales and marketing with 3rd-party business data embedded in the platform.** Firmographics and financials (from D&B), online presence, user technologies in place, and other business data is combined with 1st party data to create robust customer profiles that support more powerful analytics and ultimately more efficient sales and marketing teams.

## SUMMARY

**D&B Rev.Up ABX combines a robust CDP engine with pre-integrated D&B data and advanced analytics to deliver a best-in-class OOTB B2B CDP solution.** A well-designed intuitive interface enables most users to become self-reliant within a few weeks. Tight integration with leading CRM and MAP platforms delivers deeper insights and accelerates the performance of those platforms. Implementation times are relatively short compared to most CDP installations and the platform is priced to support clients of all sizes.



# Dun & Bradstreet, Inc. Findings

The CDP Institute audits 17 CDP related capabilities. Below are the high-level findings for Dun & Bradstreet, Inc.

Requirements fall into three categories:

- ✓ Meets All Requirements
- ✓ Meets Some Requirements
- ✗ Meets No Requirements

CAPABILITY	TYPE	Findings
✓ Ingest Data	Core CDP	Meets all requirements
✓ Maintain Data	Core CDP	Meets all requirements
✓ Store Historical Data	Core CDP	Meets all requirements
✓ Unified Customer Profile	Core CDP	Meets all requirements
✓ Privacy	Core CDP	Meets all requirements
✓ Share Customer Data	Core CDP	Meets all requirements
✓ Real Time Updates	Core CDP	Meets all requirements
✓ Channels	CDP Enhancement	Meets all requirements
✓ Data Sources Supported	CDP Enhancement	Meets all requirements
✓ 3rd Party Applications	CDP Enhancement	Meets all requirements
✓ Real Time Processing	CDP Enhancement	Meets all requirements
✓ Data Hygiene	CDP Enhancement	Meets all requirements
✓ End User Training	CDP Enhancement	Meets all requirements
✓ Analytics & Reporting	CDP Stack	Meets all requirements
✓ Model Building & Scoring	CDP Stack	Meets all requirements
✓ Personalization	CDP Stack	Meets all requirements
✗ Journey Orchestration	CDP Stack	CDP does support but does not deliver customer journey orchestration functionality

# Directory of Audited CDP Capabilities

For a full description of CDP capabilities please see the [RealCDP Audit Guide](#). Below is a brief description of each CDP capability reviewed in the RealCDP Certification Audit. To qualify as a RealCDP a vendor must fully support all Core CDP capabilities.

CAPABILITY	TYPE	DESCRIPTION
<b>Ingest Data</b>	Core CDP	Data ingestion and data capture capabilities for all data types
<b>Maintain Data</b>	Core CDP	Maintain and manage all required customer and demand-side data
<b>Store Historical Data</b>	Core CDP	Store all detailed historical and longitudinal data required by Users
<b>Unified Customer Profile</b>	Core CDP	Create and manage unified customer profiles
<b>Privacy</b>	Core CDP	Manage personal identifiers, consent & privacy management, privacy enforcement
<b>Share Customer Data</b>	Core CDP	Distribute and/or syndicate data wherever (and ideally whenever) needed
<b>Real Time Updates</b>	Core CDP	Capture, update, share, and decision data in real time
<b>Channels</b>	CDP Enhancement	CDP supported Channels and available Connectors to capture and distribute data
<b>Data Sources Supported</b>	CDP Enhancement	Third Party Applications that provide, pre-integrate, and or support the CDP system
<b>3rd Party Applications</b>	CDP Enhancement	Third Party Applications that provide, pre-integrate, and or support the CDP system
<b>Real Time Processing</b>	CDP Enhancement	Enhanced Real-time processing update capabilities (ideally in sub-second speed)
<b>Data Hygiene</b>	CDP Enhancement	Data scrubbing, filtering, standardizing, formatting, and matching capabilities
<b>End User Training</b>	CDP Enhancement	End User training, workshops, documentation, and educational materials
<b>Analytics &amp; Reporting</b>	CDP Stack	Report building and sharing for data, program performance and customer analytics
<b>Model Building &amp; Scoring</b>	CDP Stack	Model development and data scoring in support of targeting and decisioning
<b>Personalization</b>	CDP Stack	Customer Personalization solutions including tools, technologies, and techniques
<b>Journey Orchestration</b>	CDP Stack	Customer Journey Orchestration solutions for multi-touch, multi-channel marketing