



Dun & Bradstreet Announces It Has Signed Definitive Agreements to Acquire Eyeota and NetWise to Expand Its Revenue Technology Leadership Position

Acquisitions will bolster the power of the Dun & Bradstreet D-U-N-S[®] Number to make it easier for marketers to combine offline and online data to enable personalized B2B marketing and activation around the world

JACKSONVILLE, Fla. - November 4, 2021 - [Dun & Bradstreet Holdings, Inc.](#) (“Dun & Bradstreet” or the “Company”) (NYSE:DNB), a leading global provider of business decisioning data and analytics, today announced that it has entered into definitive agreements to acquire [Eyeota](#) and [NetWise](#). These acquisitions will extend the Company’s position in the B2B online marketing value chain and will build upon its rapidly growing Audience Solutions business by adding global scale and the online data to power omni-channel marketing around the world.

While the expansive digital world possesses a lot of opportunity for marketers, they are often unsure about whether their advertising efforts and media dollars are connecting to the right target audiences online. Knowing the modern marketer needs to create a robust strategy to influence their desired customers across multiple digital touchpoints, a combined Dun & Bradstreet, Eyeota and NetWise will be able to provide data and technology that empowers businesses to confidently identify, reach and engage high propensity B2B audiences for multi-channel marketing campaigns.

“This is a fast-paced, growing market and we are seizing the opportunity to expand our role as the global provider of trusted data that fuels a more expansive set of B2B marketing and sales solutions. Just as our clients rely on the [D-U-N-S Number](#) for precision in their offline data, these acquisitions will help to provide them with the same level of confidence and consistency online as well,” said Anthony Jabbour, Chief Executive Officer of Dun & Bradstreet. “With the addition of these two complementary companies, we will be doubling down on our Audience Solutions business, which has grown over 40 percent year-to-date.”

“NetWise excels at joining the offline and online worlds together to connect business personas to their online personas,” said Dwight Gorall, Chief Executive Officer of NetWise. “We look forward to joining the Dun & Bradstreet family with Eyeota. Once together, we can work to create a complete solution for clients, enabling a full spectrum of capabilities - from audience creation to activation - at scale across many demand-side platforms, customer relationship management systems, connected TV or social media platforms. We are committed to helping global enterprises future proof their marketing strategies so they can thrive in a multi-channel world.”

“Eyeota’s expansive global data onboarding and activation capabilities are underpinned by our commitment to delivering audience solutions at scale, and we are proud of the work we have accomplished to develop one of the most powerful, agile and interoperable frameworks for delivering addressable data in a privacy-conscious era,” said Kristina Prokop, Chief Executive Officer of Eyeota. “By combining forces with Dun & Bradstreet and NetWise, we will be able to offer a more holistic B2B audience platform to our clients, leveraging a powerful combination of data, technology and insights that help clients better target and engage audiences across global markets and digital channels.”

Once the acquisitions are completed, Dun & Bradstreet will offer clients the ability to link professional contact

data to consumer data for higher digital match rates, and an international ecosystem of digital activation platforms and global data. This will enable clients to build on the investments they have made into Data Management mastered on the D-U-N-S Number, and more readily activate that data in social, search and display advertising campaigns.

“Dun & Bradstreet’s acquisitions of Eyeota and NetWise will cap-off several years of investment in the Sales and Marketing space, including the acquisition of our Customer Data Platform, Lattice Engines, which is at the core of our D&B Rev.Up platform, and the acquisition of Orb Intelligence to link digital and physical businesses in our Data Cloud,” said Stacy Greiner, General Manager of the Sales & Marketing business for Dun & Bradstreet. “We are executing on our vision to help revenue-generating teams get out of the business of wrangling data and technology, and back to engaging with their customers and prospects to drive growth for their companies.”

The Eyeota transaction is in the process of closing, and the NetWise transaction is expected to close in the next month, subject to customary closing conditions. Financial details of the transactions will be disclosed subsequently.

For further insight on the benefits to our clients and the market, visit dunbradstreet.com.

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. Twitter: @DunBradstreet

About Eyeota

Eyeota is a data transformation company serving the global enterprise. Leading brands, publishers and data companies leverage Eyeota to onboard, enrich, and activate their data assets across global markets and digital geographies. As the world’s largest data onboarding and audience intelligence firm, Eyeota brings a depth of experience in adapting data strategies to be consumer-friendly, addressable and scalable in omnichannel environments. Empowering enterprises with future-proof data capabilities, Eyeota’s suite of solutions are privacy-conscious, flexible and interoperable across all major platforms, channels and identifiers. Founded in 2010, Eyeota operates in Europe, Asia, Australia and the Americas, powering data solutions in 188 countries.

About NetWise

NetWise is the leading provider of B2B Marketing Data, helping to power the majority of business data across all of Ad & Mar-Tech. Our B2B Audience Data Platform enables any marketing team to execute multi-channel campaigns across every platform and in every channel.

Forward-Looking Statements

This communication contains forward-looking statements that involve a number of risks and uncertainties. Statements that are not historical facts, including statements regarding expectations, hopes, intentions or strategies regarding the future are forward-looking statements, and are based on management’s beliefs, as well as assumptions made by, and information currently available to, them and actual results may differ materially from those projected. The risks and uncertainties that forward-looking statements are subject to

include, but are not limited to, those detailed in the “Statement Regarding Forward-Looking Information”, “Risk Factors” and other sections of our filings with the SEC.

Media Contact:

PR@dnb.com