

B2B Data & Analytics

B2B Data In The New Identity Landscape

Roundtable Summary

- The topic of identity within the marketing and advertising landscape continues to dominate, yet when we look at how the alternative identifier landscape is taking shape for B2B we see that is largely missing, antiquated, or siloed from consumer data. And therein lies a huge opportunity. So where should B2B play in the identity landscape of the future? The answer is simple: everywhere.

Within the marketing industry at large, B2B has often taken a backseat to B2C in terms of marketing innovation and tools. However, this dynamic has shifted notably in recent years with the acknowledgment that the B2B and B2C lives of consumers are no longer—if they ever were—distinct entities. Consumers are transitioning between their personal and professional lives more fluidly than ever, and that has massive implications for B2B and B2C marketers alike, especially when it comes to their data and how they understand their target audiences.

For B2B brands, rounding out audience profiles with consumer data—particularly insights around people’s interests outside of their work lives—unlocks not only more powerful and personal messaging opportunities, but also a wider array of inventory sources. On the flip side, B2C brands have the opportunity to unlock far deeper personalization opportunities within their messaging and targeting strategies by understanding relevant details of a prospect’s or customer’s professional world. And for brands that serve both consumer and professional audiences, knowing whether a given prospect is likely to use your products in their working or leisure hours can help ensure you’re targeting them with the right products and messaging out of the gate.

In other words, the blending of B2B and B2C consumer understanding can be immensely valuable for all brands. And yet, when we look at how the alternative identifier landscape is taking shape, we see that B2B data is largely missing or antiquated. And therein lies an opportunity to do better. To move forward in the new data landscape, our industry needs data sources that can bring together business and consumer identity, at a global level. Now is not the time to build new siloes or specialized identifiers—no more B2B add-ons or afterthoughts. Now is the time to enhance audience understanding, across all consumer dimensions, in an ID-agnostic way.

Roundtable Objectives:

In this session you will learn how B2B data can help brands and agencies maintain strong consumer connections in the years to come. We will discuss how B2B data can be an integral layer of insights for all B2C and B2B brands, how it can enhance audience understanding, across all consumer dimensions, and marketing channels.

Roundtable Chairs



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General Manager, Audience Solutions + Co-Founder Eyeota (a D&B company)
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Key discussions points:

- Assessment of B2B identifiers in market today and in the cookieless future
- Why B2B and B2C brands need to rethink their acquisition and retention strategies in this post-pandemic world
- How B2B data can be an integral layer of insights and can open up new marketing avenues for all B2C and B2B brands