dun & bradstreet
SALES & MARKETING

CREDIT | SALES & MARKETING | SUPPLY & COMPLIANCE | MASTER DATA | ANALYTICS

D&B Hoovers

Accelerate the Path from Prospect to Profitable Relationship

SALES ACCELERATION DRIVES GROWTH

Sales acceleration requires alignment between sales and marketing teams to fast-track the buyer's journey, cross-sell and upsell existing accounts, and build strong customer relationships. In order to do this effectively, organizations need to:

1. Target with intelligence
2. Shorten and simplify the buyer's journey
3. Engage in a relevant and compelling manner

When your sellers have access to a unified view of intelligence provided on the prospect, the overall market, and their competition, the conversations they have will be more relevant and impactful.

Unfortunately, after surveying hundreds of B2B marketing professionals, we found that nearly 40% don't feel their sales teams have the right account intelligence to engage with prospects and leads in a meaningful way. D&B Hoovers can help close that gap and accelerate the path from prospect to a profitable relationship through the effective use of data and analytics.

IDENTIFY THE BEST OPPORTUNITIES

D&B Hoovers uses the world's largest commercial database and sophisticated analytics to deliver a sales acceleration solution packed with insight. It enables B2B sales and marketing professionals to accelerate sales, enhance go-to market activity, and increase business growth globally. D&B Hoovers leverages the best company intelligence and innovative analytical features to provide optimal coverage with deep insight. With its intuitive user experience, the solution helps you:

- Quickly build pipeline by targeting more intelligently with dynamic search capabilities and comprehensive list-building options
- Stay ahead of the competition with real-time trigger alerts and updates about business, social, and digital events
- Increase sales productivity with seamless integration to CRM platforms
- Have more informed conversations using analysis and insights about target companies and contacts

HELPING YOU ACHIEVE GROWTH

D&B Hoovers combines more than 150 million business records from 30,000 sources in 190 countries, updated 5 million times a day with an intuitive, dynamic user interface in order to help customers put the best data in the hands of sellers at the point of interaction. This unique combination of data, analytics, and technology, increases sales productivity by enabling more strategic targeting and the ability to have more informed conversations, so organizations can accelerate sales and drive global business growth.

Target More Strategically

Deliver critical intelligence at the point of interaction to make every conversation impactful and relevant

- Industry-leading contact intelligence, editorial insights on leading companies and in-depth industry analysis

Enable Informed Conversations

Gain customizable intelligence at your fingertips with an intuitive, dynamic user interface

- Alerts, triggers, and profiling capabilities leverage structured data (e.g. industry codes) and unstructured data (e.g. social content)

Enhance Sales Productivity

Efficiently identify the most valuable prospects and engage them effectively across multiple channels

- Integration with your CRM/MAP including Microsoft Dynamics 365, Salesforce, Marketo, Eloqua, and home-grown systems

IDENTIFY AND FOCUS ON THE BEST OPPORTUNITIES

Robust search capabilities and in-depth account intelligence make it easy to quickly identify opportunities that represent real selling opportunity, so you can be more successful in driving revenue.

Search Filters

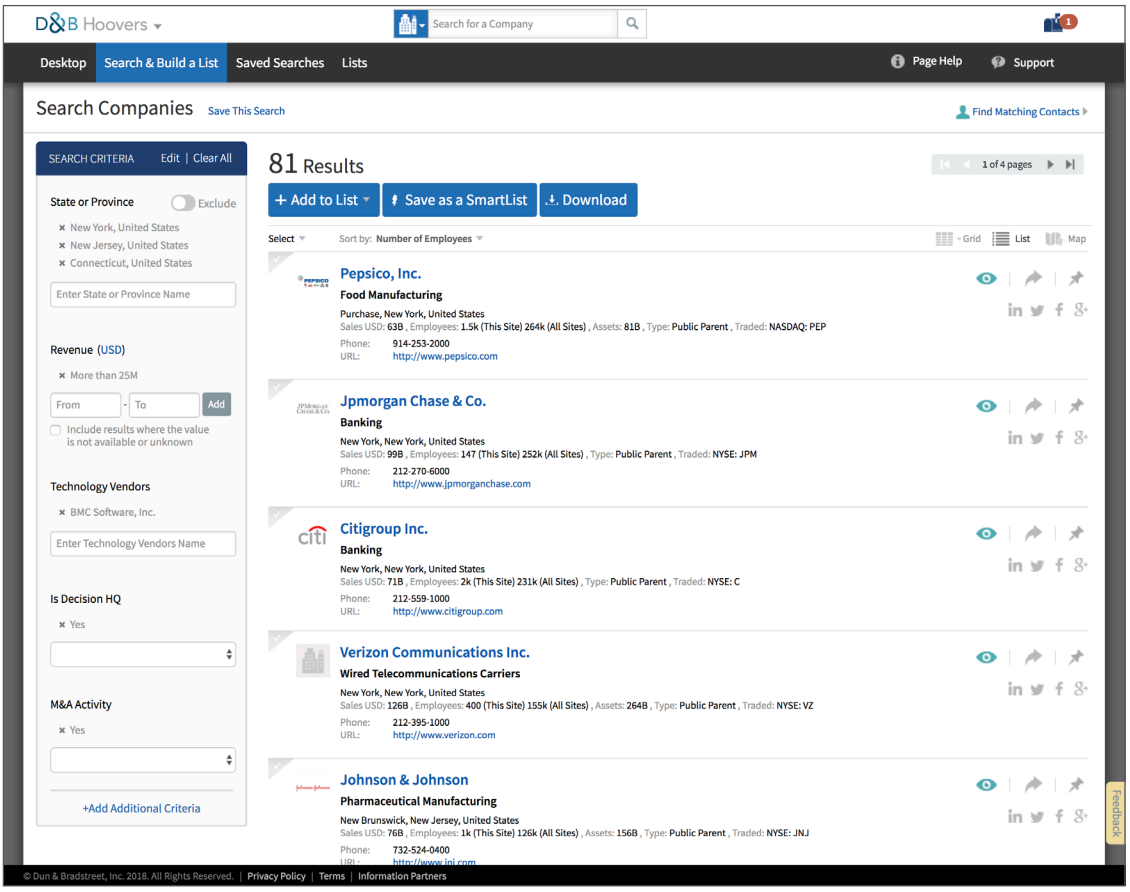
Leverage more than 175 search filters to build highly-targeted lists.

SmartLists®

Create your own personal opportunity feed with lists that dynamically update with the newest opportunities.

Company Profiles

Click a company name to access valuable account research.



INCREASE FOCUS AND ENGAGE MORE EFFICIENTLY

D&B Hoovers provides specialty content options to help you take a deeper dive into areas of interest.

Become an Industry Expert

In-depth industry profiles help you better understand the market challenges and pressures that impact your customer's decision making process. Call prep questions, key stats, competitive landscapes, and industry forecasts can help you have more meaningful engagement with your target markets.

Target Qualified Opportunities

New analytic features provide intelligence on a company's financial health, purchasing patterns, and credit-based financial activities to help you gain insight into spending levels, identify growing companies, and target locations with buying power.

Leverage Tech-Focused Account Intelligence

Gain the inside track for more strategic selling in the IT vertical with technologies in use search filters, tech-focused trigger alerts and CRUSH Reports. Leverage insights on the technologies a company uses to run their business, org charts, technology initiatives, and budgets to target the right opportunities and build strategic account plans.

Understand Financial Performance

D&B Hoovers provides extensive financial reports to help you qualify a prospect, including details on privately-held companies and UCC filings data.

ACTIONABLE INFORMATION IN YOUR CRM AND MAP

D&B Hoovers seamlessly integrates with your CRM and MAP systems, providing sales and marketing with a consistent source of current, complete and actionable data that will help you increase internal alignment, improve sales productivity, and boost marketing ROI. Our CRM connectors turn your CRM into a more powerful B2B prospecting and account management resource, so your teams can focus on closing more deals instead of hunting for contact information. Sellers can work within your CRM to update and enrich records with the click of a button as well as access company profiles, contacts, news, and triggers directly from the account, contact, and lead records housed in your CRM. Powered by the Microsoft Azure cloud platform, D&B Hoovers offers a robust integration with Microsoft Dynamics 365 and Salesforce.

Marketers can leverage the prospecting capabilities within D&B Hoovers to build highly targeted campaign lists and feed sales funnels. Send contacts directly to your MAP with one click and benefit from the increased campaign ROI that comes from focusing on the most relevant opportunities. We offer connectors for Oracle Eloqua and Marketo.

FROM PROSPECT TO PROFITABLE RELATIONSHIP

D&B Hoovers leverages the best company intelligence and innovative analytical features to help you identify the most relevant sales opportunities and get you in the door faster. From our Conceptual Search® with natural-language capabilities to our deep company intelligence and dynamically updated SmartLists®, you'll always have a list of viable prospects at your fingertips.

Whether you are prospecting, managing accounts, or researching companies, D&B Hoovers helps you gain a greater understanding with our deep-dive company profiles. Be better prepared to engage and evaluate with real-time trigger alerts, news, predictive indicators, and extensive research reports including SWOT to competitive intelligence.

Let us help you focus on the information that is important to you so that you can identify the best opportunities, engage more effectively, and close business faster.

ABOUT DUN & BRADSTREET

Dun & Bradstreet, the global leader in commercial 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: @dunandbradstreet.

© Dun & Bradstreet, Inc. 2019. All rights reserved. (10/19)