

D&B360 FOR CRM

See Opportunities First Build Relationships that Last

with streaming access to D&B data and analytics in your CRM

In today's fast-paced world, growing your business requires more than just being the first in the door. You need the insight to quickly pinpoint and solve customer needs. Consider:

- The average sales call lasts only 3 minutes
- The average time spent reading an e-mail is only 15 seconds

Teams have to be faster and more effective to succeed.

A CRM with bad data can prevent you from seeing customer needs and opportunities before the competition and making the most of every customer interaction. To get in the door and get invited back, you need the right information on the right business at the right time. *How do you give sales and marketing teams the clean and reliable insight they need to capture and grow opportunities?*

D&B360 provides advanced D&B insight right in your CRM, so you can get in the door quickly, be more effective when you're there, and maximize the value of every relationship.



Find Better Prospects

Find prospects that look like your best customers with targeted list building tools. Segment your customers and improve targeting with industry, revenue, and employee data on all your CRM records. Create campaigns that flat out get results and drive leads that sales will want to follow up on.

- Improve response rates by 1-2%
- Shorten sales cycles by up to 15%



Understand Buyer Needs

Get all the insight you need to prepare for the sales call in one place with streaming access to relevant news, social media, professional contacts, financial data and more – right inside your CRM. Fuel your conversations with access to the trends that impact your customers. Spend less time researching and more time selling.

- Cut research time by up to 12%
- Improve close rates by up to 5%



Grow Customer Relationships

Expand your relationships with corporate linkage information that enables you to find related firms that you are not selling to today. Sell higher in the organization with contact info and talking points for key decision makers. Stay on top of relevant trends and events to provide better service and increase retention.

- Increase customer retention by up to 5%
- Increase up-sell/cross-sell by up to 3%



Drive Productivity & Marketing ROI

Get a single, complete view of your customers and prospects and reduce time wasted due bad data. Validate your customer information against D&B's global database and stay current with automatic updates to account data. Consolidate duplicate records with patented D-U-N-S Number matching.

- Reduce data errors by 3-5%
- Reduce duplicate records by up to 20%

Unlock Your Sales and Marketing Potential

D&B360 turns the data in your CRM into insight that helps your sales and marketing teams succeed. Sales can find opportunities before the competition and create meaningful conversations. Marketing gets more robust segmentation and targeting. And Sales Operations can better align territories with opportunity areas using an up-to-date source of knowledge. The result is a stronger pipeline and better customer retention.



“D&B360 provided our team with the richest list of contacts that we’ve had in years. We have all of the information our teams need to intelligently engage and close the sale.”

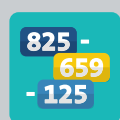
— I.B.I.S.

The D&B Advantage

Only D&B360 combines trusted company and contact insight from Dun & Bradstreet, together with Hoover’s sales tools, and an all-new, easy-to-use and intuitive user interface. Trust D&B to power your CRM, and your sales and marketing results.

- Award-winning solution for MS Dynamics, SAP, and Oracle CRM systems
- The world’s largest depth and breadth of company and contact information
- Only D&B has the D-U-N-S Number ID, your key to a single, complete view of your customers and prospects

Turn your CRM into an Engine for Growth



D&B Insight

225M+ companies & 100M+ professional contacts

3M+ corporate family trees

Proprietary D-U-N-S Number matching and auto data refresh



Sales Tools from Hoover’s a D&B Company



Targeted list building tools

Find similar prospects

Real insight from real editors

About Dun & Bradstreet® (D&B)

Dun & Bradstreet (NYSE:DNB) is the world’s leading source of commercial information and insight on businesses, enabling companies to Decide with Confidence® for 172 years. D&B’s global commercial database contains more than 220 million business records. The database is enhanced by D&B’s proprietary DUNSRight® Quality Process, which provides our customers with quality business information. This quality information is the foundation of our global solutions that customers rely on to make critical business decisions.

D&B provides two solution sets that meet a diverse set of customer needs globally. Customers use D&B Risk Management Solutions™ to mitigate credit and supplier risk, increase cash flow and drive increased profitability; and D&B Sales & Marketing Solutions™ to provide data management capabilities that provide effective and cost efficient marketing solutions and to convert prospects into clients by enabling business professionals to research companies, executives and industries.

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