Driving Growth With Customer Data Management

An Exclusive New Study Proves the Value of Smart Data Strategy for Marketers
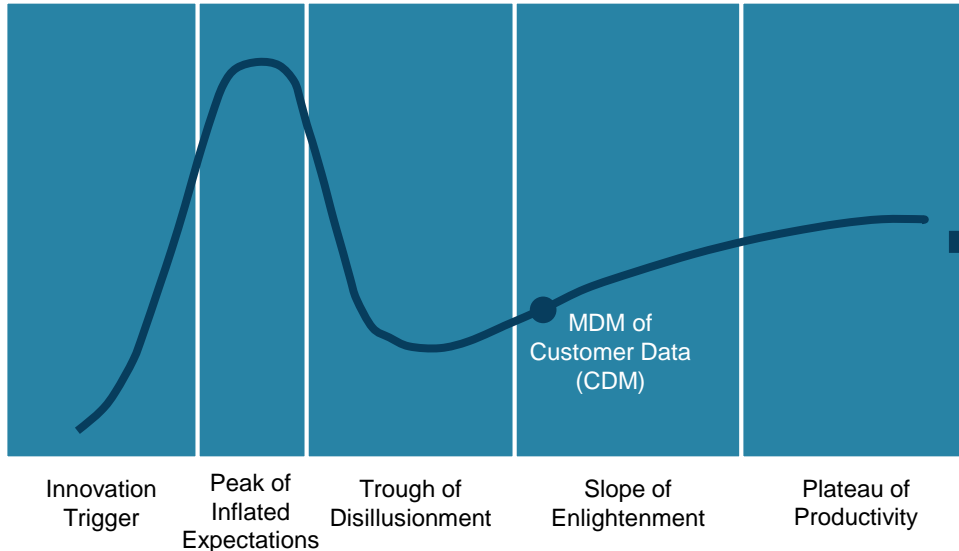
Q2 2015

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Today's Conversation

Share newly generated insights into the connection between a company's "data maturity" and its overall success

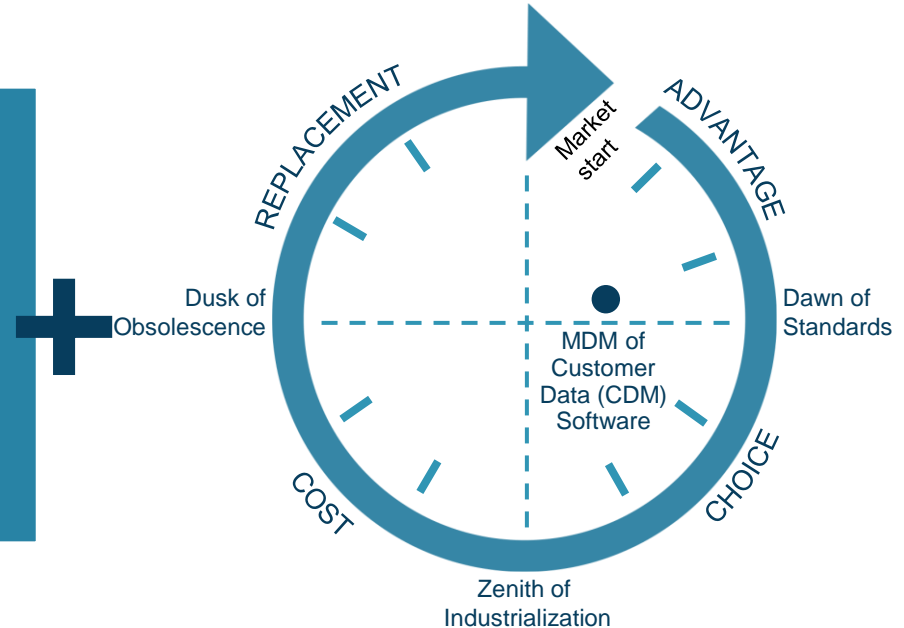Offer a perspective on best practices and impacts associated with mature data management

Begin a dialogue on defining and documenting business and financial impact of Dun & Bradstreet solutions for your company specifically

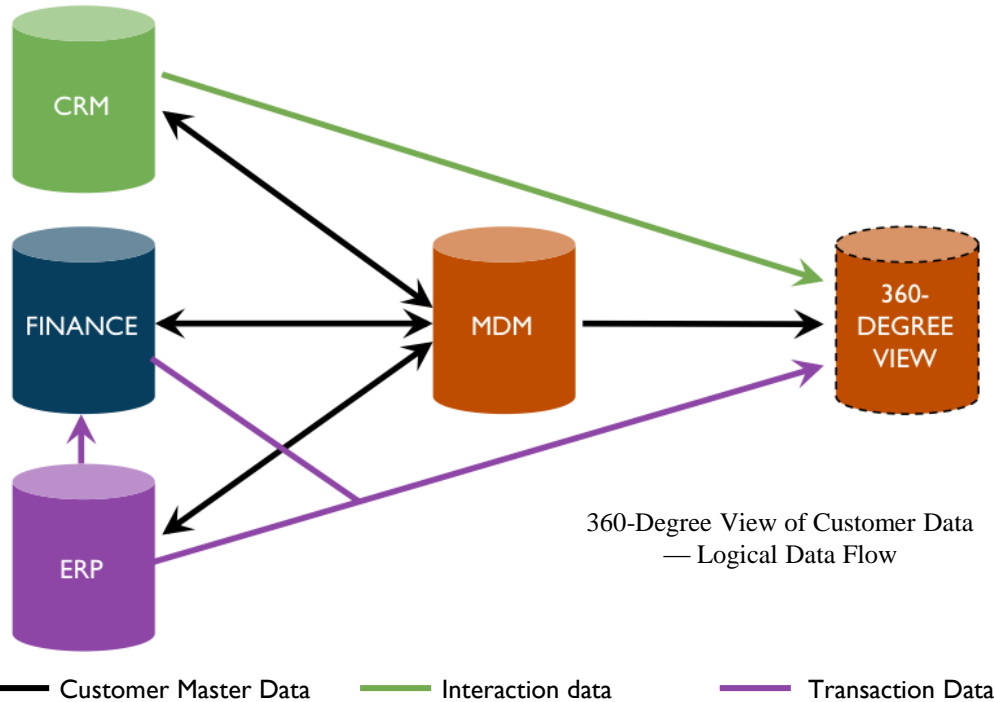# The time to focus on Customer Data Management is here

Gartner Hype Cycle

MDM of Customer Data (CDM)

Innovation Trigger

Peak of Inflated Expectations

Trough of Disillusionment

Slope of Enlightenment

Plateau of Productivity

Gartner Market Clock

Market start

REPLACEMENT

ADVANTAGE

COST

CHOICE

Dusk of Obsolescence

Dawn of Standards

MDM of Customer Data (CDM) Software

Zenith of Industrialization

CRM example: Companies that ignore CDM do so at their own peril

360-Degree View of Customer Data
— Logical Data Flow

Customer Master Data   Interaction data   Transaction Data

Through 2017, CRM leaders who avoid MDM will derive erroneous results resulting in a 25% reduction in potential revenue gains

Yet companies and their CMOs struggle to seize the opportunity
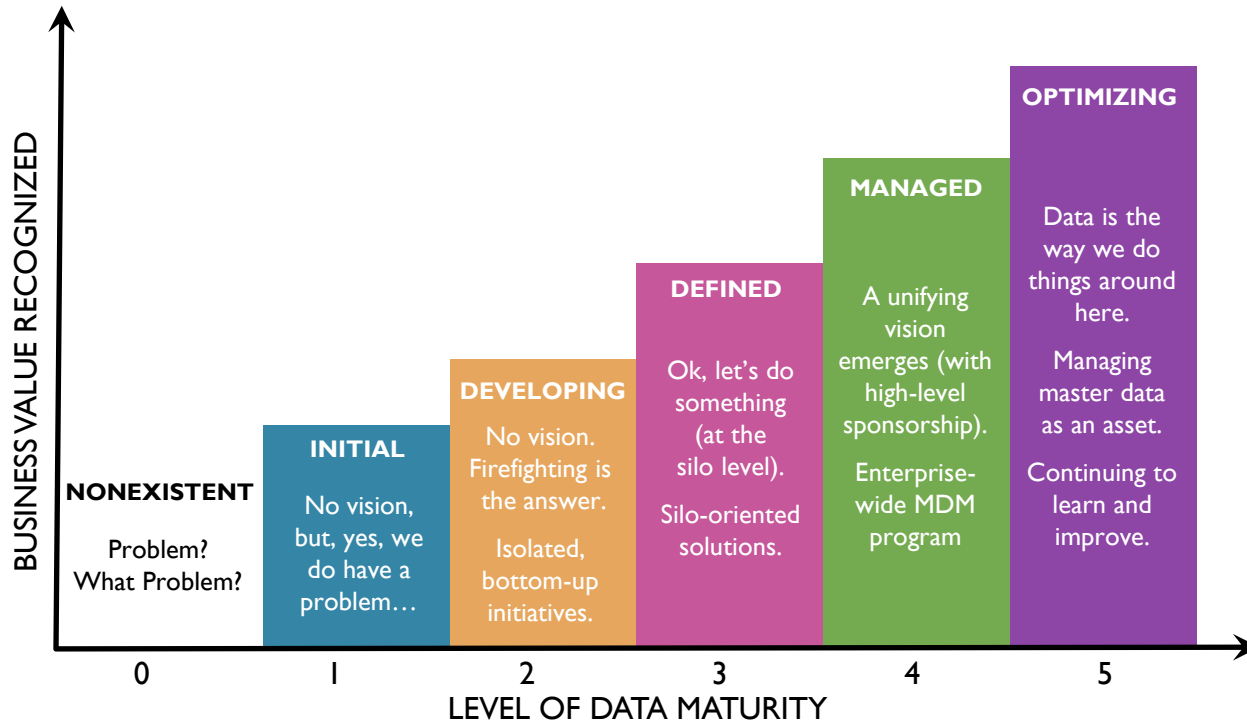
2-5%
of companies
researched
by Gartner

QUALIFY AS 'HIGHLY MATURE'
ON THEIR USE OF DATA

82%
of
CMOs

FEEL UNDERPREPARED TO DEAL
WITH THE DATA EXPLOSION

Source: IBM

Articulating the value of data maturity

BUSINESS VALUE RECOGNIZED
LEVEL OF DATA MATURITY

0 1 2 3 4 5

NONEXISTENT

Problem? What Problem?

INITIAL

No vision, but, yes, we do have a problem…

DEVELOPING

No vision. Firefighting is the answer.

Isolated, bottom-up initiatives.

DEFINED

Ok, let's do something (at the silo level).

Silo-oriented solutions.

MANAGED

A unifying vision emerges (with high-level sponsorship).

Enterprise-wide MDM program

OPTIMIZING

Data is the way we do things around here.

Managing master data as an asset.

Continuing to learn and improve.

- Data-mature companies achieve better improvements from data initiatives across the entire Customer Life Cycle

- They experience 20% greater improvements across Support, Operations/Finance and Customer Data Management due to data management

- The readily integrate third-party data and analytics

Source: Gartner, Inc., 2015

Understanding the path to data maturity

MDM/CDM program leaders need a framework to ensure that they approach initiatives on a strategic, balanced and integrated basis. Organizations should:

- Use a strategic MDM framework through all stages of the MDM program activity cycle: strategize, evaluate, execute and review

- Gain high-level business sponsorship for the MDM program, and build strong stakeholder support

- Create an MDM vision and a strategy that closely aligns with the organization's business vision

- Use an MDM metrics hierarchy to communicate standards for success and to objectively measure progress

- Create a governance framework to ensure that individuals manage master data in the right ways

- Build up the organization's MDM capabilities in phases, delivering value at every stage

- View the MDM program as part of a wider enterprise information management (EIM) strategy

Research: Proving the connection between data maturity and marketing success

Leading global analyst firm surveyed and interviewed 135 companies – customers and non-customers – to quantify the importance of data maturity and the value of working with Dun & Bradstreet data

Dun & Bradstreet
sales and marketing customers

| TARGET BETTER | NURTURE BETTER | CLOSE BETTER |

Data-mature companies are more successful than less mature firms –
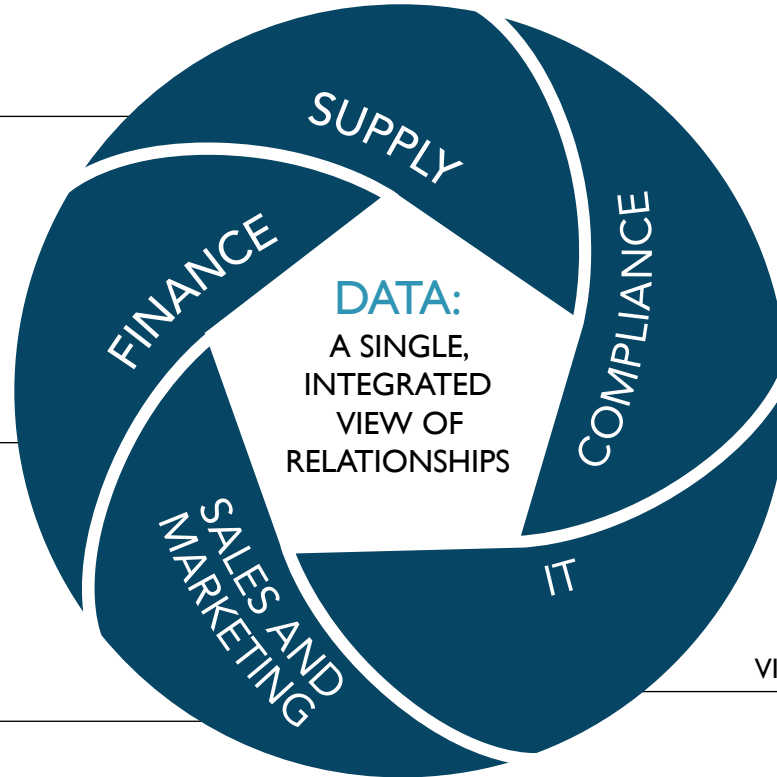
THEY EXPERIENCE IMPROVED PERFORMANCE ACROSS MULTIPLE FUNCTIONS COMPANY-WIDE

Data Management = Relationship Management

ESTABLISHING SUSTAINABLE
RELATIONSHIPS WITH SUPPLIERS

FORTIFYING TRUSTED RELATIONSHIPS
WITH CUSTOMERS AND PARTNERS

DRIVING PROFITABLE
RELATIONSHIPS WITH CUSTOMERS

BUILDING NEW RELATIONSHIPS
WITH PROSPECTS AND STRONGER
RELATIONSHIPS WITH CUSTOMERS

UNIFYING SINGLE VISION OF ALL
VITAL RELATIONSHIPS ACROSS COMPANY

SUPPLY

FINANCE

COMPLIANCE

SALES AND
MARKETING

IT

DATA:
A SINGLE,
INTEGRATED
VIEW OF
RELATIONSHIPS

Innovative data and analytics leveraged across your company drives results. Tied together by the D-U-N-S Number, a relationship platform can create a single, unified, end-to-end view of prospects in the digitally driven age of self-directed buyers.

COLLECT → **INTEGRATE** → **CLEAN** → **SUPPLEMENT**
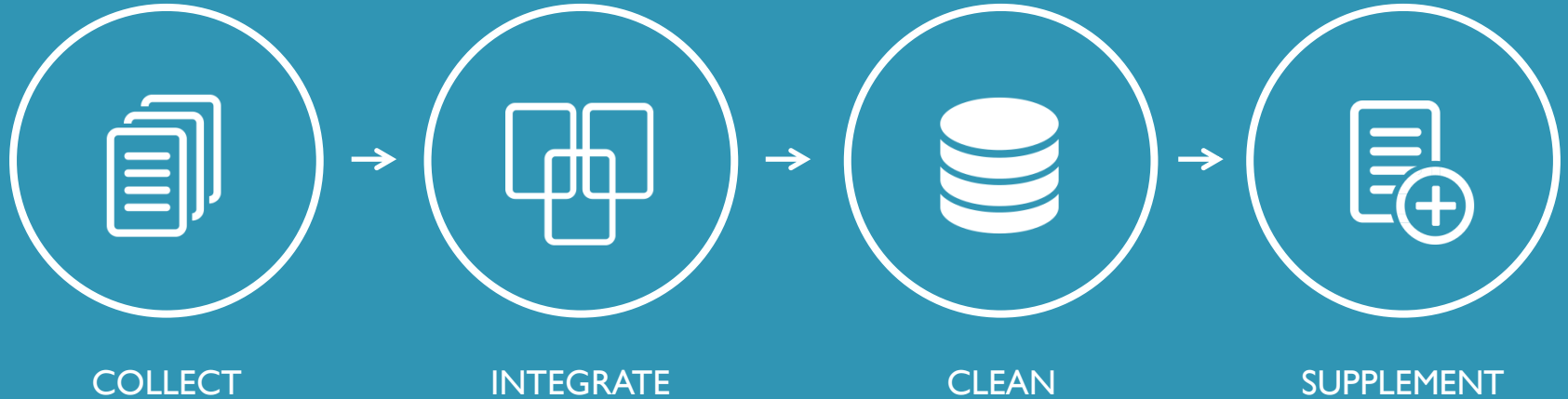
Driving data-inspired growth
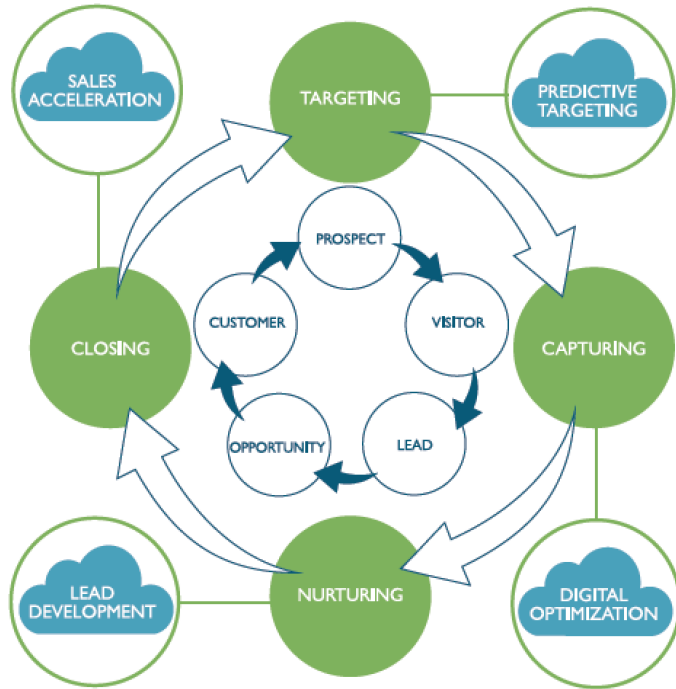
Marketers must activate data to create an end-to-end, global view of relationships with current and potential customers, defined by data and managed with creativity

- Who are your most valuable prospects?

- What do they need from you?

- How can you convert more of them into profitable customers?

Dun & Bradstreet customers understand this dynamic and manage it effectively.

Better prospecting for valuable potential relationships

PREDICTIVE TARGETING

Definition of Effectiveness:

Better customer demographics help improve segmentation and target campaigns

Best Practices:

- More segmentation with deeper data profiles within those segments

- Multi-dimensional campaigns targeting by industry, geography, linkage

Improvement Outcomes of Best Practice Implementation*

- Higher MDM/CDM-mature companies manage campaigns 12% more effectively.

- Dun & Bradstreet customers manage campaigns 46% more effectively than non-customers.

Effectiveness of Segmentation and Target Campaigns

| Non-customers | Customers | +46% |

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Better nurturing
of promising relationships

LEAD DEVELOPMENT

Definition of Effectiveness:

Better contact data improves the ability to manage customer contacts and find leads

Best Practices:

- Unified profiles of leads are enhanced by additional firmagraphics from third parties
- Wider arrays of lead sources

Improvement Outcomes of Best Practice Implementation*

- Higher MDM/CDM-mature companies use customer information 16% more effectively
- Dun & Bradstreet customers use customer information 46% more effectively.

Effectiveness of Customer Information

| Non-customers | + | Customers | +46% |

* - Average percent improvement in results expected by survey participants

Accelerated closing of new relationships

SALES ACCELERATION

Definition of Effectiveness:

Holistic customer information helps close deals, expand customer penetration and improve sales efficiency

Best Practices:

- Consistent customer/prospect profiles that are streamlined yet comprehensive

- Activate data profiles for existing customers to explore cross-sell

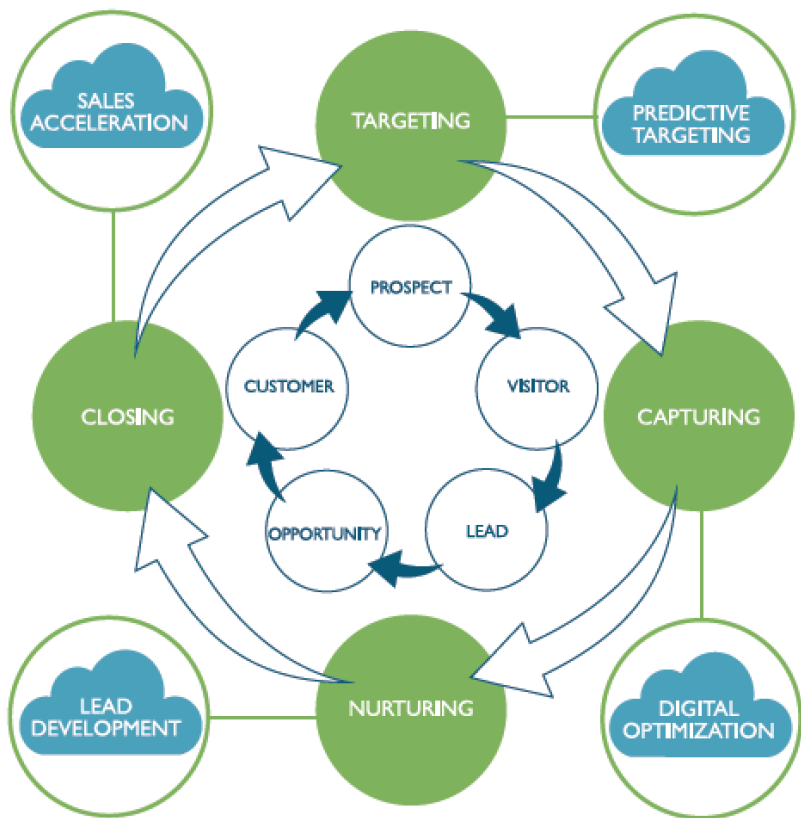## Improvement Outcomes of Best Practice Implementation*

- Higher MDM/CDM-mature companies close sales 12% more effectively.

- Dun & Bradstreet customers close sales 29% more effectively than non-customers.

Effectiveness of Sale Closes

| Non-customers | **+** | Customers   +29% |

* - Average percent improvement in results expected by survey participants

TARGET BETTER

Dun & Bradstreet customers manage campaigns 46% more effectively than non-customers

Market Insight, Optimizer, Dun & Bradstreet NetProspex

NURTURE BETTER

Dun & Bradstreet customers use customer information 46% more effectively

D&B Direct

CLOSE BETTER

On average, Dun & Bradstreet customers close sales better by 29%

D&B 360, Hoover's

Better performance on the most important metric of all

+10%

in revenue performance for Dun & Bradstreet customers

Next steps:
Uncovering the Value for Your Organization

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Thank you