

D&B IQ Report Sales & Marketing Opportunity Analysis

Benchmark your customer data to see where your gaps and opportunities lie.
Analyse and segment your customer base to identify cross-sell and lookalikes.

Overview

D&B IQ Report, Dun & Bradstreet's data assessment tool, offers a high-level, illustrative data report, identifying growth opportunities by comparing and benchmarking your current dataset to the Dun & Bradstreet Data Cloud.

Key Benefits

The D&B IQ Report will provide a holistic view to help you:

- Understand data quality
- Improve prospecting
- Create pipeline
- Build relationships
- Define areas of growth to further improve business performance

Key Insights

D&B IQ Report helps you understand:

- What your master data quality is today
 - Top countries
 - Number of unique businesses
 - Number of active businesses
 - Number of duplicates
 - Top duplicates
 - Number of unlinked/linked businesses
 - Top corporate linkages
- How you can improve segmentation
 - By industries
 - By size (employee and revenue)



5-STEP IQ REPORT APPROACH



SUBMIT

Upload a sample of your business partner portfolio data for analysis



MATCH

Dun & Bradstreet identifies a match based on the data you provided



ENRICH

Dun & Bradstreet enriches the record with foundational firmographic and risk insights



ANALYZE

Dun & Bradstreet analyses the quality of the input file, benchmarking the data against the Dun & Bradstreet Data Cloud



DISCUSS

Dun & Bradstreet works with you to provide insights on how to use data best to further mitigate costly risks

Schedule your analysis now

Request an analysis
Germany

Request an analysis
Austria

Request an analysis
Switzerland



Dun & Bradstreet, a leading global provider of data and analytics, enables companies around the world to improve decision-making and 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.