

dun & bradstreet

Make smarter decisions with data you can trust

Powerful prospecting.
Stronger customer relationships.
Deeper market insights.



D & B Hoovers

Outperform your competition in every way that matters.

Virtually all businesses need to deliver growth. They need to find new and relevant prospects, contact them at the right time, be able to reach them, and then make every conversation count by delivering a personalised and relevant interaction. A data-centric approach is increasingly recognised as the key to success. Powered by the world's most comprehensive set of business data and analytical insights, D&B Hoovers delivers business growth, drives customer loyalty, increases the efficiency of your sales processes and ensures access to all the data you need in one place.

Our data makes the difference.

DUN & BRADSTREET DATA CLOUD & D-U-N-S NUMBER®.

With Dun & Bradstreet you have access to unparalleled global coverage and insight, especially relevant for multi-national enterprises. Access information on more global companies and contacts than other B2B providers, all enriched with deeper company information including:

- High quality firmographic data (industry codes, employee figures, revenue figures)
- Company financials, growth trajectory, credit risks
- Insights into corporate hierarchies and linkages
- Website content filter (delivering more than standard industry codes)



497M

global contacts



53M+

corporate hierarchies, linkages and associated company information



54M+

C-level contacts



25M

direct dials



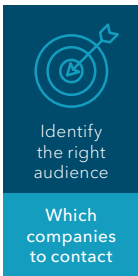
58M

email contacts



74M

LinkedIn profiles



Global data. Total confidence. Stronger growth.

D&B Hoovers gives you a unique competitive edge, honed on data. Backed by the power of the Dun & Bradstreet Data Cloud and D-U-N-S Number® classifications, D&B Hoovers offers you more data, deeper insights and clearer connections than any other B2B provider.

The result?

A better view of all your opportunities - and the confidence to seize them.

How?

By delivering the most complete view of company data available. With more data, deeper insights and clearer connections.

HOW YOU BENEFIT

- Identify more relevant leads
- Improved quality of leads
- Increase sales productivity



TIME DEPENDENT TRIGGERS

a range of prompts for focused and productive conversations.



WEBSITE CONTENT

a filter delivering higher quality audiences by referencing the way selected businesses describe themselves on their websites.



STRENGTH & DEPTH OF DATA

the complete picture of company information - including hierarchies and linkages.



STRATEGIC INTEGRATIONS

better, more comprehensive integration with Salesforce and Microsoft Dynamics.



TRUE DATA PARTNERSHIP

a complementary ecosystem of Dun & Bradstreet data assets and solutions plus expert personal support.



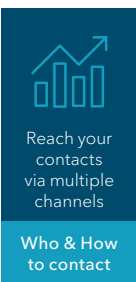
Right person, right time, right conversation.

The data in D&B Hoovers is designed to lead you directly to decision makers that are ready to buy. News triggers provide timely reasons to contact customers and prospects. Buyer Intent lets you know when companies are in market and ready to buy based on their online engagements with your competitors' websites. Smartlists monitor your selection criteria and highlight when companies meet your criteria.

That means you can stay ahead of the competition by being the first to contact hot prospects. So you improve sales productivity, build pipeline faster, close deals quicker and boost your conversion rates.

HOW YOU BENEFIT

- Stay ahead of the competition
- Build pipeline faster
- Improve conversion rate
- Close faster



Better targeting, smarter prospecting.

Creating slicker processes with less admin to make time for salespeople to sell is critical for successful prospecting. That's why D&B Hoovers aims to help you work smarter and faster. Its constantly updated range of data and insight enables more accurate targeting to make sales activity more productive. Select who to target through multiple channels by filtering contacts based on seniority, job function and the presence of email, telephone or LinkedIn profile.

Enjoy high data quality with alignment to local privacy laws, compliance insights information and ongoing verification checks. Avoid increased costs (such as hiring more salespeople) by embracing data and insights for increased accuracy, productivity and effectiveness.

HOW YOU BENEFIT

- Reach more key contacts
- Focus activity on particular job titles and functional areas
- Align with local privacy laws and data protection regulations
- Stop wasting time and resources on out of date, inaccurate or duplicate contact data



Resonate to
ignite the right
conversation

What to say

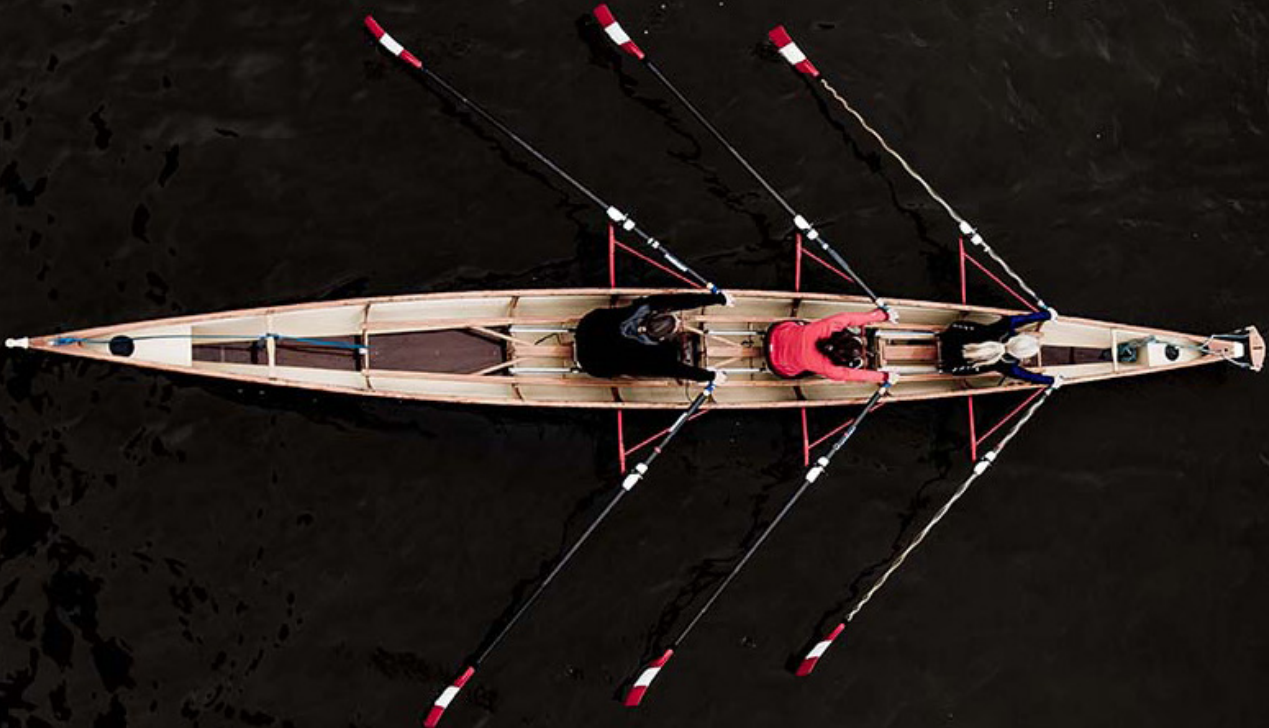
Richer insights, stronger relationships.

Consistent business growth isn't just about the initial sale. It's about building long-lasting mutually beneficial relationships. D&B Hoovers is here to help with that by making every contact count. That's why D&B Hoovers aggregates a massive range of content, empowering sales teams to have informed and resonating conversations whenever they reach out to key contacts. Look forward

to conversations enriched with a wealth of relevant information from news articles, company reports, plus a wide range of other easily accessible sources so you can build relationships that will help retain and grow revenue following an initial sale.

HOW YOU BENEFIT

- Have more informed conversations
- Close faster
- Increase conversion rates
- Boost sales productivity



Our data. Our platform. Our people.

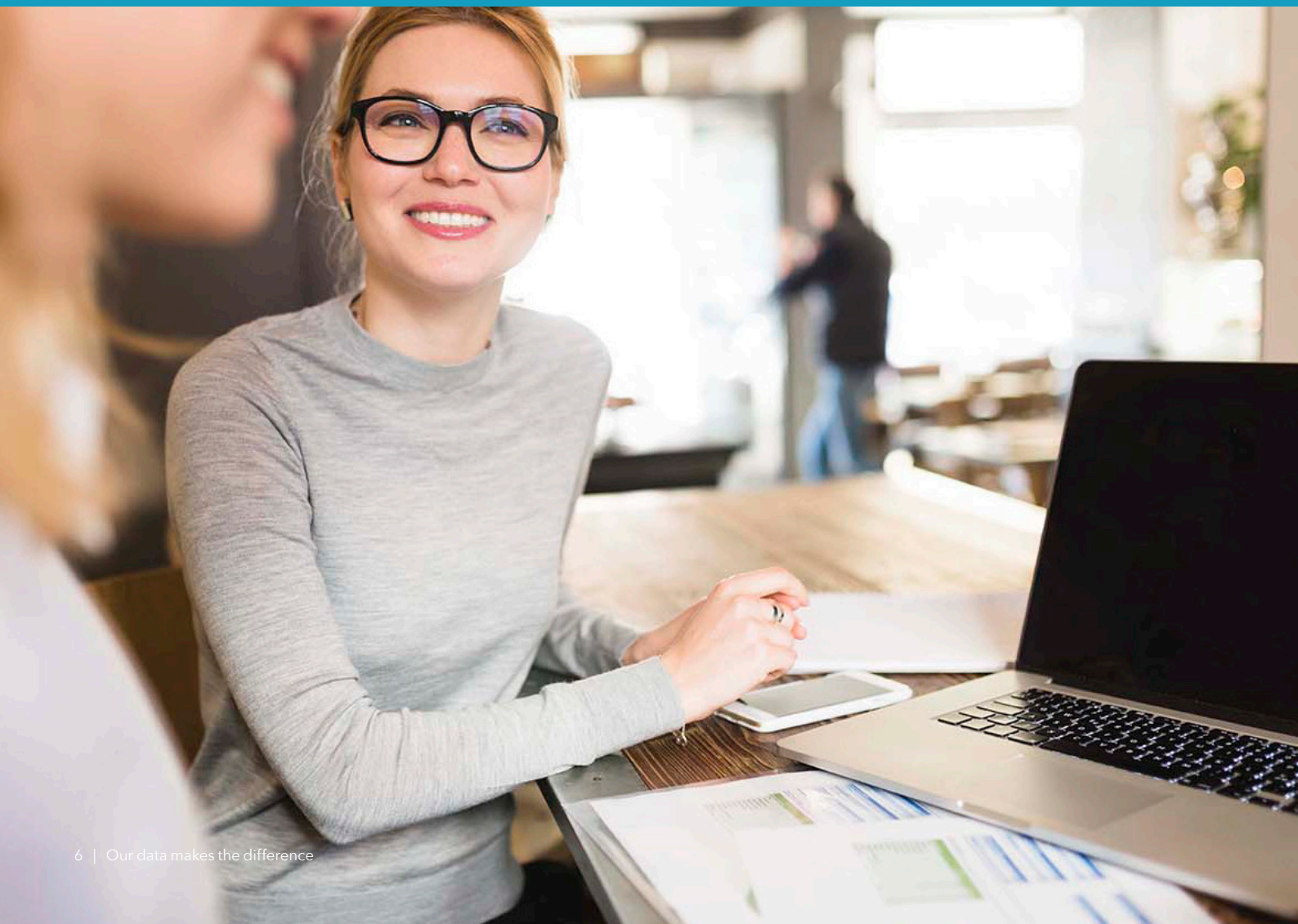
HOW YOU BENEFIT

With D&B
Hoovers, you
don't just get
data, you
get us...

D&B Hoovers is more than a business-building data solution. It's a people-first platform for growth.

The personal support of Dun & Bradstreet specialists is a critical component of what we provide. Our industry experts understand your local context and regulations. You can leverage their expertise to get more out of our data and your own. And they can offer you a wealth of complementary solutions to help you master data management, sales and marketing, risk and compliance services. D&B Hoovers also provides a wide range of learning resources, including videos and webinars and training that you can use to build a brighter future for your business even in an uncertain economy.

With high levels of personal support plus the technical flexibility to integrate with your existing systems (including Salesforce and Microsoft Dynamics), we look forward to building a true data partnership with your organisation based on data you can trust and people you can depend on.



What our customers say about our award winning platform.



I really enjoyed the product and find that it is very efficient compared to other products on the market. Our sales team is the primary user.

Callin Temperley / Sales Director / C&W Transportation

D&B Hoovers is the most elite B2B lead software that should be used by any business that takes their sales/prospecting campaigns very seriously.

Verified User / Executive in Corporate / Facilities Services Company



Try D&B Hoovers™ **FREE**

Email us at: hello@dnb.com

 **CLICK HERE** to find out more.



About Dun & Bradstreet

Dun & Bradstreet, a leading global provider of B2B data, insights and AI-driven platforms, helps organizations around the world grow and thrive. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to grow revenue, increase margins, manage risk, and help stay compliant - even in changing times. Since 1841, companies of every size have relied on Dun & Bradstreet. Dun & Bradstreet is publicly traded on the New York Stock Exchange (NYSE: DNB).

For more about Dun & Bradstreet, visit dnb.com/sv-se • dnb.com/da-dk • dnb.com/fi-fi • dnb.com/no • dnb.com/lv-lv

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