dun & bradstreet

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, 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

With D&B IQ you can 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)
    - By risk ranking (GBR)
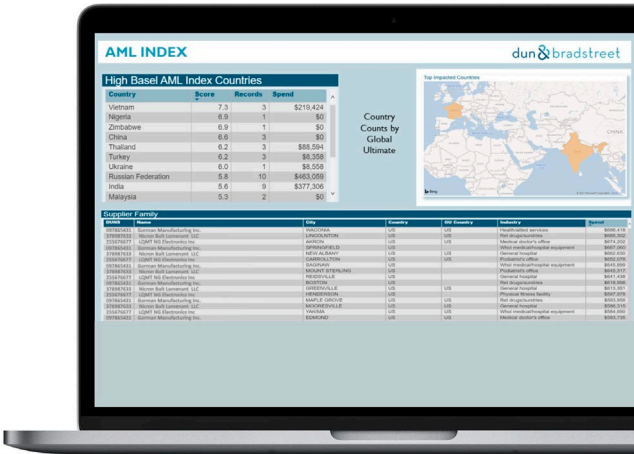
5-STEP IQ REPORT APPROACH

SUBMIT
Upload a sample of your third-party portfolio data for analysis

MATCH
Dun & Bradstreet identifies a match based on the third-party data provided

ENRICH
Dun & Bradstret enriches record with foundational firmographic and risk insights

ANALYZE
Dun & Bradstreet analyzes 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 best to use data to further mitigate costly risks