

CUSTOMER STORY

# A Fortune 500 Bank Loves Hoover's For a Simple But Vital Reason: Booked Sales

For as complicated as business in general – and sales and marketing in particular – can be, it all really comes back to one core truth: Ultimately, you have to sell. Building your company's most valuable relationships is the key to this, something one of America's largest banks certainly understands. Hoover's, Dun & Bradstreet's service for delivering comprehensive company, industry and market intelligence, serves as a vital tool in their efforts, helping the sales team increase sales growth by more than 50%.



## THE CHALLENGE: DRIVE CUSTOMER RELATIONSHIPS

Charged with developing and aligning customer experiences, executing programs that go across the buyer's journey, engaging prospects prior to sales engagement and gaining a complete view of customers, the bank turned to Dun & Bradstreet to:

- More effectively identify and target prospects
- Improve lead quality and development



## THE SOLUTION: A SUITE OF DUN & BRADSTREET SALES AND MARKETING PRODUCTS

The bank activated Hoover's Sales Intelligence to understand in detail what prospects to target, and the contact-level information let the company build strong relationships within these newly targeted potential customers.



## THE RESULTS: 50%+ SALES GROWTH

Thanks to its partnership with Dun & Bradstreet, the bank improved lead-to-sales conversion rates and drove significant revenue growth.

Specific objectives achieved include:

- The bank improved the size of its lead funnel 60%+
- It improved campaign response rates up to 59%
- It improved sales close rates up to 59%
- It increased sales growth 50%+

“Hoover's is amazing...  
Overall great service.  
Great leads!”

– Account Executive,  
Large Enterprise Bank



TechValidate™

Dun & Bradstreet partnered with TechValidate to survey customers of our sales and marketing solutions. This testimonial is a result of the custom research study.