

CUSTOMER STORY

\$9 Billion Paper and Packaging Leader Grows Pipeline 60%-plus with Dun & Bradstreet

Veritiv is the North America market leader in delivering both best-in-class commercial, business, and digital paper products as well as print and publishing services. Formed in 2014 by the merger of xpedx, a division of International Paper, and Unisource Worldwide, the \$9.3 billion company has been focused on new strategies and product categories in fragmented, competitive industries. Developing customer relationships is critical for Veritiv, and they turned to Dun & Bradstreet for help.



THE CHALLENGE: BUILD CUSTOMER RELATIONSHIPS

As the Veritiv team has used data and analytics to successfully manage relationships with customers and prospects across the buying cycle, their goals were:

- Developing and aligning customer experiences
- Gaining a complete view of customers
- Develop lists of prospects for sales staff to call on



THE RESULTS: PIPELINE GROWTH

Working with Dun & Bradstreet, Veritiv created tailored marketing and sales experiences for customers and prospects and improved results across functions

- Veritiv improved the size of their lead funnel greater than 60%
- Veritiv improved campaign response rates up to 10%
- Veritiv improved sales close rates up to 10%



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

- D&B Optimizer data cleanse and append solution
- D&B Market Insight marketing analytics and targeting solution
- Hoover's Sales Intelligence Solution

“Quite simply, Dun & Bradstreet offers a universal list of companies to match against our customer base.

This did not exist before.

We can now coordinate efforts across North America to win bigger, Fortune 1000 accounts and increase market penetration.”

– Frank Ready, Market Research Manager, Veritiv



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.