

D&B Hoovers Package Add-Ons

Deep Financial and IT-Focused Content for More Targeted Sales and Marketing Initiatives



ACCELERATE GROWTH FOR YOUR BUSINESS

D&B Hoovers leverages the Dun & Bradstreet Data Cloud and sophisticated analytics to deliver a sales intelligence solution packed with insight. It enables B2B sales and marketing professionals to accelerate sales, enhance go-to-market activity, and increase business growth globally.

D&B Hoovers leverages the best company intelligence and innovative analytical features to provide optimal coverage with deep insight, and you can extend the value of your subscription with one of our add-on packages. Access deeper financial, market, and technology intelligence to target more strategically, speed business research, and better position your products and solutions with more personalized messaging.

DEEP TECHNOLOGY INSIGHTS

The D&B Hoovers Technology Insights package delivers extensive coverage of IT architectures, initiatives, and competitive landscapes for in-depth research and better targeting. Gain the inside track for more strategic selling in the IT vertical with tech-focused content, including technologies-in-use data, trigger alerts, and CRUSH Reports.

CRUSH Reports offer the most extensive and up-to-date profiles on Fortune 1000 and Global 500 companies. Each report provides an overview of IT architectures, business and technology initiatives, organizational

structures, corporate strategies, budgets, and key decision maker contact information.

Our technologies-in-use data will help you align your products or services with the technologies your market is using. We track and connect more than 20 million technologies to nearly 3 million entities to help you fill pipelines with qualified opportunities and identify cross-sell and upsell opportunities. Leverage technologies-in-use data to better align your products with the technologies your market is using and have more meaningful conversations about how you can help your customers realize increased value from those solutions.

Technologies-in-use data also provides clues to the sophistication of an organization based on the products they are using to drive their business. Do they have a Martech stack? Are they innovating with cutting edge technology?

The Technology Insights Package Can Help You:

- Target companies based on product usage and vendor relationships
- Monitor technology events with IT-focused trigger alerts
- Build account plans, prepare for sales meetings, and tailor messaging with deep-dive CRUSH Reports

EXTENSIVE FINANCIAL INSIGHTS AND SUPERIOR ANALYSIS

Our Precision Research package provides in-depth financial information, as well as reports from top-shelf analysts and global market research firms. Review financial statements, stock reports, valuations, ratios, and UCC filings data to better understand a company's challenges and opportunities so you can make more informed decisions and support more strategic sales account planning.

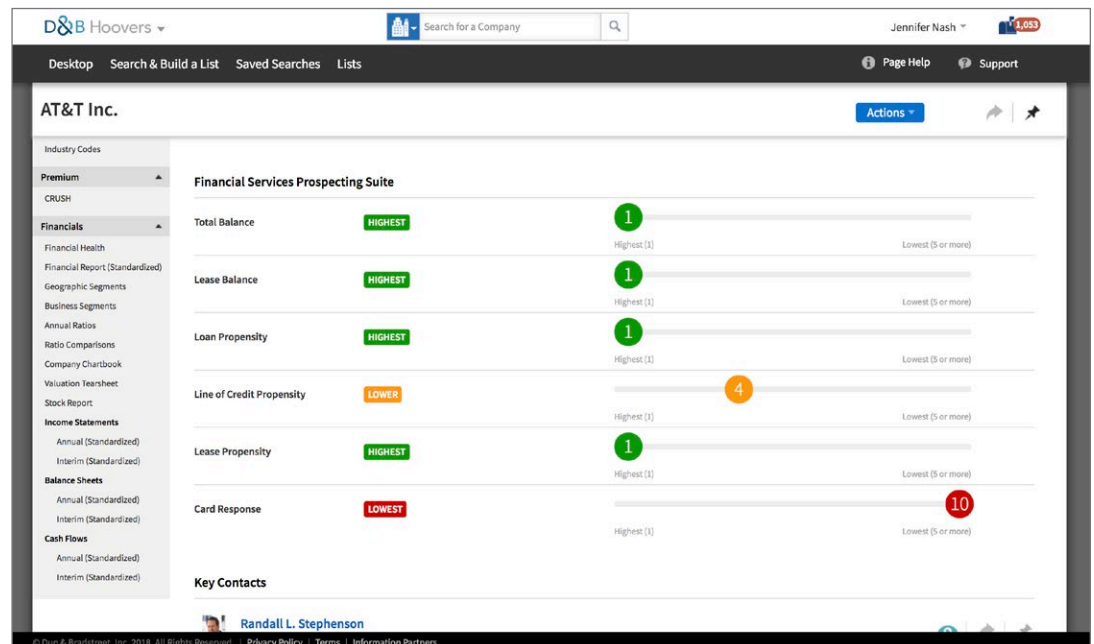
Precision Research also includes our Financial Services Prospecting Suite, which leverages propensity models to predict the likelihood of a business to engage in financial transactions such as loans, leases, and lines of credit. This information can help you target customers based on their financial activities, prioritize prospects based on financial strength, and understand if a company has the financial means to do business with your organization.

The Precision Research Package Can Help You:

- Perform financial analysis to identify cash-rich or debt-heavy businesses, potential threats, and opportunities
- Obtain insight into the financing activities of prospects, customers, and competitors
- Take a deeper dive into companies and markets with access to superior analyst content to make more informed decisions

Six Scores of the Financial Services Prospecting Suite

The six scores of the Financial Services Prospecting Suite provide insight into the financial transactions an organization is engaging in and can help you target companies based on those activities.



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ABOUT DUN & BRADSTREET

Dun & Bradstreet, the global leader in commercial data and analytics, enables companies around the world to improve their 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.