Driving Growth With Customer Data Management

An Exclusive New Study Proves the Value of Smart Data Strategy for Marketers

Q2 2015
Today’s Conversation

- Share newly generated insights into the connection between a company’s “data maturity” and its overall success.
- Offer a perspective on best practices and impacts associated with mature data management.
- Begin a dialogue on defining and documenting business and financial impact of Dun & Bradstreet solutions for your company specifically.
The time to focus on Customer Data Management is here

Gartner Hype Cycle

Innovation Trigger | Peak of Inflated Expectations | Trough of Disillusionment | Slope of Enlightenment | Plateau of Productivity

MDM of Customer Data (CDM)

Gartner Market Clock

Dusk of Obsolescence | Market start | ADVANTAGE

Zenith of Industrialization | DAWN

COST

MDM of Customer Data (CDM) Software

Dawn of Standards

CDM Study Q2 2015
CRM example: Companies that ignore CDM do so at their own peril

Through 2017, CRM leaders who avoid MDM will derive erroneous results resulting in a 25% reduction in potential revenue gains.

360-Degree View of Customer Data
— Logical Data Flow

Source: Gartner
Yet companies and their CMOs struggle to seize the opportunity

2-5% of companies researched by Gartner qualify as ‘highly mature’ on their use of data.

82% of CMOs feel underprepared to deal with the data explosion.

Source: IBM
Articulating the value of data maturity

- Data-mature companies achieve better improvements from data initiatives across the entire Customer Life Cycle.

- They experience 20% greater improvements across Support, Operations/Finance and Customer Data Management due to data management.

- The readily integrate third-party data and analytics.

LEVEL OF DATA MATURITY

0 1 2 3 4 5

NONEXISTENT

INITIAL

DEVELOPING

DEFINED

MANAGED

OPTIMIZING

BUSINESS VALUE RECOGNIZED

No vision.

Firefighting is the answer.

Isolated, bottom-up initiatives.

Ok, let's do something (at the silo level).

Silo-oriented solutions.

A unifying vision emerges (with high-level sponsorship).

Enterprise-wide MDM program

Data is the way we do things around here.

Managing master data as an asset.

Continuing to learn and improve.

Source: Gartner, Inc., 2015
Understanding the path to data maturity

MDM/CDM program leaders need a framework to ensure that they approach initiatives on a strategic, balanced and integrated basis. Organizations should:

- Use a strategic MDM framework through all stages of the MDM program activity cycle: strategize, evaluate, execute and review
- Gain high-level business sponsorship for the MDM program, and build strong stakeholder support
- Create an MDM vision and a strategy that closely aligns with the organization's business vision
- Use an MDM metrics hierarchy to communicate standards for success and to objectively measure progress
- Create a governance framework to ensure that individuals manage master data in the right ways
- Build up the organization's MDM capabilities in phases, delivering value at every stage
- View the MDM program as part of a wider enterprise information management (EIM) strategy
Research: Proving the connection between data maturity and marketing success

Leading global analyst firm surveyed and interviewed 135 companies – customers and non-customers – to quantify the importance of data maturity and the value of working with Dun & Bradstreet data.

Dun & Bradstreet sales and marketing customers

- TARGET BETTER
- NURTURE BETTER
- CLOSE BETTER

Data-mature companies are more successful than less mature firms –

THEY EXPERIENCE IMPROVED PERFORMANCE ACROSS MULTIPLE FUNCTIONS COMPANY-WIDE
Data Management = Relationship Management

ESTABLISHING SUSTAINABLE RELATIONSHIPS WITH SUPPLIERS

DRIVING PROFITABLE RELATIONSHIPS WITH CUSTOMERS

BUILDING NEW RELATIONSHIPS WITH PROSPECTS AND STRONGER RELATIONSHIPS WITH CUSTOMERS

FORTIFYING TRUSTED RELATIONSHIPS WITH CUSTOMERS AND PARTNERS

UNIFYING SINGLE VISION OF ALL VITAL RELATIONSHIPS ACROSS COMPANY

DATA:
A SINGLE, INTEGRATED VIEW OF RELATIONSHIPS

DATA MANAGEMENT = RELATIONSHIP MANAGEMENT

CDM Study Q2 2015
Innovative data and analytics leveraged across your company drives results.
Tied together by the D-U-N-S Number, a relationship platform can create a single, unified, end-to-end view of prospects in the digitally driven age of self-directed buyers.
Driving data-inspired growth

Marketers must activate data to create an end-to-end, global view of relationships with current and potential customers, defined by data and managed with creativity

- Who are your most valuable prospects?
- What do they need from you?
- How can you convert more of them into profitable customers?

Dun & Bradstreet customers understand this dynamic and manage it effectively.
Better prospecting for valuable potential relationships

Definition of Effectiveness:
Better customer demographics help improve segmentation and target campaigns

Best Practices:
- More segmentation with deeper data profiles within those segments
- Multi-dimensional campaigns targeting by industry, geography, linkage

Improvement Outcomes of Best Practice Implementation*
- Higher MDM/CDM-mature companies manage campaigns 12% more effectively.
- Dun & Bradstreet customers manage campaigns 46% more effectively than non-customers.

Effectiveness of Segmentation and Target Campaigns

Non-customers + Customers +46%

* - Average percent improvement in results expected by survey participants
**Better nurturing of promising relationships**

**Definition of Effectiveness:**
Better contact data improves the ability to manage customer contacts and find leads.

**Best Practices:**
- Unified profiles of leads are enhanced by additional firmographics from third parties
- Wider arrays of lead sources

**Improvement Outcomes of Best Practice Implementation**
- Higher MDM/CDM-mature companies use customer information 16% more effectively
- Dun & Bradstreet customers use customer information 46% more effectively.

**Effectiveness of Customer Information**
- Non-customers
- Customers +46%

* - Average percent improvement in results expected by survey participants
Accelerated closing of new relationships

**Definition of Effectiveness:**
Holistic customer information helps close deals, expand customer penetration and improve sales efficiency.

**Best Practices:**
- Consistent customer/prospect profiles that are streamlined yet comprehensive
- Activate data profiles for existing customers to explore cross-sell

**Effectiveness of Sale Closes**

Non-customers +29% Customers

**Improvement Outcomes of Best Practice Implementation**
- Higher MDM/CDM-mature companies close sales 12% more effectively.
- Dun & Bradstreet customers close sales 29% more effectively than non-customers.

* - Average percent improvement in results expected by survey participants
Dun & Bradstreet customers manage campaigns 46% more effectively than non-customers
Market Insight, Optimizer, Dun & Bradstreet NetProspex

Dun & Bradstreet customers use customer information 46% more effectively
D&B Direct

On average, Dun & Bradstreet customers close sales better by 29%
D&B 360, Hoover’s
Better performance on the most important metric of all

+10% in revenue performance for Dun & Bradstreet customers
Next steps: Uncovering the Value for Your Organization
Thank you