



USE CASE

Leverage D&B Optimizer:

Quantifiable Results for Marketing and Sales

In our data-driven world, successful marketing and sales hinge on quality data. The huge volume, varied sources and dizzying rate of data decay all make data accuracy the ultimate challenge and necessity.

D&B Optimizer is the choice solution for managing and extracting maximum value from corporate databases. Built upon the largest commercial database in the world of more than 205 million businesses, Optimizer provides you with an accurate, consolidated view of your customers and prospects. It also enhances your existing records with actionable insight that supports your marketing and sales teams' effectiveness.

Rate of U.S. Business Information Churn

The accelerating pace of data degradation requires steadfast commitment to ongoing data-quality updates. Consider the findings from the Sales and Marketing Institute International and D&B's research:

BUSINESS CHANGE	INSTANCES PER 30-MINUTE PERIOD	*ANNUALIZED NUMBER OF CHANGES
Business addresses	120	499,200
Telephone numbers	75	312,000
Company names	15	62,400
New businesses formed	30	124,800
Business closed	10	41,600
CEOs leave their job	20	83,200

* Calculation based on an 8 hour workday, 5 weekdays, 52 weeks

Rely on Optimizer to Keep your Data Clean, Complete and Actionable

With regular use, Optimizer helps you reduce waste and increase sales and marketing effectiveness. Whatever combination of mail, phone or Web activities your company depends on to grow your business, Optimizer helps you to:

- Profile your best customers and target prospects that look like them
- Expand existing account relationships with insight into larger corporate hierarchies

- Increase direct mail campaign response rates while reducing costs by ensuring your postal addresses are as accurate as possible
- Improve service levels with a deeper understanding of your customers
- Streamline reporting with linkage provided by the industry-standard D-U-N-S® number
- Reduce operating expenses and improve the effectiveness of enterprise systems with consistent data across corporate applications



“Email marketers actually need accurate mailing addresses as much as direct mail marketers. Why? Because an accurate address is critical to properly identify a company in order to append corporate demographic data for campaign segmentation and to eliminate duplication. Businesses that appear to spam with irrelevant offers or reach out to the same company too many times lose credibility.”

Josh Peirez, Chief Marketing Officer, D&B

Forrester Measures Optimizer ROI

Forrester Research conducted in-depth interviews with four Optimizer customers: a leading insurance company, a \$5 billion financial services broker, a global financial services firm with assets of more than \$1 trillion, and a leading software company doing business in more than 100 countries.

“Forrester’s interviews and research show that D&B’s Optimizer solution can provide significant value to organizations. Each interviewed organization commented on the possibility of higher sales and profits from increased sales leads.”*

“The Total Economic Impact of the D&B Optimizer Solution: Multicompany Analysis” **Bob Cormier**, Principal Consultant, Forrester Consulting

*In addition to the ROI calculations, Forrester identified variable benefits not included in ROI.

In its report, “The Total Economic Impact of the D&B Optimizer Solution: Multicompany Analysis,” Forrester frames the cost/benefit of deploying Optimizer for a composite sample organization. Their findings reveal a conservative 66 percent ROI (adjusted for risk) with a payback period of only four months.

Cost/Benefit Summary of Deploying D&B Optimizer

ROI	66 percent
Payback period	Four months
Total costs (present value)	(\$1,313,092)
Total cost savings and benefits (PV)	\$1,947,278
Total flexibility options (PV)	\$230,118
Total (net present value)	\$864,304

Source: Forrester Research

Leading Companies Depend on Optimizer to Strengthen their Businesses

Here are case study synopses of how four companies highlighted in the Forrester study use Optimizer to improve performance.

Flagship financial services firm boosts response rates and reduces cost of customer acquisition

With direct marketing mailers being a key component to their customer acquisition strategy, dirty data was taking its toll. In just one year, response rates dropped from 2.5 to 1.4 percent due to undeliverable and duplicate mailings. The firm benefited from Optimizer’s superior postal-matching capabilities, which enhanced the quality of their contact mailing addresses and improved deliverability. Also, with access to Optimizer’s rich corporate demographic data they were able to better tailor their messages and offers, further improving response.



“Marketing is all about personalization. With the precision that you need to bring to marketing today, you can’t get away with anything less than the purest and the best data.”

Sue Turnbull, Worldwide Marketing Operations, Ricoh Production Print Solutions

Bank increases revenue by upgrading consumers to commercial credit customers

As part of a co-branding initiative, a bank’s credit card division used Optimizer to identify small business prospects within a partner airline’s frequent flier program. Leveraging the Acxiom consumer data available with Optimizer (Home Based Business Insight), the bank identified 3.9 million small businesses in a 10-million-record test file. A subsequent campaign to this audience resulted in 24,000 new commercial credit card customers generating \$940,000 in revenue and the potential to quadruple these results as the bank looks to expand the program to its full network of airline partners.

Global office equipment manufacturer sets profitable M&A strategy

A name-brand office supply company chose Optimizer to help consolidate its commercial database with that of 20 acquired individual operating businesses. Optimizer revealed a greater-than-expected amount of customer overlap, leading the company to shift its go-to-market strategy with an emphasis on cross-sell and up-sell opportunities to drive new revenue.

High tech company launches sales strategy to strengthen relationships and increase revenue

Optimizer supported the company’s account management transition from geographic territory assignments to a “named-account” strategy. This change required

a deep understanding of the legal relationships between customer and prospect accounts not delineated in the client’s existing database. The company used Optimizer’s U.S. and global corporate linkage function to identify family tree relationships across the world. It then reorganized the sales and service teams accordingly to deliver superior customer service and grow these accounts through identified cross-sell and up-sell opportunities. And on an ongoing quarterly basis, the company runs new leads through Optimizer to ensure they are routed to the appropriate sales team.

Optimizer customers span industries and geographies. Select U.S. customers include:



All of the leading Web search engines



Three of the top five bank holding companies



Two of the top three manufacturing firms



Three of the top five legal service providers



The top five accounting firms



The largest department store in America

Optimizer expands your marketable universe and revenue potential. Its unique D-U-N-S Number identifier makes it possible to correct 40–50% of addresses on a file that postal processing software deems uncorrectable.

Get Superior Performance with D&B

The Optimizer solution includes some of the same matching algorithms to analyze your company file as D&B uses to compile its 205-million-record global database, a process we call DUNSRight™. This



process is anchored on the industry-standard, D-U-N-S® Number, a unique company identifier similar to a social security number for an individual. Once a D-U-N-S Number is appended to each record in your file, you are able to identify duplicate records. You can also receive key demographic, linkage and contact data that D&B has associated with each D-U-N-S Number for one accurate and actionable view of each company in your database.

The following chart summarizes key improvements you can expect from deploying Optimizer on a regular basis.

BUSINESS OBJECTIVE	DATA QUALITY CHALLENGES RESOLVED USING D&B OPTIMIZER	QUANTIFIED IMPROVEMENT IN YOUR FILE
Target different messages and offers to customers versus prospects	Correctly identify customers mistakenly categorized as prospects in your database	More than 30 percent
Deepen relationships within an account	Improve the quality and depth of your account information	2 to 5 percent
Reduce costs	Reduce number of undeliverable records by: <ul style="list-style-type: none"> • Supplying more USPS accurate addresses • Identifying "out-of-business" addresses • Updating old addresses of businesses that have changed locations 	6 to 12 percent 2 to 13 percent 2 to 5 percent
Grow revenue	Increase prospecting universe by identifying companies around the world in the same corporate family tree as existing customers Get correct addresses on more of your records compared to postal processing software Obtain new addresses for customers that have moved	50 to 300 percent 25 percent 50 to 127 percent
Obtain rich company intelligence to market and sell effectively	Augment incomplete records with actionable corporate demographics, including reverse email append for the deluge of Web-generated leads	Up to 300 percent

About D&B

D&B (NYSE:DNB) is the world's leading provider of commercial information and insight on businesses, enabling companies to Decide with Confidence® for 171 years. D&B's global commercial database contains more than 205 million business records. The database is enhanced by D&B's proprietary DUNSRight® Quality Process, which provides our customers with quality business information. This quality information is the foundation of our global solutions that customers rely on to make critical business decisions.

D&B provides solution sets that meet a diverse set of customer needs globally. Customers use D&B Risk Management Solutions™ to mitigate credit and supplier risk, increase cash flow and drive increased profitability; D&B Sales & Marketing Solutions™ to increase revenue from new and existing customers; and D&B Internet Solutions to convert prospects into clients faster by enabling business professionals to research companies, executives and industries. For more information, please visit www.dnb.com.