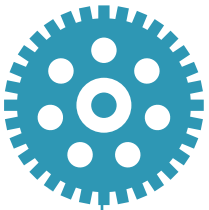


Smart prospecting



DRIVING RESULTS

How effective are your new business campaigns?
Do you get the conversion rates you need?
Are sales satisfied with the leads you provide?
Or..... could it be better? Lead generation campaigns utilise a large part of businesses marketing budgets. Therefore, businesses expect high standards and strong performance. With SMART we deliver better campaign results and create more business opportunities.

GOOD LEAD GENERATION IS NOT A LUXURY, BUT A NECESSITY.

Generating leads can be costly. Dun & Bradstreet is the only business to provide a true trading universe, this improves conversion by only targeting actively trading companies, and reduces wastage. With Smart Prospecting you can achieve optimal results from your marketing.



“up to 50% of marketing budget can be wasted, in fact Dun & Bradstreet know which half, companies that are not actively trading”

BE SMART AND DRIVE BETTER RESULTS



D&B TRADING INDICATOR

How do we recognize these companies? Each year we consolidate millions of records of trade information about UK companies. This information is obtained by D&B because our customers want to know who they are doing business with. In addition to this, we also receive information about the payment behaviour of UK companies.

With the D&B Trading indicator we provide a unique marketing database of companies actively doing business with other organisations.

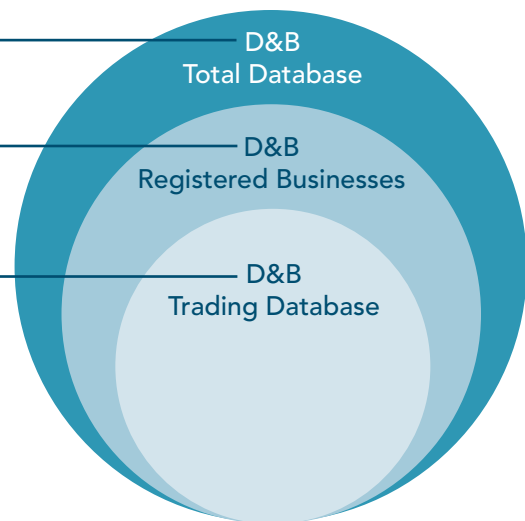
So, where response rates for both email and direct marketing can be low. If you are targeting businesses that aren't actually trading your response rates will be lower still. A waste of your efforts and budget. The D&B Trading Indicator makes a significant difference.

Using the D&B Trading universe as your prospect pool, will improve your results. The database is updated continuously, utilising the best in class patented DUNSRight™ D&B quality process.

This is the total universe of all UK companies including those out of business

These are the registered businesses in business

These are the marketable businesses as they are actively trading

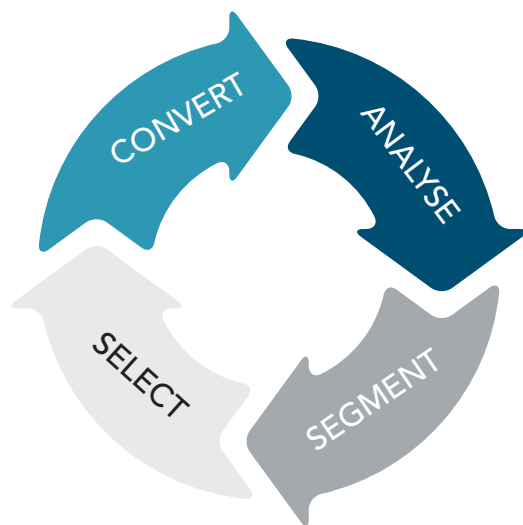


THE DUN & BRADSTREET TRADING INDICATOR MAKES THE DIFFERENCE

SMART PROSPECTING PROMOTES EFFECTIVE MARKETING AT EACH STEP

Do you want to prospect in an intelligent and effective way? With Smart Prospecting you have an online tool, allowing you to quickly and simply identify high value prospects and improve your marketing results. Smart Prospecting helps across the entire marketing lifecycle from, analysis to conversion.

- **Analyse** your current customers and your market penetration on indicators such as size, industry or geographical spread. Build an exact prospect profile based on the analysed results.
- **Segment** your target market based on relevant criteria. Discover the potential market within different segments and within your customer network by segmenting within a corporate family tree creating up & cross-sell opportunities.
- **Select** the correct prospects based on smart filters and refine further by using our web search function and build your ideal list of prospects tailor made for each marketing campaign.
- **Convert** your prospects to customers. Increase your ROI on your campaigns utilising the D&B Trading Indicator and unique marketing database.



INTRODUCING CREDIT MARKETING

Does your Finance department have a strict credit check policy?

Do you ever experience bad debt on customers? Smart Prospecting can help you.

With the press of a button you can exclude all prospects that are high risk. So in addition to increasing conversion, Smart Prospecting will lead you to those who are most likely to pay.

Profit from Smart Prospecting unique database. Improve the effectiveness of your marketing budget and increase your conversion rate.

Want to know more visit: www.dnb.co.uk

SMART PROSPECTING – CORE FEATURES AT A GLANCE

DATABASE

- Largest and most complete Business database in the UK
- D&B Trading Indicator
- D&B High Risk Indicator
- Ability to search, count, select and export

FUNCTIONALITY

- List building
- Postcode radius search and selection
- Include and exclude your own customer data
- Analyse data by building cubes as well as look-alike profiling
- Export data for use in others functions

DATA-ELEMENTS

- D&B DUNS number
- Company House number
- Company name
- Detailed address information
- Telephone and email
- Legal status
- Standard industry classification
- Website URLs
- Employee size bands
- Sales Turnover
- Corporate linkage
- Contact names and job titles
- Head office and branch indicator
- Import/export indicator
- Date of incorporation

WEB-SEARCH

Within Smart Prospecting there is a web search function that allows you to link the results of internet searches for businesses already included within your selection, so, refining your selections.

CRM INTEGRATION & MARKETING AUTOMATION TOOLS

The seamless integration of data from Smart Prospecting into your CRM environment provides many benefits, in data integrity and efficiency. All CRM users will have a single version of the truth, and the most up to date customer information available. Smart Prospecting works with most cloud based CRM solutions.

LIST AUTOMATION

The automation module removes the reliance on manual processes within your marketing operations. Based upon the selections you make within Smart Prospecting you can set rules to, pull lists and forward to colleagues. So, by automating your marketing and sales process you are able to save both time and energy.



GROWING RELATIONSHIPS THROUGH DATA

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ABOUT DUN & BRADSTREET

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. For more about Dun & Bradstreet, visit DNB.com.

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