

dun & bradstreet

D&B Hoovers

Accelerate the Path from Prospect to Profitable Relationship

SALES ACCELERATION DRIVES GROWTH

Sales acceleration requires alignment between sales and marketing teams to fast-track the buyer's journey, cross-sell and upsell existing accounts, and build strong customer relationships. In order to do this effectively, organizations need to:

1. Target with intelligence
2. Shorten and simplify the buyer's journey
3. Engage in a relevant and compelling manner

When your sellers have access to a unified view of intelligence provided on the prospect, the overall market, and their competition, the conversations they have will be more relevant and impactful.

Unfortunately, after surveying hundreds of B2B marketing professionals, we found that nearly 40% don't feel their sales teams have the right account intelligence to engage with prospects and leads in a meaningful way. D&B Hoovers can help close that gap and accelerate the path from prospect to a profitable relationship through the effective use of data and analytics.

IDENTIFY THE BEST OPPORTUNITIES

D&B Hoovers uses the world's largest commercial database and sophisticated analytics to deliver a sales acceleration 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. With its intuitive user experience, the solution helps you:

- ✓ Quickly build pipeline by targeting more intelligently with dynamic search capabilities and comprehensive list-building options
- ✓ Stay ahead of the competition with real-time trigger alerts and updates about business, social, and digital events
- ✓ Increase sales productivity with seamless integration to CRM platforms
- ✓ Have more informed conversations using analysis and insights about target companies and contacts

HELPING YOU ACHIEVE GROWTH

D&B Hoovers combines more than 300M business records from 30,000 sources in 190 countries, updated 5 million times a day with an intuitive, dynamic user interface in order to help customers put the best data in the hands of sellers at the point of interaction.



Target More Strategically

Deliver critical intelligence at the point of interaction to make every conversation impactful and relevant.

- ✓ Industry-leading contact intelligence on more than 70M professionals and editorial insights covering over 40,000 leading companies and 1,000 industry segments



Enable Informed Conversations

Provide sellers with an intuitive, dynamic user interface that puts customizable intelligence at their fingertips.

- ✓ Alerts, triggers, and profiling capabilities leverage structured data (e.g. industry codes and addresses) and unstructured data (e.g. social content and analyst reports)



Enhance Sales Productivity

Efficiently identify the most valuable prospects and engage them effectively across multiple channels.

- ✓ Integration with critical systems that your teams use every day, including SFDC, Dynamics, Marketo, and Eloqua, as well as home-grown systems used by many companies

SELECT THE PACKAGE THAT WORKS FOR YOU

D&B Hoovers

D&B Hoovers
ADVANTAGE

D&B Hoovers
PREMIUM

Basic research and
list building

SMB to Enterprise
deployments
requiring deeper
research and targeting

Anyone looking to fully
leverage predictive
indicators or with larger
data requirements


Global Database	✓	✓	✓
Features			
List Building with 175+ Segmentation Filters	✓	✓	✓
Conceptual Search®	✓	✓	✓
SmartLists® Updated 24/7	✓	✓	✓
Company Summary	✓	✓	✓
Standard Contacts	✓	✓	✓
Contact Decision Matrix	✓	✓	✓
Strategic Initiatives	✓	✓	✓
Competitors	✓	✓	✓
Industry Peers	✓	✓	✓
Closest Companies	✓	✓	✓
News & Significant Developments	✓	✓	✓
Triggers	✓	✓	✓
Annual Reports		✓	✓
SEC Filings		✓	✓
SWOT		✓	✓
Industry Snapshots (and PDF)		✓	✓
Stock Report		✓	✓
Income Statement		✓	✓
Balance Sheet		✓	✓
Cash Flows		✓	✓
Corporate Family Tree		✓	✓
Ideal Profiles®			✓
Business Signals®			✓
Packages Available			
Business Contacts	✓	✓	✓
Technology CRUSH® Reports		✓	✓
CRM/MAP Integration		✓	✓
Dashboards/Admin		✓	✓

FROM PROSPECT TO PROFITABLE RELATIONSHIP

D&B Hoovers leverages the best company intelligence and innovative analytical features to help you identify the most relevant sales opportunities and get you in the door faster. From our Conceptual Search® with natural-language capabilities to our deep company intelligence and dynamically updated SmartLists®, you'll always have a list of viable prospects at your fingertips.

Whether you are prospecting, managing accounts, or researching companies, D&B Hoovers helps you gain a greater understanding with our deep-dive company profiles. Be better prepared to engage and evaluate with real-time trigger alerts, news, predictive indicators, and extensive research reports including SWOT to competitive intelligence.

Let us help you focus on the information that is important to you so that you can identify the best opportunities, engage more effectively, and close business faster.



Start your
FREE TRIAL TODAY

Visit DNB.co.uk/DNBHoovers-Free-Trial

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.co.uk.

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