



Igniting Sustainable
Business Growth through
Reliable, Consistent and
Insightful Data

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COMMERCIAL IN CONFIDENCE





Today's Speakers



Ravi Hulasi

Head of Customer
Experience
Tamr



Gurbinder Dhillon

Vice President
Master Data
Dun & Bradstreet



T. Brian Jones

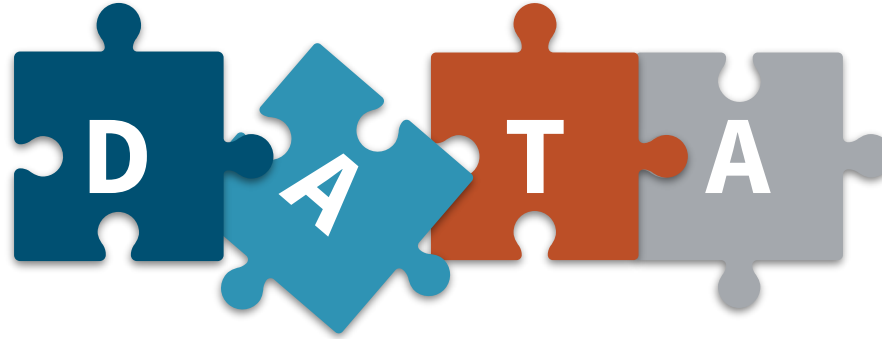
SVP Technology,
Digital Audiences
Dun & Bradstreet

Igniting Growth with Data



Data is broken due to complex challenges

Do they require a complex solution?



Data silos

Internal silos coupled with external data exacerbate organization's inability to extract contextualized, actionable insights

Poor data quality

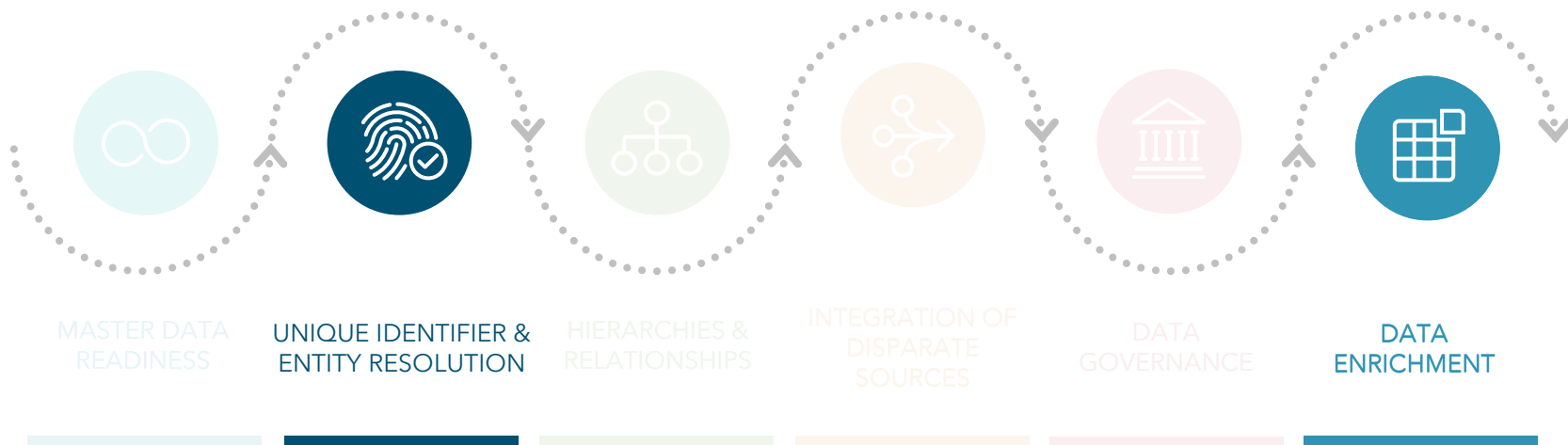
Incomplete, duplicated, stale, and outdated data results in poor business decisions, costing millions of dollars in avoidable expenses

High costs

Manual stewardship doesn't scale as data volumes increase, siloed systems never get retired

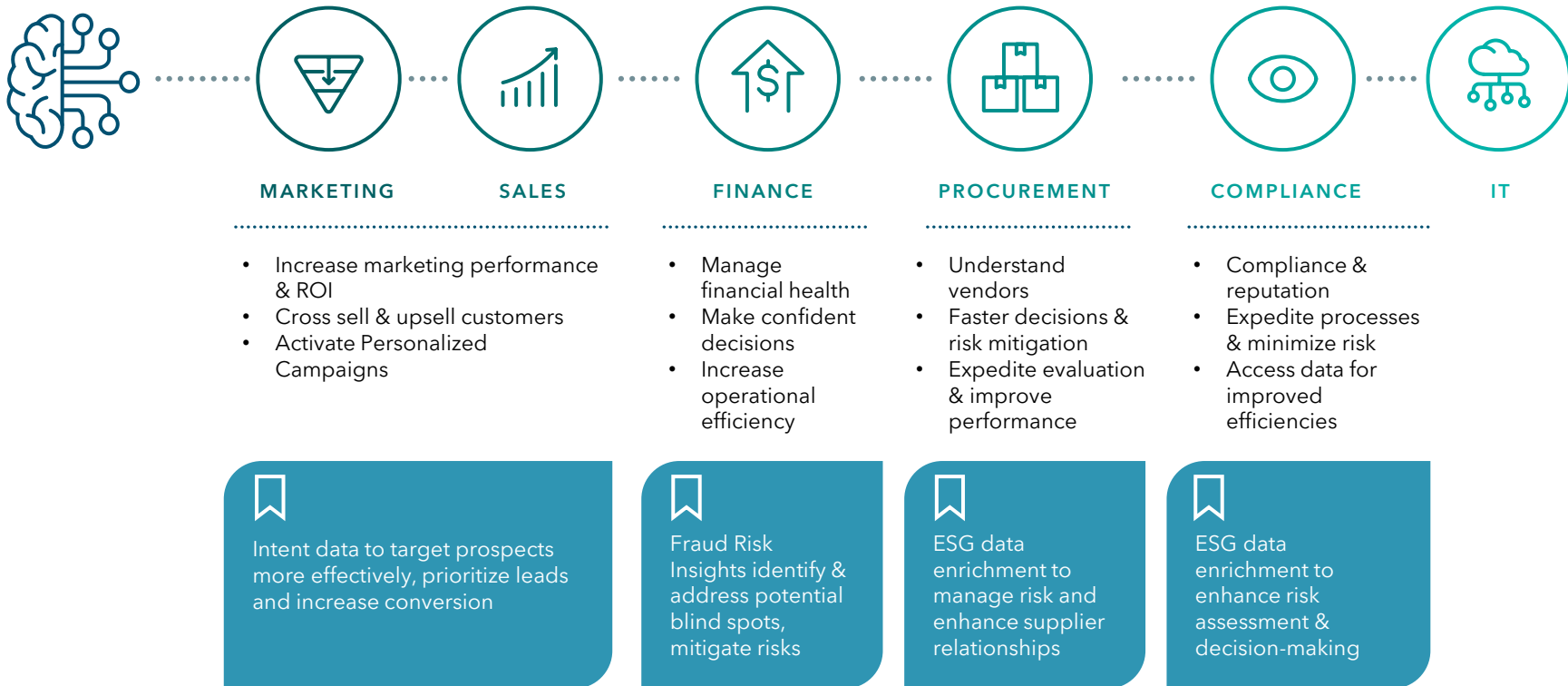


Path to Reliable, Consistent & Insightful Data





Data leaders are charged to provide the intelligence to protect & grow the business





Essity is a leading global hygiene and health company. Sales are conducted in approximately 150 countries under the leading global brands TENA, TORK, and others. Essity has approximately 46,000 employees globally, conducts sales in 150 countries and had net sales in 2021 of approximately \$13 billion.

The company is headquartered in Stockholm.



90%

Match rate to Dun & Bradstreet Data



80%

High- confidence matches

D&B Connect, D&B Rev.Up ABX, Visitor Intelligence

CHALLENGE	SOLUTION	RESULTS
Business data needed to be integrated and managed centrally. Global customers wanted holistic view of business with Tork, EPH's leading brand.	<ol style="list-style-type: none">1) D&B Connect2) Rev. Up3) Visitor Intelligence	<ul style="list-style-type: none">- 90% match rate- 80% high- confidence matches- A unique D-U-N-S match rate, not counting duplicates, of better than 85% at high confidence.



And it's not just about Dun & Bradstreet's data and applications, either. The company's insight, brainstorming, and willingness to share best practices and understand our specific challenges have been key contributors to our success.

– Neil Honaker, Data Quality & Data Privacy Manager, Essity Professional Hygiene

Use Case: Customer Mastering for B2B Sales

Accurately matched leads to existing accounts to drive cross-sell and upsell account strategy

Challenge

- **Struggled to match new leads to existing accounts** with only 36% of leads matched to corporations
- **Limited third-party data vendor relationships** reduced prospect response time
- **Difficulty handling mix of customer languages** with a large proportion of data in Chinese and Japanese

Solution

- **Machine learning-based approach** drove a 50% sales lead match increase within the first 2 weeks
- **Removed or significantly reduced the reliance on third parties** by improving in-house capabilities
- **Leveraged Google translate enrichment** to tackle language challenges across locations

Impact

- **Drove cross-sell & upsell by leveraging existing relationship information** to inform marketing strategy to leads
- **Improved lead response time from weeks to days** and saved hundreds of thousands of dollars on third-parties
- **Achieved a global view of accounts** to enable holistic contract management & inform negotiations with key accounts



Drove a **50% increase in the match rate of sales leads to existing accounts** within the first 2 weeks



Standardized data, quality leads, and data-driven insights for effective targeting and strategic planning



Fixed account and contact linkage consolidation



Understood addressable market



Activation of marketing, sales, and product team alignment on ICP

D&B Optimizer, D&B Audience Targeting

CHALLENGE	SOLUTION	RESULTS
Fragmented and siloed information preventing full visibility into customer data and market opportunities	<ol style="list-style-type: none">1) Fixing account and contact linkage consolidation2) Understanding addressable market3) Insights and activation of marketing, sales, and product team alignment on ICP	Having a single source of truth enabled Sales, Marketing, and Product teams to align on ICP, discover new opportunities, and deliver on data-backed GTM campaigns fueled by new insights



Data excellence is a journey well worth taking. It will inform sales, marketing, product development, and all points in between.

– Jerry Nichols, Global Head of Marketing Analytics at Bottomline Technology

Taking Action

