Igniting Sustainable Business Growth through Reliable, Consistent and Insightful Data

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COMMERCIAL IN CONFIDENCE
Today’s Speakers

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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Incomplete, duplicated, stale, and outdated data results in poor business decisions, costing millions of dollars in avoidable expenses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
Data leaders are charged to provide the intelligence to protect & grow the business

**MARKETING**
- Increase marketing performance & ROI
- Cross sell & upsell customers
- Activate Personalized Campaigns

**SALES**
- Manage financial health
- Make confident decisions
- Increase operational efficiency

**FINANCE**
- Understand vendors
- Faster decisions & risk mitigation
- Expedite evaluation & improve performance

**PROCUREMENT**
- Compliance & reputation
- Expedite processes & minimize risk
- Access data for improved efficiencies

**COMPLIANCE**
- Fraud Risk Insights identify & address potential blind spots, mitigate risks
- ESG data enrichment to manage risk and enhance supplier relationships
- ESG data enrichment to enhance risk assessment & decision-making
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.

**CHALLENGE**

Business data needed to be integrated and managed centrally. Global customers wanted holistic view of business with Tork, EPH’s leading brand.

**SOLUTION**

1) D&B Connect  
2) Rev. Up  
3) Visitor Intelligence

**RESULTS**

- 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

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Solution</th>
<th>Impact</th>
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<tbody>
<tr>
<td>Struggled to match new leads to existing accounts with only 36% of leads matched to corporations</td>
<td>Machine learning-based approach drove a 50% sales lead match increase within the first 2 weeks</td>
<td>Drove cross-sell &amp; upsell by leveraging existing relationship information to inform marketing strategy to leads</td>
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<td>Limited third-party data vendor relationships reduced prospect response time</td>
<td>Removed or significantly reduced the reliance on third parties by improving in-house capabilities</td>
<td>Improved lead response time from weeks to days and saved hundreds of thousands of dollars on third-parties</td>
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<td>Difficulty handling mix of customer languages with a large proportion of data in Chinese and Japanese</td>
<td>Leveraged Google translate enrichment to tackle language challenges across locations</td>
<td>Achieved a global view of accounts to enable holistic contract management &amp; inform negotiations with key accounts</td>
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Drove a **50% increase in the match rate of sales leads to existing accounts** within the first 2 weeks
### D&B Optimizer, D&B Audience Targeting

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<td>Fragmented and siloed information preventing full visibility into customer</td>
<td>1) Fixing account and contact linkage consolidation</td>
<td>Having a single source of truth enabled Sales, Marketing, and Product teams to align on ICP,</td>
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<td>data and market opportunities</td>
<td>2) Understanding addressable market</td>
<td>discover new opportunities, and deliver on data-backed GTM campaigns fueled by new insights</td>
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<td>3) Insights and activation of marketing, sales, and product team alignment on ICP</td>
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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