

EBOOK FOR SALES AND MARKETING TEAMS

Make smarter decisions for better B2B prospecting

Powerful prospecting.
Stronger customer relationships.
Deeper market insights.

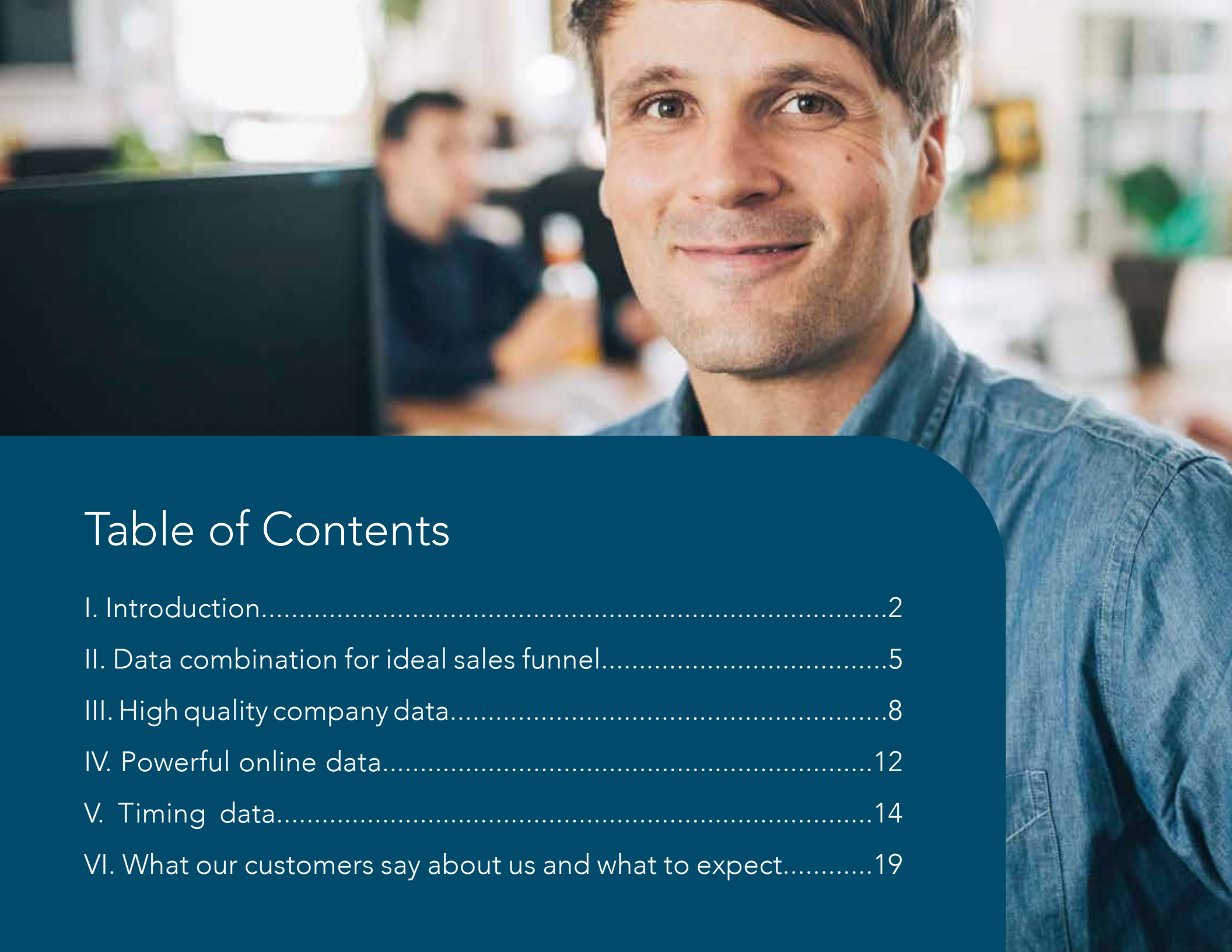


Table of Contents

- I. Introduction.....2
- II. Data combination for ideal sales funnel.....5
- III. High quality company data.....8
- IV. Powerful online data.....12
- V. Timing data.....14
- VI. What our customers say about us and what to expect.....19

Outperform your competition in every way that matters.

Virtually all businesses need to deliver growth. They need to find new and relevant prospects, be able to reach them, contact them at the right time, and then make every conversation count by delivering a personalised and relevant interaction. A data-centric approach is increasingly recognised as the key to success.

In other words, what you need is a better, more efficient way to **find**, **reach**, and **engage** your buyers in this new all-digital world. One that doesn't require the massive effort of sifting through mountains of data to get to the quality prospects. One that helps you get to the businesses that are in market and ready to buy.



How the Best Sellers Stay Ahead

It's actually pretty simple. The sellers who are most effective are the ones who know:



Who to target (both companies and people)



When to contact them (need, readiness to purchase, even time of day)



What they care about (to connect your offer to their need)



Who and When to Target?

Blasting out spray-and-pray emails is a waste of time in today's selling environment. For any sales professional regardless of job title, knowing who and when to target is where you start gaining effectiveness and efficiency in your prospecting.

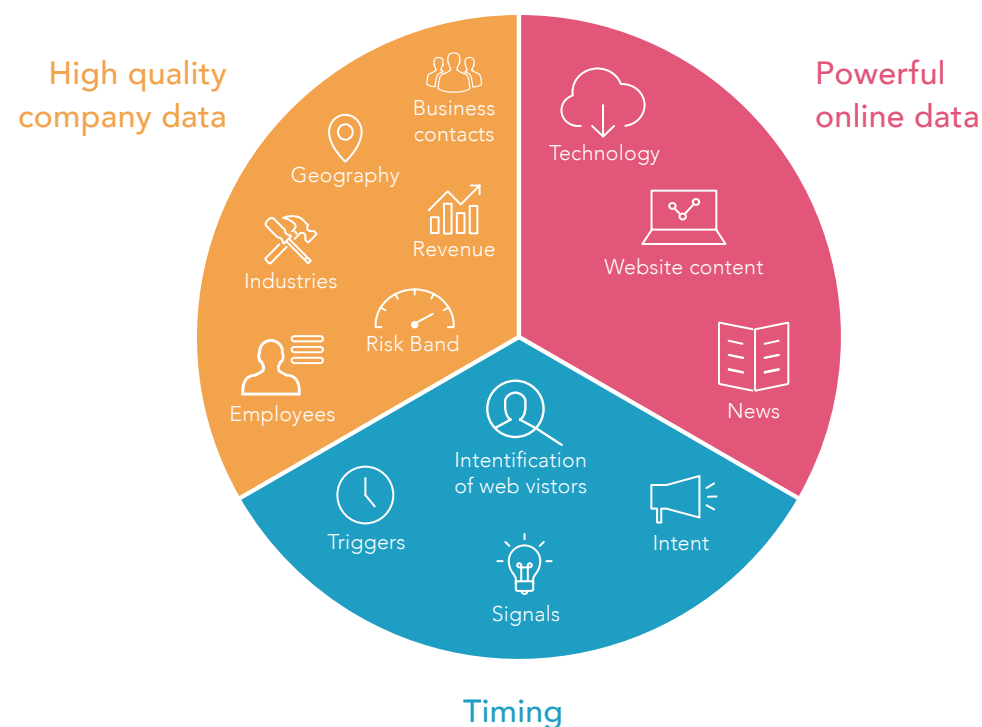
Whether you're focused locally or globally, chances are there are more companies you could sell to than hours in your day. And the first step to maximize the use of your time, you need to know:

- **Which companies** are most likely to need what you're selling
- **When** they are most likely to need what you are selling - information about the right timing
- **Which person** - or people - in that company are decision makers you should target in your outreach

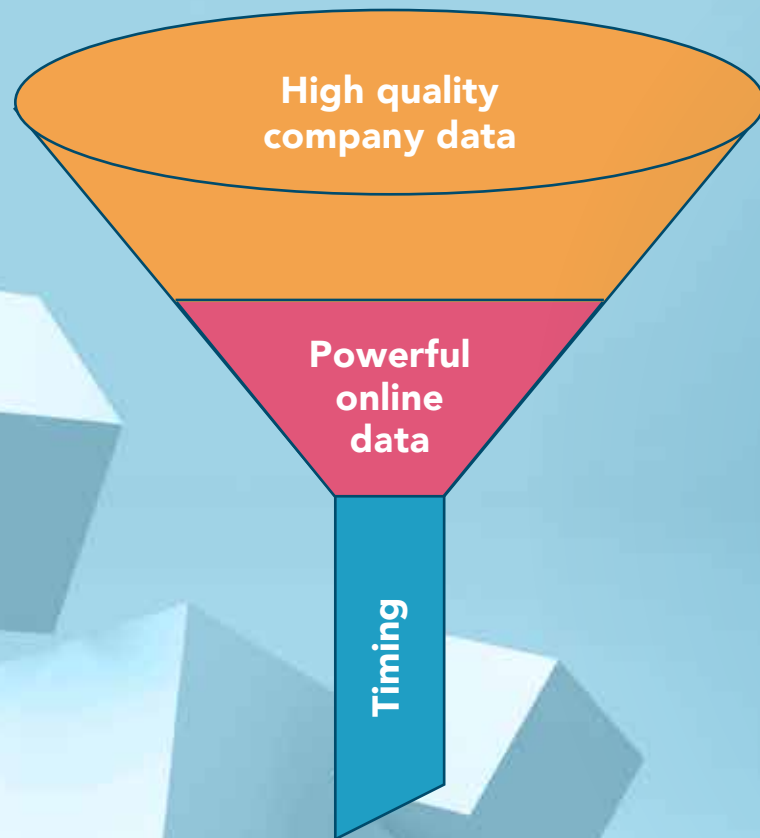
To identify the right leads, sales teams require a data set they can rely on, where all records are correct and complete but also enriched with additional information. Once this has been established, they can use the information to create a 360° view of both customers and prospects.

This 360° view is a combination of all available information from various sources. It starts on the official published register information, like industry classification, employee and revenue figures refined with an indication about the current financial health but also with data from various online sources like the company websites or news articles. The view gets completed with the identification of signals about a buying intention by unmasking the journey of companies on the own website and various other websites from 3rd party publishers.

The sales teams then have all the information they need to contact the right companies at precisely the right time.



Combining data for an ideal sales funnel



Let's now use in a different perspective and see how the three types of data can be seen within a sales funnel.

Imagine the sales funnel as a refining process. At the top of the funnel you pour all the companies whose profile (Industry code, employee & revenue size etc.) matches your expected profile.

This funnel is narrowing down by keeping only companies whose content on websites (specific key terms or phrases) meet your expectations.

But there are still "too many" results. You can accelerate the sales process even more by identifying companies that will most likely need your products and services NOW.

The timing element (e.g. visiting a specific page of your website several times) will only let down the funnel those companies that need to be contacted NOW so that you could be successful

We're here to help.

We'll offer actionable insights about how you can target your prospects with confidence at the right time to capture their attention and close more deals. Discover practical ways to prioritize prospecting activity, so that you can be sure your team is being efficient and maximizing selling time.

Plus, learn how understanding buyer intent can help you get to your most likely buyers, faster.



D&B Hoovers gives unique insights by combining high quality Dun & Bradstreet company data and powerful online data with the third dimension of timing so that you could approach your prospect at the right time.



Find out how D&B Hoovers combines and analyzes 3 data dimensions:

- high quality company data
- powerful online data
- timing data

D&B Hoovers is a sales intelligence solution helping you accelerate your path from prospect to profitable customer easily and efficiently.

D&B Hoovers is powered by the world's largest commercial database and sophisticated analytics to deliver a sales intelligence solution packed with insight. It enables B2B sales and marketing professionals to accelerate sales, enhance go-to-market activity, and increase revenue and sales efficiency.

Real-time business intelligence and seamless connectivity capabilities + unique combination of offline and online data with the right timing help shorten sales cycles, build pipeline faster and generate higher return on cost of sales.



+300M

active companies



190

countries



+30,000

sources



497M

global contacts



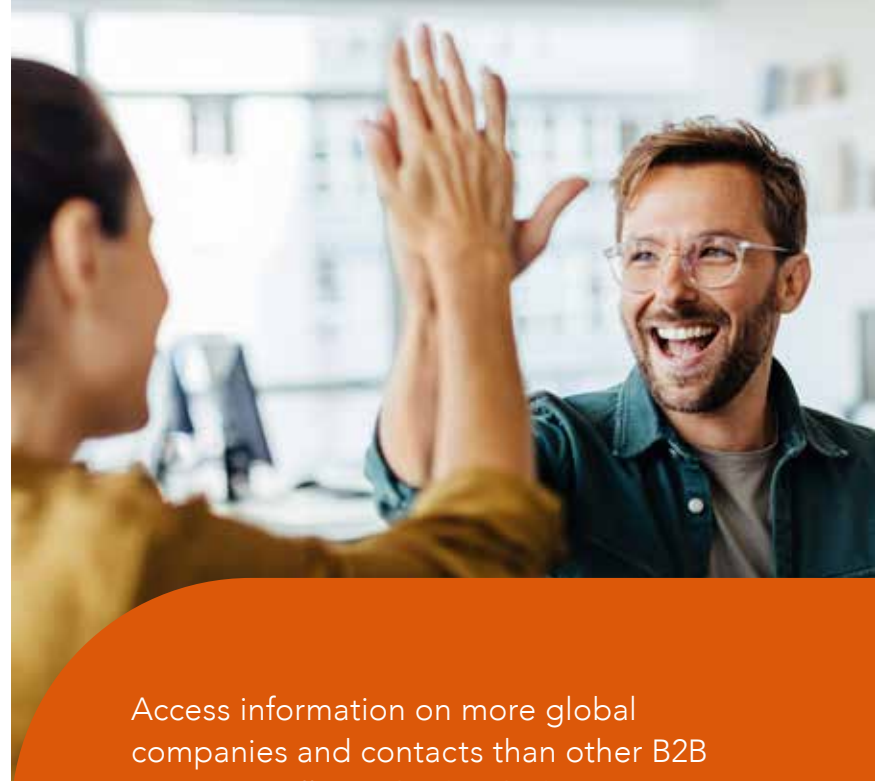
+75M

e-mail contacts



+113M

Linked-in profiles



Access information on more global companies and contacts than other B2B providers, all enriched with deeper company information including:

- High quality firmographic data (industry codes, employee figures, revenue figures)
- Company financials, growth trajectory, credit risks
- Insights into corporate hierarchies and linkages
- Website content filter (delivering more than standard industry codes)
- 1st & 3rd party intent data:
 - Visitor Intelligence to unmask visitors of your website
 - Bombora to learn who is researching online your products and services

High quality company data

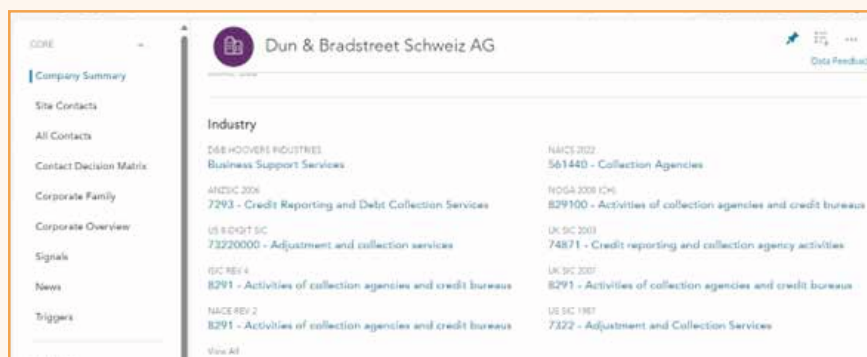
Our high-quality company data helps you to be better informed about a company, like sales and employee figures and with the help of the corporate "family tree" you will better understand the customers connections and linkages.



Standard industry codes

Besides global standard industry classification (NACE Rev 2, ISIC Rev 4, NAICS 2022 etc.) you are able to use also local industry codes, like the German WZ2008, Swiss NOGA code, and D&B Hoovers even introduces native industry classification for easy navigation.

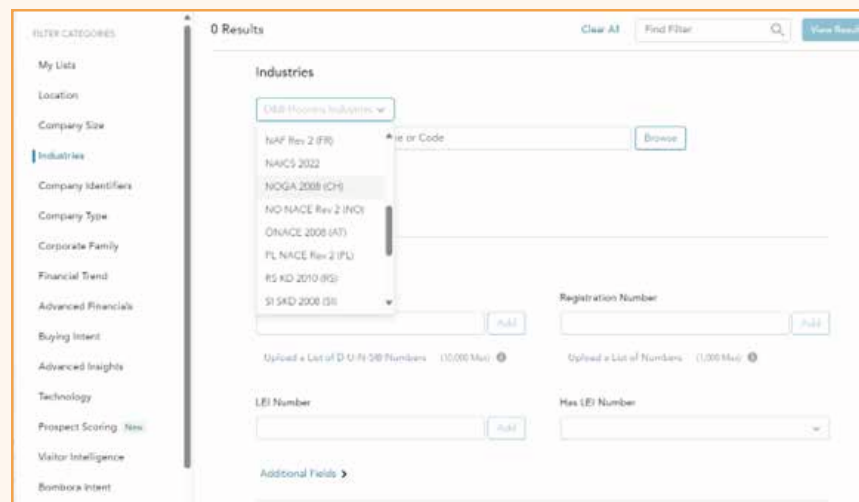
In the Company Profile you can find the overview of primary and secondary industry codes according different classifications.



The screenshot shows the 'Industry' section of a company profile for Dun & Bradstreet Schweiz AG. It lists various industry codes and their descriptions, organized into two columns.

Industry	NAICS 2022
D&B HOOVERS INDUSTRIES	561440 - Collection Agencies
Business Support Services	
ANZSIC 2006	NOGA 2008 (CH)
7293 - Credit Reporting and Debt Collection Services	829100 - Activities of collection agencies and credit bureaus
US SIC 2007	UK SIC 2007
73220000 - Adjustment and collection services	74871 - Credit reporting and collection agency activities
ISIC REV 4	UK SIC 2007
8291 - Activities of collection agencies and credit bureaus	UK SIC 2007
NACE REV 2	US SIC 1987
8291 - Activities of collection agencies and credit bureaus	7322 - Adjustment and Collection Services

You can use and combine preferred industry codes for your prospecting using Search and Build a List functionality.



The screenshot shows the 'Search and Build a List' interface. It features a sidebar with filter categories and a main area for selecting industry codes.

Filter Categories:

- My Lists
- Location
- Company Size
- Industries
- Company Identifiers
- Company Type
- Corporate Family
- Financial Trend
- Advanced Financials
- Buying Intent
- Advanced Insights
- Technology
- Prospect Scoring
- Visitor Intelligence
- Bombora Intent

Industries:

0 Results

Clear All Find Filter View Results

Industries

D&B Hoovers Industries

NAF Rev 2 (FR)

NAICS 2022

NOGA 2008 (CH)

NO NACE Rev 2 (NO)

ONACE 2008 (AT)

PL NACE Rev 2 (PL)

RS RD 2010 (RS)

SI SKD 2008 (SI)

or Code Browse

Registration Number

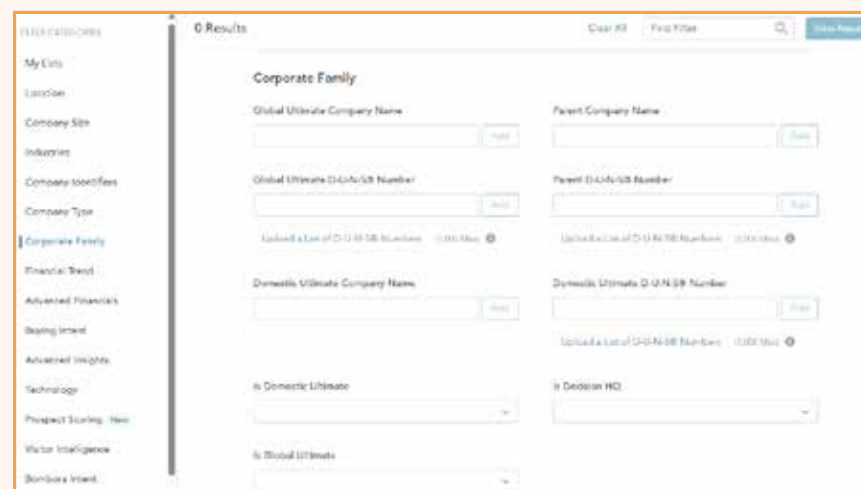
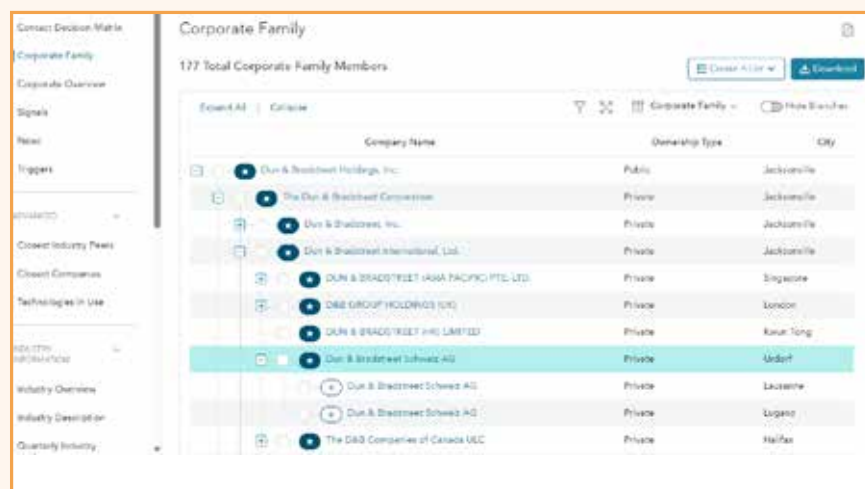
LEI Number

Has LEI Number

Additional Fields

Corporate Family

It gives you an overview of corporate family tree based on the majority ownership (more than 50%). The linkages can open opportunities for cross-sell within the corporate hierarchy revealing various entity types (Parent, HQ, Subsidiary and Branch). You can use various corporate family filters for your prospecting using Search and Build a List functionality.



Risk indication

In D&B Hoovers you will receive a Prescreen Score* - a predictor of the financial stability of a company.

The Prescreen Score categorize prospects using a Low Risk (L), Moderate Risk (M) and High Risk (H) segmentation. For the Central European markets, the traffic light banding is:

- Low Risk (40% of the business universe)
- Medium Risk (50% of the business universe)
- High Risk (10% of the business universe)

Corporate Highlights

TRADESTYLE
D&B

YEAR FOUNDED
1841

PARENTD-U-N-S® NUMBER
049977515

PREScreen SCORE ⓘ
LOW RISK

GLOBAL ULTIMATED-U-N-S® NUMBER
117559154

DOMESTICULTIMATED-U-N-S® NUMBER
481541597

You can use the Prescreen Score filter to mitigate prospecting to high-risk businesses using Search and Build a List functionality.

* The Prescreen Score may only be used for marketing purposes.

D&B Prescreen Score ⓘ

- ☐ Low Risk
- ☐ Medium Risk
- ☐ High Risk
- ☐ Not Available

Powerful online data

By adding another dimension and looking at how companies describe themselves on their corporate webpage, which news sources are talking about those companies or what technologies are in use, you get a more dynamic and precise picture of companies.



Website Content Search

In D&B Hoovers you will find online content available for more than 36 million company webpages with over 400 million subpages in over 100 languages.

With Website Content Search you can add another dimension: the power of online data.

If you combine the two dimensions, online data and offline data, you get unique insights and a more complete picture of what companies really do and their ambitions.

D&B Hoovers users specifically search for terms or combinations of terms that should appear on company websites. To get the most out of it, it always makes sense to search in local language but also English. The search uses boolean operators like AND, OR or NOT, to target specific companies and to find potential leads.

The screenshot displays the D&B Hoovers search interface. On the left is a sidebar with a list of search categories: Company Identifiers, Company Type, Corporate Family, Financial Trend, Advanced Financials, Buying Intent, Advanced Insights, Technology, Prospect Scoring, Visitor Intelligence, Bombers Intent, UCC Filings, Mortgages and Charges, Website Content (highlighted), News Triggers, Conceptual Search, and Business Signals. The main content area is titled '0 Results' and features a 'Clear All' button and a 'Find Filter' button. Below this, the 'Website Content' section is active, showing a 'Search Term' input field and an 'Apply' button. The 'News Triggers' section is also visible, with 'Field Definitions' and a 'Trigger Type' dropdown menu. The 'Conceptual Search' section is at the bottom, with a 'Search Term' input field and an 'Apply' button. The interface is clean and professional, with a white background and blue accents.

Timing data

Right timing is the key for relevant engagement with a prospect



To solve timing challenges, B2B purchase intent data has emerged, and it's become one of the most rapidly adopted tools to increase business performance. This is how Visitor Intelligence and Bombora help marketing and sales leaders.

Visitor Intelligence unmaskes your anonymous website visitors and tells you who is looking at what content on your website.

Bombora tells you which businesses are researching online the products and services you and your competitors offer.

Visitor Intelligence

1st party intent data

De-anonymizes
web visitors
to your own site

bombora

3rd party intent data

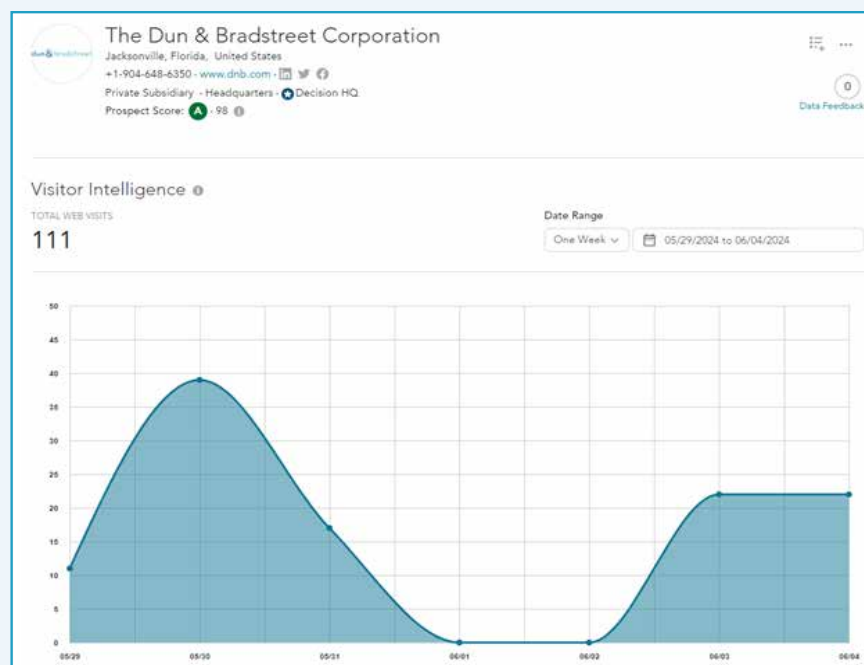
De-anonymizes
online research
behavior on
published content

Visitor Intelligence Add-on – 1st party intent

Visitor Intelligence is a web identification solution that unmask the companies of your anonymous web traffic. This enables a display day-by-day visitor statistics on matched companies (IP to DUNS) so you can identify web visitor trends mapped to your configured web page categories. The website visitor data is available within the Company Profile.

You can build lists of companies that have recently visited specific web pages on your site for last 90 days within Search and Build a List functionality.

You can set up daily email notifications about companies visiting your webpages or in-product alerts.



The screenshot shows the Visitor Intelligence search and filter interface. It includes a sidebar with navigation options: Company Size, Industries, Company Identifiers, Company Type, Corporate Family, Financial Brand, Advanced Financials, Buying Intent, Advanced Insights, Technology, Prospect Scoring, and Visitor Intelligence. The main area displays '0 Results' and a 'Visitor Intelligence' section with filters for Relative Date (One Week, One Month, Last 90 Days, Last 90 Days), Page Category, and Visitor Function. A 'View Results' button is visible.

Bombora Intent Add-on – 3rd party intent

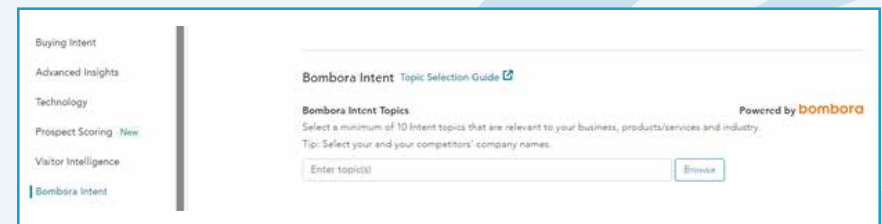
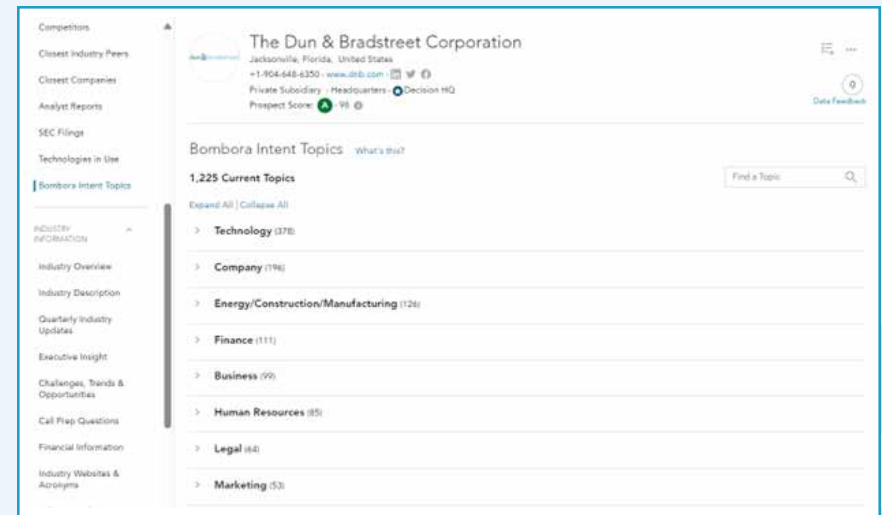
Find prospects that are looking for your products and services on the internet

Bombora is an intent data specialist with a unique approach to gathering intent data through a proprietary data cooperative (Data Co-op) to identify spikes in buying intent.

Data Co-op members (publishers, researching agencies etc.) provide data about content consumption and behavioral data on published online content identifying accounts showing increased levels of buying intent for specific business products and services.

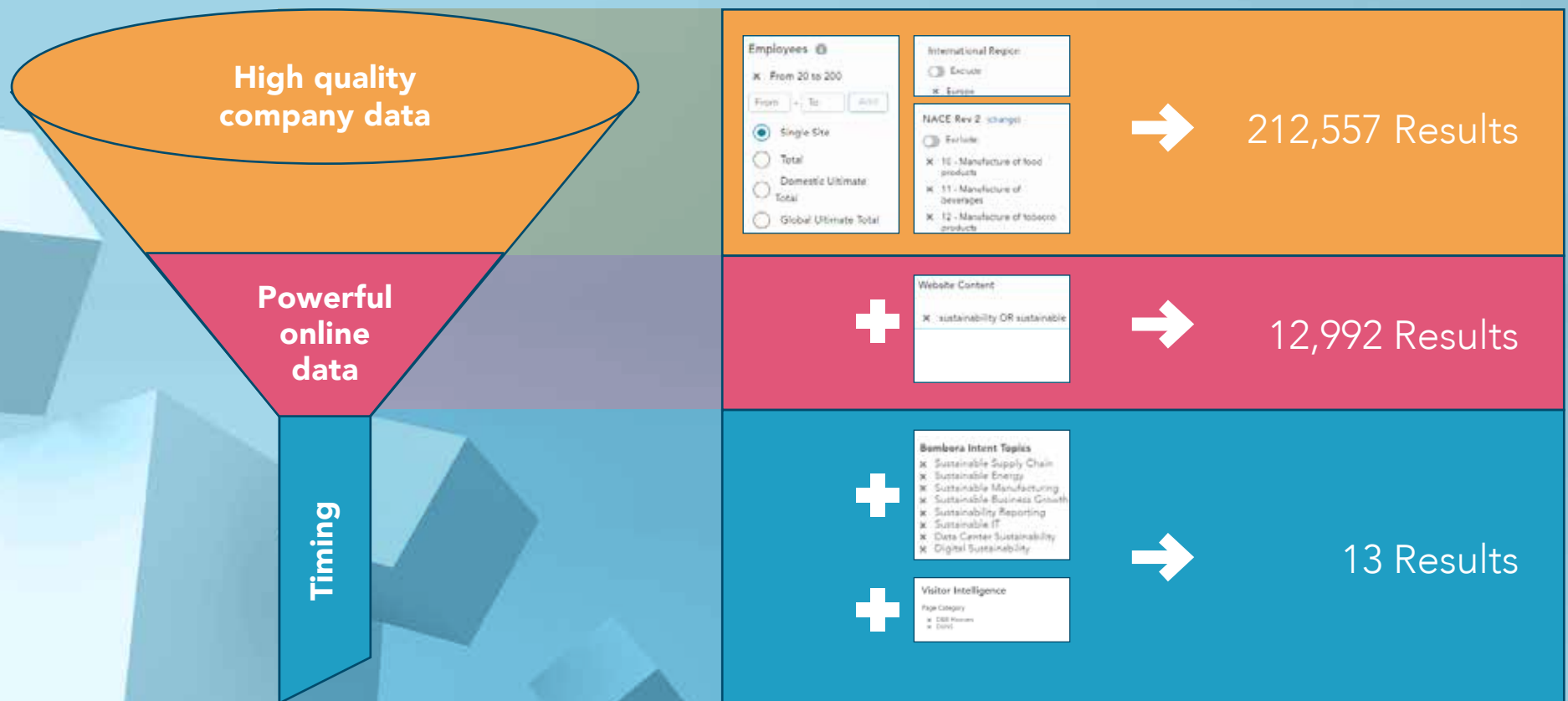
You can check within the Company Profile what a company is researching to prepare better for your next customer meeting.

You can build SmartLists based on Bombora topics and monitor prospects over time, to see how they engage on the topics matching your products and services within Search and Build a List functionality.



Combining data for an ideal sales funnel

Lets take a look on the specific example of how the sales funnel looks like using D&B Hoovers Search & Build a list functionalities. Combining filters from different data dimensions results in increasing the quality of leads and defining whom to contact right NOW.



Engage with relevance and have more meaningful conversations

Company Profiles provide in-depth company information that can help you identify decision makers, gain insight into company activities, and obtain competitive intelligence. This information in standardized and consistent format will help you better understand the challenges and opportunities at an account, so you can personalize your pitch and have better meetings.

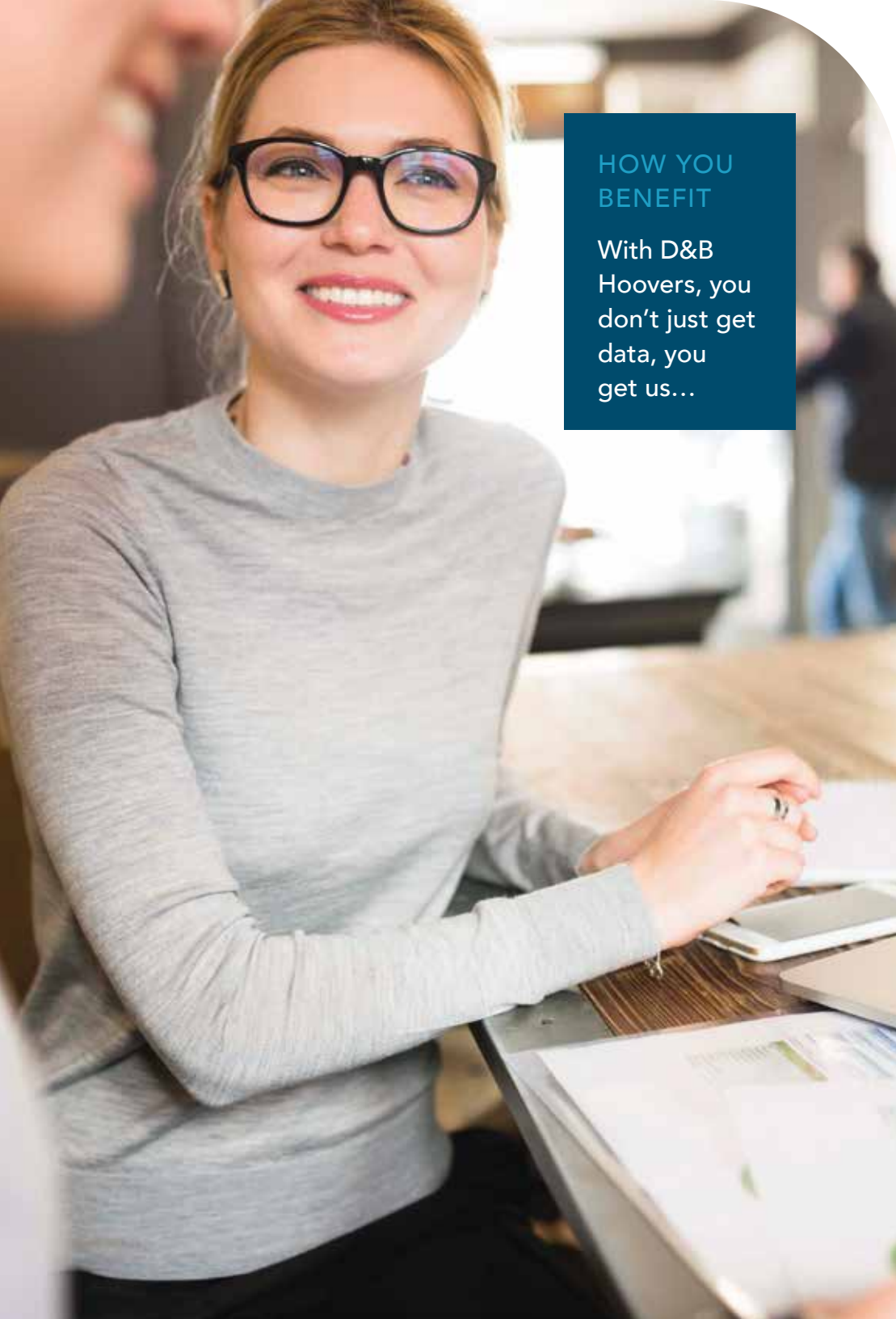
Each D&B Hoovers Company Profile delivers robust business intelligence, including rich firmographics, contacts, trigger alerts, financials, competitors, and industry information. Click a report name on the left side of the screen to access the content. OneStop report enables you to download all the reports as a compact and user friendly PDF file.



Company Profile Reports

A Company Profile can include more than 40 reports, depending on your D&B Hoovers package and the size and type of the company you are researching.

The screenshot displays the D&B Hoovers interface for 'The Dun & Bradstreet Corporation'. The left sidebar lists various report categories like 'Company Summary', 'Site Contacts', and 'All Contacts'. The main content area provides detailed information about the company, including its location (Jacksonville, Florida), employee count (4,037 Total), sales (2,145 Global Ultimate Total), and a map of Jacksonville. At the bottom, there are five circular icons representing different report types: 'REPORT BUILDER OneStop', 'ALL CONTACTS 5,666', 'SITE CONTACTS 2,538', 'WEB VISITS 8.43K', and 'TRIGGERS 1'.



HOW YOU BENEFIT

With D&B
Hoovers, you
don't just get
data, you
get us...

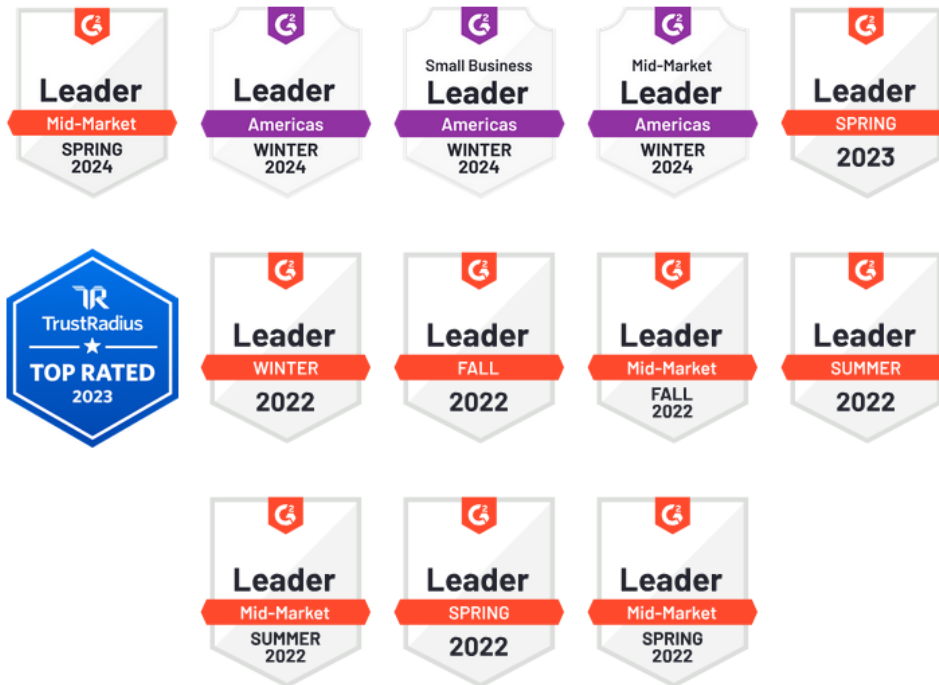
Our data.
Our platform.
Our people
to support you.

D&B Hoovers is more than a business-building data solution. It's a people-first platform for growth.

The personal support of Dun & Bradstreet specialists is a critical component of what we provide. Our industry experts understand your local context and regulations. You can leverage their expertise to get more out of our data and your own. And they can offer you a wealth of complementary solutions to help you master data management, sales and marketing, risk and compliance services. D&B Hoovers also provides a wide range of learning resources, including videos and webinars and training that you can use to build a brighter future for your business even in an uncertain economy.

With high levels of personal support plus the technical flexibility to integrate or connect the data to your existing systems (including Salesforce, Microsoft Dynamics 365 and HubSpot), we look forward to building a true data partnership with your organisation based on data you can trust and people you can depend on.

What our customers say about
our award winning platform.



Try D&B Hoovers™ FREE

- dnb.com/sv-se • dnb.com/da-dk • dnb.com/no
- dnb.com/fi-fi • dnb.com/et-ee • dnb.com/lv-lv



D&B Hoovers is the most elite B2B lead software that should be used by any business that takes their sales/prospecting campaigns very seriously.

Verified User / Executive in Corporate /
Facilities Services Company



ABOUT DUN & BRADSTREET®

Dun & Bradstreet combines global data and local expertise to help clients make smarter decisions. The company's business decisioning and intelligent analytics enable its clients to know who to trust, where to find new opportunities, and how to manage risk. Dun & Bradstreet was founded in 1841 and together with its partners, has offices in more than 190 countries. Dun & Bradstreet's Data Cloud contains over 500 million unique records and is the foundation for delivering local insights on a global scale.

© Dun & Bradstreet, Inc. 2024 All rights reserved.

For more about Dun & Bradstreet, visit

• dnb.com/sv-se • dnb.com/da-dk • dnb.com/fi-fi • dnb.com/no • dnb.com/et-ee • dnb.com/lv-lv