

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

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## HELPING YOU ACHIEVE GROWTH

D&B Hoovers combines more than 120 million 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, editorial insights on leading companies and in-depth industry analysis



### 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	✓	✓	✓
Contact Decision Matrix	✓	✓	✓
Competitors	✓	✓	✓
Industry Peers	✓	✓	✓
News & Significant Developments	✓	✓	✓
Triggers	✓	✓	✓
Annual Reports		✓	✓
SEC Filings		✓	✓
SWOT		✓	✓
Stock Report		✓	✓
Income Statement		✓	✓
Balance Sheet		✓	✓
Cash Flows		✓	✓
Corporate Family Tree		✓	✓
Ideal Profiles®			✓
Business Signals®			✓
Packages Available			
Business Contacts	✓	✓	✓
Technology CRUSH® Reports		✓	✓
Financial Reports		✓	✓
First Research Industry Reports		✓	✓
UCC Filings Data Reports		✓	✓
CRM/MAP Integration		✓	✓



## ACTIONABLE INFORMATION IN YOUR CRM AND MAP

D&B Hoovers seamlessly integrates with your CRM and MAP systems, providing sales and marketing with a consistent source of current, complete and actionable data that will help you increase internal alignment, improve sales productivity, and boost marketing ROI. Our CRM connectors turn your CRM into a more powerful B2B prospecting and account management resource, so your teams can focus on closing more deals instead of hunting for contact information. Sellers can work within your CRM to update and enrich records with the click of a button as well as access company profiles, contacts, news, and triggers directly from the account, contact, and lead records housed in your CRM. D&B Hoovers offers connectors for [Salesforce](#) and [Microsoft Dynamics](#).

Marketers can leverage the prospecting capabilities within D&B Hoovers to build highly targeted campaign lists and feed sales funnels. Send contacts directly to your MAP with one click and benefit from the increased campaign ROI that comes from focusing on the most relevant opportunities. We offer connectors for [Oracle Eloqua](#) and [Marketo](#).

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## 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**  
[DNB.com/DNBHoovers-Free-Trial](https://dnb.com/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.com](https://dnb.com).