

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. To do this effectively, organizations need to:

1. Target with intelligence
2. Streamline 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 from Dun & Bradstreet can help close that gap and accelerate the path from prospect to a profitable relationship through the effective use of data, analytics, and content.

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

In order to help customers put the best data in the hands of sellers at the point of interaction, 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. This unique combination of data, analytics, and technology, combined with the flexibility and scalability of the Microsoft Azure cloud platform, increases sales productivity by enabling more strategic targeting, and the ability to have more informed conversations, so organizations can accelerate sales and drive global business growth.



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

Gain customizable intelligence at your fingertips with an intuitive, dynamic user interface

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



Enhance Sales Productivity

Efficiently identify and engage with the most valuable prospects across multiple channels

- Integration with your CRM/MAP including Microsoft Dynamics 365, Marketo, Eloqua, and home-grown systems

IDENTIFY THE BEST OPPORTUNITIES

Your sales teams are already working in your CRM on a daily basis. Give them access to the powerful prospecting and account research capabilities available within D&B Hoovers. Sellers can leverage our powerful search capabilities to build targeted prospect lists and send companies and contacts directly to your CRM.

Search Filters

Leverage more than 175 search filters to build highly-targeted lists.

Send to CRM

Easily send companies and contacts to your CRM with the click of a button.

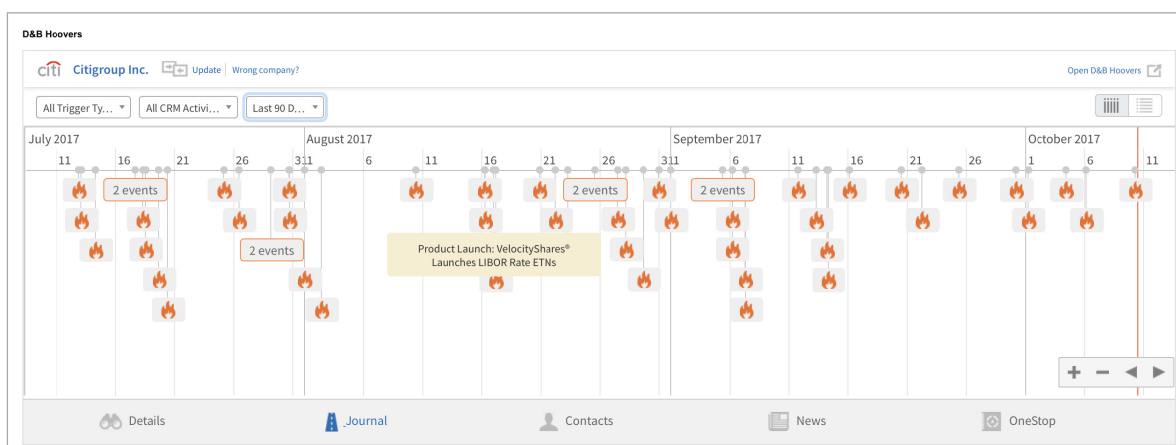
Company Profiles

Click a company name to access valuable account research.

The screenshot shows the D&B Hoovers web application interface. At the top, there's a navigation bar with 'Dynamics 365', 'Sales', and 'D&B Hoovers'. Below this is a search bar and a 'Search for a Company' input field. The main content area is titled 'Search Companies' and shows '176 Results'. On the left, there's a sidebar with search filters: Location (New York, United States; New Jersey, United States), State or Province (New York, United States; New Jersey, United States), Company Size, Revenue (USD) (More than \$0M), Company Type, Technology Vendors (BMC Software), Business Signals, and M&A Activity (Yes). The main results list shows several companies: The Goldman Sachs Group Inc., Morgan Stanley, Verizon Communications Inc., Blackrock, Inc., and Pfizer Inc. Each company entry includes its name, industry, location, sales, employees, assets, type, and trading information.

IDENTIFY REASONS TO CALL

Our Quick-View widget delivers additional insight to CRM account, contact, and lead records for the companies you care about. Access a timeline view of trigger alerts (i.e. executive changes, contract wins, and acquisition announcements) on the CRM account record so you can monitor company events, identify potential threats to the account, and take advantage of every opportunity to engage.



Real-Time Trigger Alerts

Trigger alerts provide real-time updates of important company events.

ACTIONABLE INFORMATION IN MICROSOFT DYNAMICS 365

Powered by the Microsoft Azure cloud platform, D&B Hoovers offers a robust integration with Microsoft Dynamics 365. D&B Hoovers seamlessly integrates with Microsoft Dynamics 365, 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 Microsoft Dynamics 365 instance 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 Microsoft Dynamics 365 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.

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 also offer connectors for Oracle Eloqua and Marketo.

If we don't offer a pre-built connector for your CRM or MAP, you can leverage our API connectors to create your own integration.

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
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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.