THE NEW MODEL FOR SALES AND MARKETING SUCCESS

How to Outperform the Competition With Better Data and Analytics

—

dun&bradstreet

Contents

Waste Is the Enemy of Performance

In today's highly competitive marketplace, sales and marketing teams are facing pressure to improve performance and grow revenue faster.

However, there is a lot of waste across the funnel that directly impacts the ability to convert leads into customers. This waste takes place across investments in campaigns and technologies and time engaging with poor quality leads. In fact, according to Forrester Research, less than 1% of leads convert into actual sales.[1]

That is why access to reliable data and analytics is critical when it comes to influencing the B2B buying process. With vast amounts of fragmented data flowing across organizations, it's more challenging to segment markets accurately, target audiences consistently, personalize experiences, and empower sellers with the knowledge they need to close business.

According to our recent B2B Marketing Data Report, 89% of B2B sales and marketing professionals believe data quality drives the right campaigns but nearly 50% of firms are not confident in the quality of their data. This lack of confidence results in slower adoption of key initiatives such as account-based marketing (ABM). In fact, 88% believe data is crucial for ABM, but only one-third of firms are executing it.

Unfortunately, the path to success has a few challenges along the way:

	GOAL	CHALLENGE
	DRIVE ABM STRATEGIES	How do I analyze customers and markets to identify the best opportunities for my business?
	IMPROVE MARKETING ROI	How do I efficiently and effectively target my ideal audiences across online and offline channels?
	ACCELERATE THE BUYER'S JOURNEY	How do I nurture the right prospects and customers to drive faster decision-making?
	INCREASE SALES EFFICIENCY	How do I empower sales to align to the most profitable markets, prospect with precision, and close more deals, faster?

As pressure for efficiency in revenue generation increases, marketers are aligning more closely with sellers on ABM strategies. The consumerization of the B2B buying process means today's buyers expect on-demand, digital, and personalized experiences, which require more resources and time to execute. To be successful – and obtain a competitive advantage – sales and marketing leaders must embrace precision with data and analytics, so they can make quicker, more confident decisions that positively impact the buying cycle.

How to Use This Guide

When it comes to achieving your sales and marketing objectives, waste is the enemy of performance, and those that embrace precision with data and analytics eliminate waste across the funnel, alleviate pressure, and drive revenue for their organizations. In fact, according to McKinsey Global Institute, data-driven companies are 23 times more likely to acquire customers!

We've broken up the guide into four key sections based on strategic objectives to make this guide easier for you to navigate depending on your needs. Throughout this asset, we will take you through some specific challenges in each of these areas, suggestions for ways you can overcome them, and even a few ways we can help. We'll also share real-world examples of how our solutions helped customers improve their business performance, in order to help spark ideas on how to apply these solutions to your organization.

STRATEGIC OBJECTIVES → OVERCOME CHALLENGES → HOW WE CAN HELP → REAL-WORLD EXAMPLES → Let's get started!

23x

Data-driven companies are 23 times more likely to acquire new customers than those not using data strategically.[2]

— *McKinsey*

OBJECTIVE:

Analyze and Identify Ideal Customer Profiles

Sales and marketing teams are being tasked with mining their data to clarify and quantify known and unknown market segments, predicting and generating more qualified leads, and accelerating the buyer's journey to increase revenue. This starts with an understanding of data health and the ability to address any data quality issues.

CHALLENGE:
Siloed data, high rates of data decay, and inconsistent data collection challenge teams to identify their most valuable prospects.

Many firms adopt a manual approach to managing data quality, which is time consuming and rarely results in an accurate view of their best opportunities. In a recent study we conducted with Forrester Research we found that 80% of firms struggle to manage the volume, variety, and velocity of their business data.[3] This can result in missed opportunities and lost revenue, which is why it's so critical to establish a unified view of your data. Doing so enables both sales and marketing teams to identify ideal prospects and segment key markets.

MARKETING

How do I quickly and accurately segment markets to identify my best opportunities for faster growth?

MARKETING OPS.

How do I stitch together contact, lead, and account information across platforms to help identify highly engaged targets?

SALES

Which accounts in my territory should I be contacting?

SOLUTION:
Establish a common data foundation so you can develop more impactful and aligned go-to-market strategies.

An easy place to start is with removing bad data, enriching healthy records with deeper insight, and more effectively augmenting your database with new prospects that match your target audience. Quality data helps you identify and focus on your best opportunities while empowering better planning, targeting, and sales productivity. In order to successfully achieve these objectives, you need to:

- Create a single view of your prospects and customers

- Analyze and segment key markets

- Prioritize targets based on predictive analytics

How Dun & Bradstreet Can Help

DATA CLOUD BENEFIT

Leverage the most current and comprehensive data foundation in order to clean and augment your data for better analysis and to identify the most relevant targets in your total addressable market.

D&B Optimizer

D&B Optimizer helps to ensure the data across your organization is clean, complete, and actionable. It helps you identify the entities you do business with, enriches the data with additional intelligence, and provides continuous data hygiene to help drive more effective segmentation and targeting. D&B Optimizer is available within Salesforce, Microsoft Dynamics 365, and as a standalone solution called D&B Optimizer for Marketing (which connects to various CRM and marketing systems). It can also lay the foundation for a solid master data framework across your business.

D&B DataVision

D&B DataVision helps B2B marketers consolidate disparate silos of customer data in one location so you can identify the right targets and push segments to your MAP, CRM, or D&B Hoovers instance, which can help you activate stronger go-to-market strategies. It provides access to over 600+ attributes from the Data Cloud, including firmographic attributes, demographic data, technologies installed at a business, and predictive models to more quickly identify high-propensity targets. The predictive models leverage the power of machine learning and multiple factors related to successful sales you've had in the past to score prospects for improved targeting.

D&B Visitor Intelligence

D&B Visitor Intelligence helps you identify anonymous visitors on your website, so you can work to prioritize engaged accounts for upcoming campaigns.

68% vs. 34%

Forrester Research found that 68% of leaders versus 34% of laggards use analytics to find their opportunities.[3]

— *Forrester Research*

Customer Story

RICOH

Featuring D&B Optimizer

ABOUT RICOH USA:

Ricoh USA, Inc., is one of the largest document management and solutions companies in the United States.

THEIR CHALLENGE:

- 60-70% of Ricoh's accounts did not have contacts associated with them.

- Many accounts were duplicate records with different account IDs.

- There was no data integration between their CRM, marketing automation platforms, or other systems.

- They lacked confidence in the accuracy of their data and were concerned about hitting spam traps in their email campaigns.

These data challenges were directly impacting Ricoh's ability to accurately analyze their data and identify their best marketing opportunities. In the instances where firmographic data was available, the lack of contacts associated with these key accounts made target marketing virtually impossible.

HOW DUN & BRADSTREET HELPED:

D&B Optimizer for Marketing helped enable Ricoh to address their immediate challenges and more. With access to the Dun & Bradstreet Data Cloud, Ricoh was able to assess, cleanse, and enrich their data. This process included appending the universal Dun & Bradstreet D-U-N-S® Number to all their records, which allowed them to align data intelligence across their technology systems. The D-U-N-S® Number also provided Ricoh with the ability to sync their marketing prospect contact data to their CRM when it became sales qualified – further enabling their lead scoring model in Eloqua.

Ricoh also took advantage of D&B Optimizer's real-time form enrichment connector for Eloqua, allowing them to seamlessly enrich their web forms with deep firmographic and demographic information while shortening their online forms and increasing form completion rates. With clean, complete, and actionable data, Ricoh can now segment and profile target markets with confidence while customizing messaging and targeting high-value contacts with ease.

THEIR RESULTS:

- Ricoh found that the accuracy for leads generated improved by up to 86% in some instances.

- Enriching contact data resulted in better conversion rates by upwards of 10% in some instances.

- In order to maintain campaign success, the team has implemented a data-quality benchmarking process that has had positive benefits, including better visibility into key vertical segments.

SECTION 2

OBJECTIVE:

Target Audiences Successfully Across Online and Offline Channels

To capture your prospects' attention, you need to gain better visibility into their journey and tailor your marketing strategies to span consistently across chat, digital, email, phone, social media, and more. Today's B2B buying experience is anything but linear. Prospects are expecting customized digital experiences that mirror the traditional consumer experience. The goal is to create integrated campaigns that focus on the right audiences while accelerating the path to purchase.

CHALLENGE:

How do I execute omnichannel campaigns that deliver consistent messages to my target audience?

More B2B marketers are turning to account-based marketing (ABM) to improve customer engagement and go-to-market efficiencies, increase revenue generation, and achieve higher ROI. However, deploying targeted ABM campaigns is no easy task. You have to deal with a lot of moving parts, an influx of ever-changing data, and often limited resources available to do the work required.

MARKETING

How do I successfully activate demand across channels?

MARKETING OPS.

How do I stitch together account engagement across channels to measure success and maximize ROI?

SALES

How do I leverage marketing "air cover" campaigns to prioritize my prospecting efforts?

SOLUTION:

Use datasets that tie an account's unique identity to both online and offline characteristics for omnichannel targeting.

In order to target successfully and drive the ROI of your marketing spend, you need to align efforts across online and offline channels and enable sales to capitalize on these efforts to accelerate opportunity creation. To achieve these goals, and improve the effectiveness of your marketing spend, you need to:

- Target high-priority (ABM) accounts

- Reach B2B audiences both online and offline

- Align people, processes, and technologies around the same high-quality data

How Dun & Bradstreet Can Help

DATA CLOUD BENEFIT

Leverage the most connected data foundation and the power of Live Business Identity to target audiences consistently across channels and generate more seamless communication between the marketing technologies (e.g., CRM, MAP, DMP) required for data activation.

D&B Audience Targeting

D&B Audience Targeting helps B2B marketers and agencies reach the right audiences with programmatic, social, and TV advertising by leveraging over 350 million digital cookies from the Data Cloud. Through the use of Live Business Identity, over 600 pre-defined segments – or your custom targets – are activated across more than 150 adtech platforms for campaign execution. Unmask attributes of audiences that are viewing and engaging with your ads, refine your targeting criteria, and improve ROI of ad spend with D&B Audience Targeting Analytics.

D&B DataVision and D&B Visitor Intelligence

Once ideal targets are identified, D&B DataVision helps B2B marketers push audience segments to various teams and technologies for go-to-market execution. With connectivity to your CRM (Salesforce, Microsoft Dynamics), MAP (Eloqua, Marketo), and sales teams (D&B Hoovers), marketers can help ensure campaign targets are consistent across go-to-market channels. D&B Visitor Intelligence measures and verifies the accuracy and effectiveness of targeting efforts by unmasking the digital traffic across your entire website or campaign-specific landing pages.

D&B Optimizer for MARKETING

D&B Optimizer for Marketing provides marketing teams with a simple and powerful build-a-list tool connected to the Data Cloud to help identify new companies and contacts that match targeting criteria.

66%

More than 66% of B2B digital marketers say it's "very important" to:
- Optimize the customer journey across multiple touchpoints
- Ensure messaging consistency cross channel[4]

— Econsultancy

Customer Story

Featuring D&B Hoovers and
D&B Audience Targeting Analytics

ABOUT 4C:

4C is a data science and marketing technology company helping brands win the epic battle for consumer attention. 4C's SaaS solution, Scope, equips marketers to deploy audience-based strategies across channels and devices.

THEIR CHALLENGE:

- With nearly $2 billion in spend flowing through their Scope platform, 4C had some visibility into the accounts that represented their most valuable customers and prospects, but they needed a way to reach the individuals managing those brands to drive awareness and expand wallet share.

- 4C did not have a way to pinpoint key accounts across online and offline channels consistently.

- 4C has been primarily using attributes like city, job title, and age (combined with some behavioral targeting in LinkedIn and Twitter) to reach key targets. Unfortunately, probabilistic data can be inexact if proxies are based on incorrect assumptions.

HOW DUN & BRADSTREET HELPED:

VP of Account-Based Marketing (ABM) Joshua ("Josh") Dreller provided Dun & Bradstreet with a list of 1,000 target accounts he wanted to reach. Those accounts were matched to digital cookies and mobile IDs and distributed to 4C's demand-side platform (DSP), AppNexus, as well as Twitter and Facebook.

To integrate their digital strategy with traditional offline prospecting, Josh used D&B Hoovers to mine email addresses and location information at target accounts. 4C's Demand Generation team is helping align email campaigns to the social advertising strategy by loading them to Pardot for execution. This also facilitates sales and marketing alignment by providing sellers with account intelligence grounded in the Dun & Bradstreet Data Cloud.

THEIR RESULTS:

Josh Dreller saw results in terms of both ROI and seeing more strategic accounts visiting the 4C website. In Dreller's own words:

"With the CPM cost savings of about 65%, we could push more budget back into working media, enabling us to serve more impressions and make a greater impact, not to mention working directly with Dun & Bradstreet gave us great control, transparency, and flexibility in our campaign."

"Using deterministic segments to run ABM has created results that have 'wowed' the team, specifically around seeing more of our strategic accounts on our site. We feel we're on right track and are doubling down on Dun & Bradstreet data going into the future."

OBJECTIVE:

Engage and Nurture Your Most Valuable Prospects

Teams must be able to connect lead data online and offline to create better-informed marketing messages and more successful sales outreach efforts.

CHALLENGE:

Organizations struggle to create a consistent brand experience across channels and engage visitors with the right message at the right time.

With the increased consumerization of B2B buying, buyers expect consistent, personalized experiences that allow them to self-educate. However, according to the Winterberry Group, 85% of firms struggle to consistently identify target audiences across media channels[5] – including websites. This means missed opportunities to accelerate and personalize the buyer's journey.

MARKETING

How do I accelerate the online and offline buying journey by personalizing messages and buying experiences?

MARKETING OPS.

How do I ensure that marketing attribution consistently and accurately measures account engagement across channels?

SALES

How can I get visibility into the elusive digital buying journey and engage my accounts during their research phase?

SOLUTION:

Delivering messages that relate to the needs and interests of your prospects and customers can help you cut through the noise and realize revenue more quickly.

Providing a consistent experience – and engaging the right contact at the right time – helps reduce friction along the buyer's journey. You can do this by providing personalized content and experiences based on who is visiting your website and actions taken during their visit. To engage and nurture these prospects in this way, you need to:

- Identify and understand who is engaging with your digital activities

- Create 1:1 buying experiences

- Accelerate and simplify the path to conversion

How Dun & Bradstreet Can Help

DATA CLOUD BENEFIT

Leverage a data foundation connected to over 350 million mobile and desktop cookies and over 4 billion IP addresses in order to map unknown web visitors to known accounts. This will help you better understand engagement, personalize experiences, simplify conversions, and identify new leads.

D&B Visitor Intelligence

With D&B Visitor Intelligence, you can attribute success to specific marketing campaigns based on who visited your site and consumed your content, re-target promising audiences once they leave your site, and prefill lead forms to reduce abandonment rates and accelerate lead conversions.

D&B Optimizer for MARKETING

Solutions like D&B Optimizer and D&B Visitor Intelligence help empower your teams with the data – and sales and marketing insights – required to tailor digital experiences and messaging to your target audiences. When prospects see that you understand their objectives and the markets within which they operate, they will be more likely to choose your solution over the competition's.

64%

Sixty-four percent of customers say providing an excellent experience strengthens their loyalty.[6]

— *Salesforce*

Data Best Practices:

What B2B Marketers Can Do to Help Build a Successful Marketing Data Strategy

As pressure builds to achieve growth goals in the face of static budgets, today's B2B marketer needs to maximize each program they fund. However, success begins and ends with the quality of your marketing database. This section will provide actionable steps and best practices based on what we've seen work within our own organization and for many of our customers.

1. ### Improve Your Data

    Looking to help improve the quality of your database? Start with a thorough cleansing, which includes:

    – Standardizing the format of common data elements, such as phone, title, industry, etc.

    – Replacing or appending information to incomplete or inaccurate records

    – Removing duplicate contact records

    – Removing records that are not your target buyer or do not influence a sale

    You may also want to consider keeping a separate list of records that have bounced or have been listed as "unsubscribed," so you can honor communication requests and avoid tainting your active lists. Manual efforts to correct these issues can be complex and time consuming, but failing to address them can result in wasted resources, ineffective spend, insufficient lead flow, and a lack of sales growth.

2. ### Augment With Data from Quality Sources

    Obtaining new leads is no easy task – especially if you're restricted by having limited resources and few outlets for collecting new contacts. If you plan to purchase data from a third-party source, be sure to check that the vendor you're considering has a clear, detailed process to help ensure and maintain quality. Yes, validated data may cost a bit more if you're sourcing from a third party, but it can garner greater returns. Keep in mind, the vendor should be able to tell you about the quality of the data you're purchasing and if it is compliant with the GDPR. They should also be able to offer you a guarantee of some kind regarding the quality. Filling your pipeline with new sales leads is a win for your business – but only if they are accurate and actionable.

In the next 60 minutes:
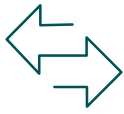
767
CEO OR OWNERSHIP
changes will occur

673
NEW BUSINESSES
will open their doors

1,274
BUSINESS TELEPHONE
NUMBERS will change
or be disconnected

271
BUSINESSES
will move

Did you know:

We can help! Assess your data health and identify opportunities with a free, self-serve Data HealthScan from Dun & Bradstreet.

3. **Identify Your MVPs (Most Valuable Prospects)**

Programs should be targeted directly at the people who are most likely to buy from you. Look at past purchase data or trends and identify demographic and firmographic criteria, such as titles, industries, geographies, and company size, that correlate with the accounts who buy most frequently. Make sure you can easily aggregate insights on your current ideal customers to use for look-a-like modeling. Review your data to identify where decision-makers reside, if the prospect has technologies installed that your solutions leverage or address, and what their growth trajectory and propensity to buy is. Then, compare these records to the type of contacts and accounts you have in your database. Ideally, your database contains enough of these profiles to help you meet your goals and develop targeted programs to engage them.

4. **Append and Enrich Inbound Data Whenever Possible**

By assessing the ways your company obtains data, you may be able to mitigate some quality issues while helping to improve the completeness of your data. Progressive profiling is a proven practice for gauging a prospect's interest by getting them to engage in multiple offers while allowing you to gather new information.

Quick tip: Don't waste progressive profiling fields on data that is easy to append from a third party at the point of initial form submission. Instead, ask questions regarding the prospect's role in the decision-making process or what their pain points are, in order to obtain greater insights and help improve lead scoring.

5. **Plan for Change With Automation**

Data is constantly changing, and continuous data health monitoring and maintenance (AKA "data stewardship") is critical to the success of your go-to-market strategy. Unfortunately, manual management of data quality is not always sustainable or scalable. Therefore, you should consider an automated approach for cleaning your database. Leveraging third-party sources can remove the personnel cost of doing this internally, provide improved campaign performance, and help to keep your overall email deliverability rating high, as it helps reduce hard bounces. Keep in mind, if your data is incomplete, you may be wasting time, effort, and budget across all stages of the marketing and sales funnel. This can lead to low conversion rates for demand generation programs, ineffective lead scoring, and a lack of personalization capabilities – to name a few.

OBJECTIVE:

Empower Sales to Close More Business, Faster

To stay ahead of the competition and meet their revenue goals, sales teams must establish strong customer relationships to fast-track new customer acquisition and cross-sell and upsell existing accounts more effectively.

CHALLENGE:

Forty percent of B2B marketers do not feel their sales teams have the right account intelligence to engage successfully with prospects and sales leads.

At the end of the day, B2B leads are not faceless corporations. They are real people with challenges and objectives. Cold calls can only become valuable leads once a seller knows who they are targeting, what keeps them awake at night, and the market forces impacting their growth. Likewise, account managers can get in the door before the competition by staying up to date on developments affecting their prospects and customers.

MARKETING

How do I align with my sales teams on key markets and top accounts to pursue and deliver quality leads to them?

MARKETING OPS.

How do I deliver the right account and contact data to sellers so they can identify and engage the right demand centers?

SALES

How do I find the right decision-makers and engage in relevant and timely dialogue to close business faster?

SOLUTION:

Provide real-time data and insights in the CRM to eliminate wasted time on non-selling activities and targeting the wrong prospects.

According to Gartner, "the typical buying group for a complex B2B solution involves six to 10 decision makers."[7] The effort associated with managing that many people, combined with the challenges of data access and quality, further emphasizes the critical importance of knowing your markets, making quality data and leads easily available, and delivering key insights to sales in a timely manner.

Marketing and sales teams need to work more effectively together to achieve this goal. With access to the same data, sellers not only have deep intelligence on accounts but also have a better understanding of the prospect's journey and previous interactions. To engage more effectively at the point of contact, enact better decision-making, increase efficiency, and win more business, faster, you need to:

- Create a single view of your prospects and customers
- Analyze and segment key markets
- Prioritize targets based on predictive analytics

D&B Hoovers

D&B Hoovers leverages the most accurate, actionable data and powerful analytics from Dun & Bradstreet to deliver a sales intelligence solution that enables sales and marketing professionals to focus on the right prospects so they can accelerate growth for their business. Whether you are prospecting, managing accounts, or researching companies, D&B Hoovers provides a greater understanding of your target accounts and the decision-makers who work there with our deep-dive company profiles.

Powerful search capabilities leverage business intelligence and innovative analytical features to help identify leads that represent real selling opportunities and get you in the door faster. The insights garnered from this solution help position sellers as strategic partners who know your business and how to solve their prospects' challenges, rather than someone simply trying to sell them something.

D&B Hoovers helped me conduct research that allowed me to gain a greater understanding of my sales market. At a broader level, this insight has allowed our leadership to make better decisions about market coverage needs and sales goals."

— Carie R., Strategic Planning Consultant, Wells Fargo

D&B Optimizer

Leverage solutions like D&B Optimizer and D&B Hoovers that connect CRM and MAP systems to the Dun & Bradstreet Data Cloud. With this integration, sellers will have access to the most accurate data, which can help streamline account management and improve prospecting. According to Gartner, research has found that organizations believe poor data quality to be responsible for an average of $15 million per year in losses.[8] Therefore, having access to the most accurate, actionable data available can be a game changer for your organization.

Customer Story

D&B HOOVERS ALIGNS AND EMPOWERS SALES AND MARKETING EFFORTS AT PEGASYSTEMS

Featuring D&B Hoovers

ABOUT PEGASYSTEMS:

Pegasystems creates applications to support sales, marketing, service, and operations for enterprise companies.

THEIR CHALLENGE:

Data is ever-changing and requires constant updates, but Pegasystems didn't just need a tool. Its sales teams needed a true data partner to assist in identifying and analyzing the contact, company, and industry information that would result in revenue for their business.

HOW DUN & BRADSTREET HELPED:

When Joseph Santos came to Pegasystems, he had used Dun & Bradstreet's solutions at a previous organization. Tasked with replacing an existing account research tool, Santos knew exactly where to turn. D&B Hoovers enabled his sales team to find updated information and ensure prospect data was up to date.

When teams have access to relevant and accurate data, they can move quickly and identify opportunities they may have missed otherwise. D&B Hoovers provided the verification Pegasystems' teams needed to verify the eligibility of contacts and monitor accounts for relevant signals. D&B Hoovers' simple, intuitive interface helped account executives and business generation representatives gain fluency with the solution quickly, so they could spend more time selling. Dun & Bradstreet didn't simply give Pegasystems more data; it provided the company with a partner that positively influences sales, marketing, and lead-generation activities.

THEIR RESULTS:

- The team can quickly research and connect with new accounts and have confidence that contact, company, and industry information is accurate and relevant.

- Dun & Bradstreet has even made it easier for new employees to onboard into their positions.

- The marketing team has benefited from the ability to monitor entire industries and access analyst reports that can help inform sales decisions.

- Data remains updated and actionable, which helps to avoid decay that can lead to lost sales.

Embrace Precision and Improve Performance

Throughout this asset, you read about the importance of access to quality data and analytical insight, alignment across teams and technologies, implementing personalized buying experiences, and eliminating waste.

Remember, you can make progress by identifying your most significant pain point or top priority and tackling it head-on. Small, quick wins can result in big momentum and improved performance overall. We hope you found this asset valuable and can use it to prioritize areas to help improve performance across your sales and marketing teams.

OUR FOCUS: IMPROVING YOUR PERFORMANCE

Dun & Bradstreet's Sales & Marketing Solutions fuel your growth engine by providing the strongest identity and intelligence on your prospect and customer universe in order to help improve marketing ROI, drive ABM strategies, and increase sales efficiency. They leverage insights from the Dun & Bradstreet Data Cloud, which is comprised of over 300 million global business records, curated from tens of thousands of sources, and updated 5 million times per day.

Central to the Data Cloud is Live Business Identity, a comprehensive, continually updated view of business relationships, delivered through the Dun & Bradstreet D-U-N-S® Number and valuable intelligence such as hierarchies and analytical insights. We help our customers and partners accelerate growth and improve business performance through the power of data and analytics, and we are confident that we can help you achieve success, too.

&

NEXT STEPS:
Let Us Help You Realize the Power of Your Data

WANT BETTER MARKETING RESULTS? GET YOUR DATA RIGHT.

Receive a free, comprehensive analysis of your data health today with a free Data HealthScan. Visit dnb.com/datahealthscan to get started.

CLOSE MORE BUSINESS, FASTER

Find new leads and turn prospects into customers with a free trial of D&B Hoovers: dnb.com/dnbhoovers-free-trial.

UNDERSTAND YOUR ONLINE REACH

Get a complete and actionable report of your online reach. Head to dnb.com/onlinereachreport to obtain your free report.

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About Dun & Bradstreet

Dun & Bradstreet, the global leader in commercial data and analytics, enables companies around the world to improve their business performance. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity.

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