



BROSCHURE

D&B Hoovers

Accelerate the Path from Prospect to
Profitable Relationship

dun & bradstreet



Selling in the fast lane

Did you know that on average a buyer receives 20 sales calls? Per week, of course. But how do you stand out from this mass? We will tell you: With timing and relevance - and with D&B Hoovers.

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

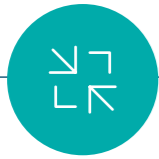
D&B Hoovers uses the world's largest commercial database and sophisticated analytics to deliver a sales acceleration solution packed with insight. It enables B2B sales and marketing professionals to accelerate sales, enhance go-to market activity, and increase business growth globally. D&B Hoovers leverages 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

Helping you achieve growth

D&B Hoovers combines more than 220M 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 on more than 70M professionals and editorial insights covering over 40,000 leading companies and 1,000 industry segments



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 homegrown systems used by many companies



	D&B Hoovers Explore Basic research and list building	D&B Hoovers Focus SMB to Enterprise employments requiring deeper research and targeting	D&B Hoovers Predict Anyone looking to fully leverage predictive indicators or with larger data requirements
Global database	✓	✓	✓
Features			
List Building with 175+ Segmentation Filters	✓	✓	✓
Website Content Search	✓	✓	✓
Keyword Search	✓	✓	✓
Conceptual Search	✓	✓	✓
SmartLists Updated 24/7	✓	✓	✓
Company Summary	✓	✓	✓
Standard Contacts	✓	✓	✓
Contact Decision Matrix	✓	✓	✓
Strategic Initiatives	✓	✓	✓
Competitors	✓	✓	✓
Industry Peers	✓	✓	✓
Closest Companies	✓	✓	✓
New & Significant Developments	✓	✓	✓
Triggers	✓	✓	✓
Annual Reports		✓	✓
SEC Filings		✓	✓
SWOT		✓	✓
Industry Snapshots (and PDF)		✓	✓
Income Statement		✓	✓
Balance Sheet		✓	✓
Cash Flows		✓	✓
Corporate Family Tree		✓	✓
Ideal Profiles			✓
Business Signals			✓
In-Product Tutorials	✓	✓	✓
Packages Available			
Business Contracts	✓	✓	✓
Technology CRUSH Reports		✓	✓
Bombora Intent		✓	✓
CRM/MAP Integration		✓	✓
Dashboards/Admin		✓	✓

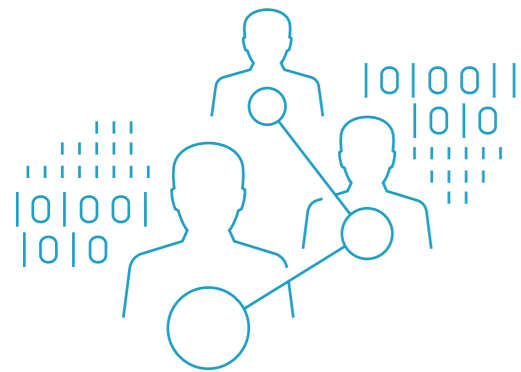
From prospect ...

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.



... to profitable relationship

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.



ABOUT DUN & BRADSTREET

Dun & Bradstreet, a leading global provider of data and analytics, enables companies around the world to improve decision-making and 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.