



# D&B HOOVERS Sales Growth Starts.....NOW

Client Name | Location | Date



# B2B sales and marketing in unprecedented flux

Self-Service  
B2B Buyers



By 2020, 85% of customer relationships will be managed without human interaction

Complex Buying  
Environment



The average B2B deal has over 8 decision makers, a 43% increase from 3 years ago

Massive Selling  
Inefficiency



The average sales rep spends 64% of his or her time on non-selling activities

Massive Data  
Exhaust



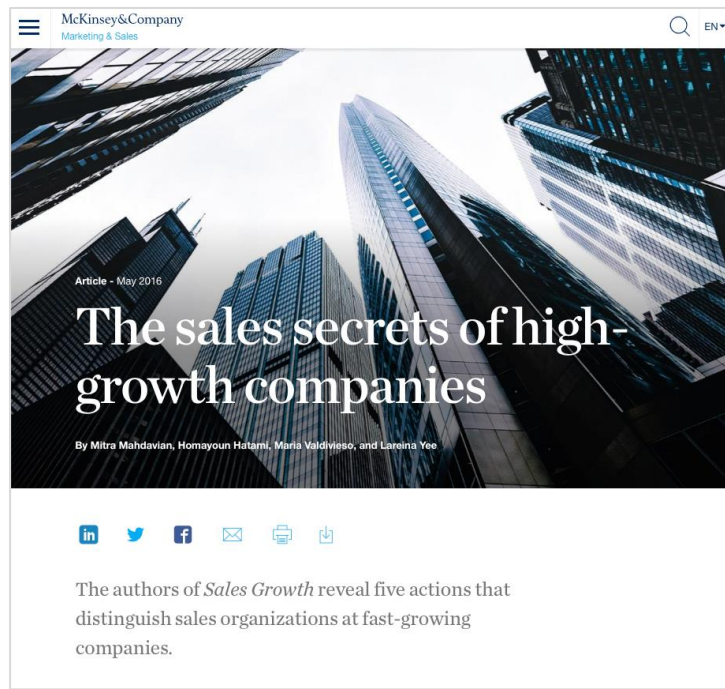
By 2020, data generation is projected to increase by 4300%

# There is a tremendous opportunity to move from traditional prospecting to Sales Acceleration

Fast-growing companies are more effective than slower-growing ones at using digital tools and capabilities to support the sales organization (43% vs. 30%).

– McKinsey & Company | Article May 2016

- They arm sales teams with tools that deliver relevant and usable insights
- They invest in improving the flow of data between organizations and systems
- They recognize the potential of analytics to improve planning and securing opportunities most effectively



# However many marketing and sales teams are not leveraging data to drive growth



40% of those surveyed don't feel as though their sales teams have the right account intelligence.

– Dun & Bradstreet



60% of marketers consider the overall health of their data as unreliable.

– SiriusDecisions



Less than 1% of leads that B2B marketers generate turn into customers.

– Forrester

# Sales Acceleration enables sales and marketing teams to drive growth by refining data and giving it context



Know Your  
Market



Identify Best  
Customers



Find Decision  
Makers



Understand their  
World



Engage with  
Relevance

# And drive the right performance for your business

## PERFORMANCE TRIGGERS



**INCREASE**  
Number of Active  
Opportunities



**RAISE**  
Average  
Deal Value

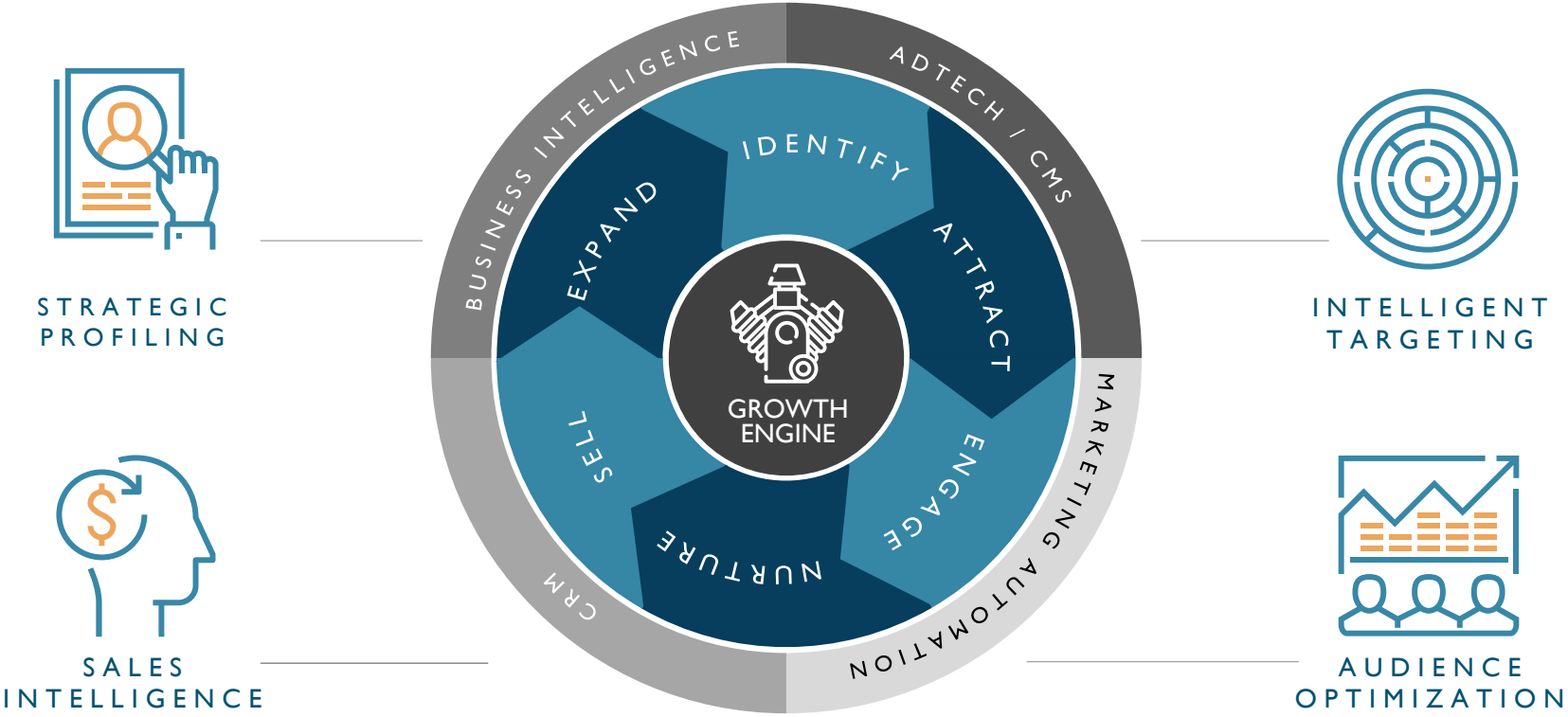


**IMPROVE**  
Percentage  
Win Rate



**REDUCE**  
Average  
Sales Cycle

# Sales and marketing professionals can accelerate sales with D&B data-driven solutions



# D&B Sales Acceleration Solutions are trusted by the world's top companies





# D&B Hoovers combines market-leading capabilities to enable sales acceleration



dun & bradstreet

**HOOVERS**<sup>®</sup>

**AVENTION**

# D&B Hoovers delivers unrivaled data, technology, and intelligence

## Intelligent



### Target More Strategically

Comprehensive intelligence on 265M+ companies, 100M+ contacts, and 1K+ industries

## Integrated



### Enable Informed Conversations

Delivers intelligence and insight into the tools where your sellers and marketers work every day

## Intuitive



### Enhance Sales Productivity

Intuitive interface and automated workflow features including triggers, alerts, smart lists, and conceptual search

# D&B Hoovers delivers superior data and intelligence

100M+\*

Active Business Records

30K

Sources

190

Countries

5M

Daily Updates

80M+\*

Professional Contacts

1K

Industry Segments

\*Active Records in D&B Hoovers as of 3/6

# We have packaged unrivaled functionality

UNIQUE APPLICATION CAPABILITIES TURN DATA INTO RICH AND ACTIONABLE INSIGHTS



CONCEPTUAL  
SEARCH®



BUSINESS  
SIGNALS® &  
ANALYTICS



IDEAL  
PROFILES®



DYNAMIC  
SMARTLISTS®



DASHBOARDS  
& TRIGGER  
ALERTS

# Delivered through a comprehensive data architecture and presentation

BE BETTER PREPARED TO ENGAGE AND EVALUATE WITH RICH PROFILES

Study key company details

Review corporate families

Gain insight into company activities

Identify decision makers

Obtain competitive intelligence

The screenshot displays the D&B Hoovers profile for Verizon Communications Inc. The interface includes a search bar at the top, navigation tabs for Desktop, Search & Build a List, Saved Searches, and Lists. The profile header shows the company name and an Actions menu. The main content area is divided into several sections:

- Address:** 1095 Ave of The Americas, New York, New York, 10036-6704, United States. Contact info: Tel: 212-395-1000, Fax: 212-571-1897, www.verizon.com.
- Employees:** 177k. **Company Type:** Public Parent. **Corporate Family:** 1385 Companies. **D-U-N-S® Number:** 10-721-2169. **Key ID™ Number:** 3729. **Incorporation Date:** 1983. **Industry:** Wired Telecommunications Carriers.
- Financials:** USD, Fiscal Year End: 31-Dec-2015, Reporting Currency: USD, Annual Sales: 131B, Total Assets: 244B, Liabilities: 227B, Net Worth: 16B, Market Value: 214B, Auditor: Ernst & Young LLP.
- Fortune 1000 Rank:** 13.
- Map:** A map of New York City showing the location in Manhattan.
- Lists:** My Territory, New York Enterprise.
- Key Metrics:** 53 Ideal Profile Score, OneStop Report, 9,414 Contacts, 454 Triggers.
- Business Description:** Verizon Communications Inc. (Verizon) is a holding company. The Company, through its subsidiaries, provides communications, information and entertainment products and services to consumers, businesses and governmental agencies. The Company offers voice, data and video services and solutions on its wireless and wireline networks. The Company's segments include Wireless and Wireline. The Wireless segment offers communications products and services, including wireless voice and data services and equipment sales that are provided to consumer, business and government customers across the United States. The Wireline's segment offers voice, data and video communications products and services, such as broadband video and data, corporate networking solutions, data center and cloud services, security and managed network services and local and long distance voice services. The Company provides these products and services to consumers as well as to carriers, businesses and government customers.
- Industry:** Wireless Telecommunications Carriers. Related Industry Snapshot: Wireless Telecommunications Carriers.
- Classification Codes:** ANZSIC 2006: 5809 - Other Telecommunications Services; ISIC Rev 4: 6190 - Other telecommunications activities; NACE Rev 2: 6130 - Satellite telecommunications activities; NAICS 2012: 517410 - Satellite Telecommunications; UK SIC 2007: 6190 - Other telecommunications activities.

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# Providing real-time monitoring – set it and forget it

TELL US WHAT YOU CARE ABOUT AND WE WILL KEEP YOU UPDATED

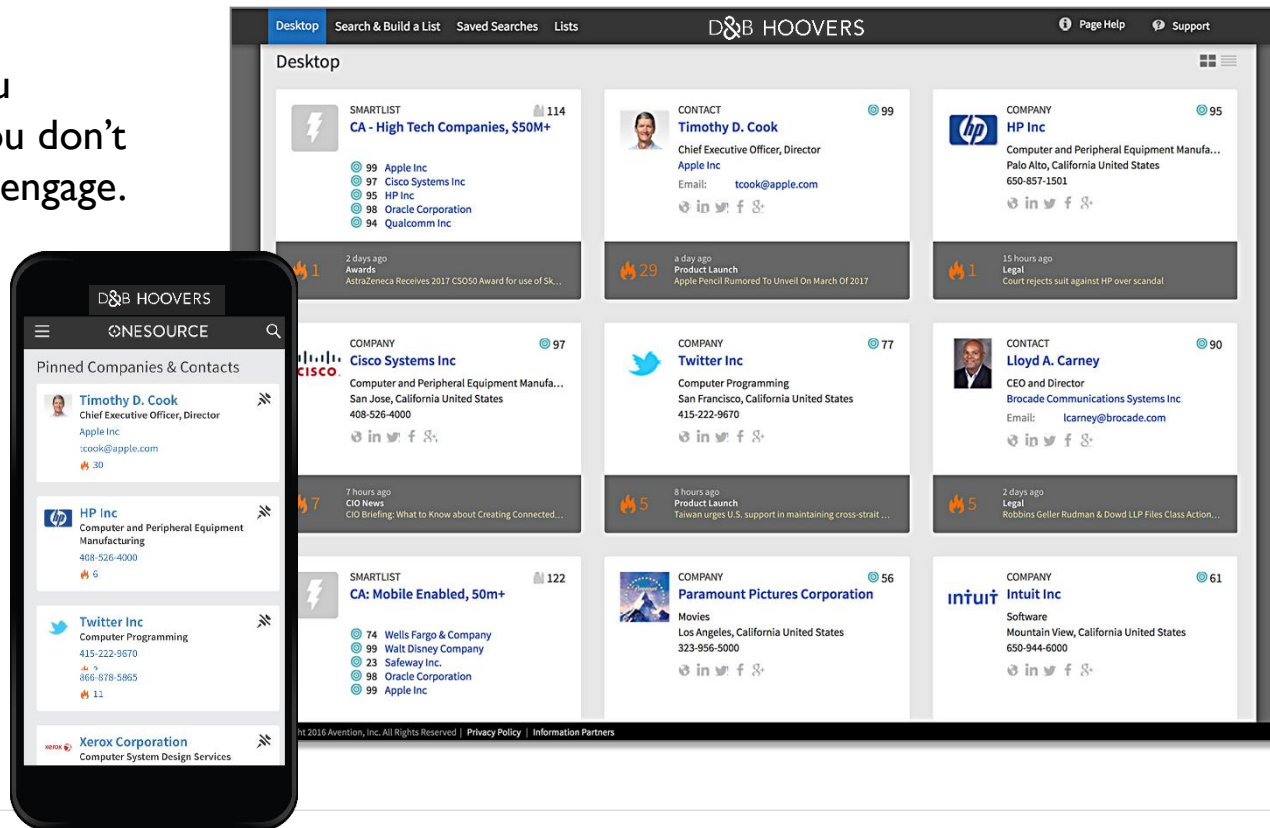
D&B Hoovers helps you monitor accounts so you don't miss an opportunity to engage.

Personalized Desktop

Dynamic SmartLists®

Notifications

Mobile Access



# D&B Hoovers aligns data across platforms



AdTech



MarTech



CRM



Data Management



Analytics

# So you can transform your sales and marketing processes

Traditional Prospecting	Sales Acceleration
Undefined Market Opportunity	Resources Aligned with Opportunity
Scattershot Calling and Emails	Ideal Customer Profiling
Static Prospect Lists	Real-Time Buying Signals
Basic Contact Information	Contextualized Buyer Profiles
Standalone Tools	Integrated Platforms
Done in Isolation	Collaborates with Marketing
Transaction-Focused	Relationship-Focused



# And realize tangible value

Our Sales Acceleration customers have realized significant benefits:



Improved the size of its lead funnel by up to 59%

(Fortune 500 Bank/Tech Validate)



Built pipeline 3 times faster

(Systems Integrator)



Increased sales close rate by more than 60%

(Fortune 500 Bank/Tech Validate)



Increased revenue growth by 10% on average

(D&B S&MS Gartner Study)

D&B HOOVERS

Thank you for your time

D&B Latvia (Datu Serviss, SIA)

<https://www.dnb.com.lv/en/hooovers.html>