D&B DataVision

Unlock Your Growth Potential

CREDIT | SALES & MARKETING | SUPPLY & COMPLIANCE | MASTER DATA | ANALYTICS

IDENTIFYING THE BEST OPPORTUNITIES

Marketers are trying to create a single view of customers and prospects to identify growth strategies. But disconnected silos make it difficult to identify the best opportunities. Fragmented, out-of-date data results in guesses to make strategic decisions. In fact, according to a recent Dun & Bradstreet study, only 13% of marketers feel they have optimal data coverage in key market segments.

A DATA-DRIVEN APPROACH

Reaching the right demand units requires a data-driven approach. D&B DataVision is a cloud-based solution that helps B2B marketers profile, visualize and segment their global customer and prospect data to identify the right targets for growth. By combining internal customer attributes with D&B DataVision's universe of companies and contacts, marketers can have a 360-degree view of their target markets. With this intelligence, marketers can identify renewals, cross-sell and upsell targets and new market expansions to optimize go-to-market planning.

Once the right targets are identified, D&B DataVision can provide look-alikes based on 120M+ business records and 600+ firmographic attributes to build new pipeline opportunities.

HOW D&B DATAVISION CAN HELP

Profile and Segment Your Audience
✔ Integrate your internal data fields with over 600 attributes from Dun & Bradstreet to understand market coverage

✔ Business Signals®, installed-technology data and financial parameters to enable precise segmentation

✔ Understand territory segments by location, channel, product, industry and more

Discover New Growth Opportunities
✔ Find renewal and retention, upsell, cross-sell, adjacent markets and market penetration opportunities with visualization and search capabilities

✔ Understand company and contact coverage and get look-alike prospects based on 120M+ business records

Execute Campaigns with Confidence
✔ Ensure you have the most current data powering campaigns and flowing through your MarTech stack

✔ Align marketing and sales around the same data-driven insights with D&B Hoovers, Salesforce, Marketo and Eloqua as connectors

EXPLORE YOUR DATA AND FIND NEW OPPORTUNITIES

Identify unaddressed markets

Identify net new opportunities and optimize your market entry strategy by combining your customer attributes with hundreds of firmographic fields from Dun & Bradstreet's Data Cloud

Optimize go-to-market planning

DataVision provides you with a 360-degree view of your target markets and intelligence for identifying renewals, cross-selling and upselling targets and new market expansions
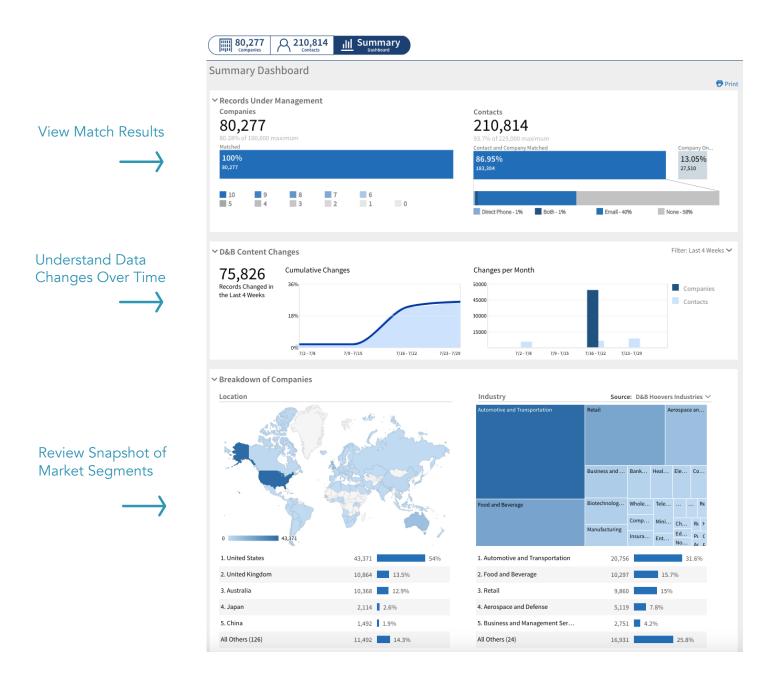

Execute campaigns with confidence

Ensures accurate and consistent information flows across platforms, teams and channels for go-to-market success

SUMMARY DASHBOARD: REVIEW YOUR DATA AND MARKET COVERAGE

The Summary Dashboard within DataVision provides a bird's-eye view of your complete data set for improved visibility into key market segments and areas of opportunity. You'll also be able to proactively monitor how company and contact changes to Dun & Bradstreet's global dataset have impacted your records.

View Match Results
→

Understand Data Changes Over Time
→

Review Snapshot of Market Segments
→

VIEW DATA BY SEGMENT OR SEARCH

You can also use the dashboard to review information for a specific search. Simply apply your desired filters on the "Search" screen then click "Summary Dashboard" on the menu to view. A dashboard for a saved search creates a clear segment overview that you can share within your organization to bring key stakeholders up to speed.

HOW D&B DATAVISION WORKS

D&B DataVision leverages business records from 30,000 sources in 190 countries, updated five million times a day in order to help marketers profile, visualize and segment data to identify the right targets for growth. Here's how it works:

Send D&B Your Files

Dun & Bradstreet centralizes data across silos, which are matched against Dun & Bradstreet's universe in real-time

Profile and Segment

Identify go-to-market strategies and opportunities by combining custom fields with Dun & Bradstreet attributes

Fill in the Gaps

Fill in company and contact gaps from the Dun & Bradstreet global Data Cloud with targeted search or look-alikes
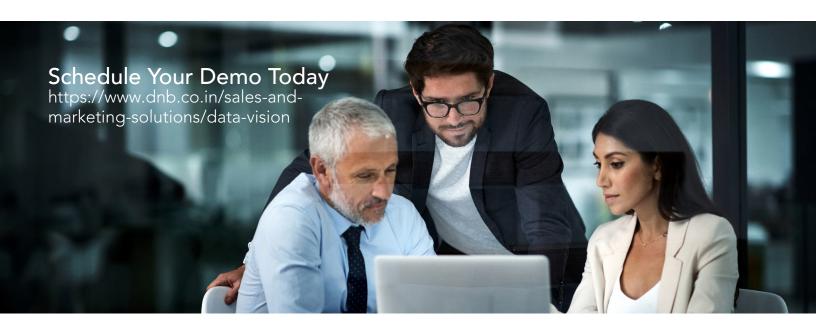
Access and Utilize

Export lists directly to D&B Hoovers for targeted sales engagement with key audiences you've defined

ACTIONABLE INFORMATION IN YOUR BUSINESS SYSTEMS

D&B DataVision seamlessly integrates with D&B Hoovers, as well as Salesforce, Marketo and Eloqua providing sales and marketing with a consistent source of current, complete and actionable data that help increase internal align-ment, improve sales productivity and boost marketing ROI.

Schedule Your Demo Today
https://www.dnb.co.in/sales-and-marketing-solutions/data-vision

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.co.in

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