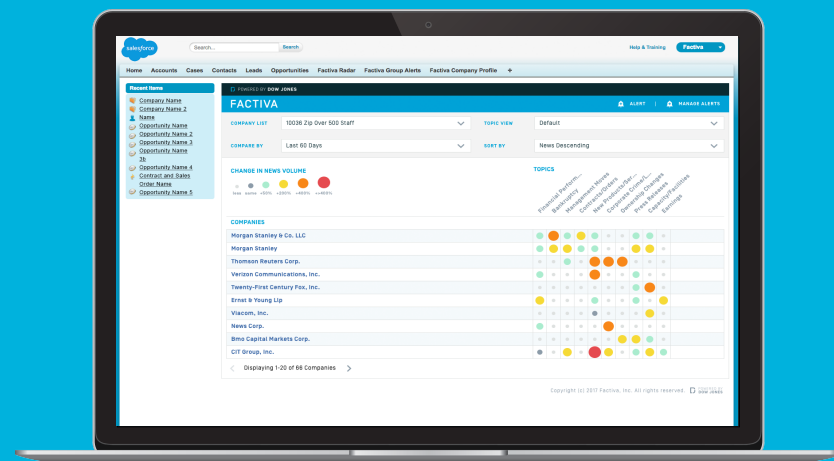




Integrated News & Insight

Dow Jones Factiva's app for Salesforce gives you a competitive edge, powered by the latest news and information affecting your customers and prospects.

With unique levels of insight and efficiency, the Factiva app cuts through the noise of the internet to bring you the most relevant, business-critical information – all within the Salesforce workflow.



Key product benefits:

REASONS TO CALL

Cut through the clutter of the news and quickly identify reasons to call. Our **Radar** feature highlights selling opportunities and risk factors at a glance, while our customized **alerts** and **company lists** keep you updated on trends, topics and competitors.

A MORE-INFORMED SALES FORCE

Get a comprehensive view of the issues affecting your key accounts and prospects directly within Salesforce. With nearly **33,000 global and premium news sources**, and profiles on **over 20 million public and private companies**, Factiva arms you with the information you need before picking up the phone.

SEAMLESS WORKFLOW

Stay more-informed and make better business decisions with a streamlined Salesforce experience. Factiva **embeds company news and data** directly into your account pages and empowers you to easily share critical content across your organization without leaving your CRM.

ACCESS ON THE GO

The Factiva app for Salesforce comes with access to WSJ.com, Barrons.com, Factiva Companies & Executives as well as the Factiva mobile app, so you can stay on top of the news that matters to you, wherever, whenever.