
dun & bradstreet
SALES & MARKETING
FOR SALESFORCE®
D&B Optimizer
Empower Your Organization With Accurate, Actionable Data in Salesforce

DIRECT ACCESS TO QUALITY DATA

Keeping data up to date is an ongoing challenge for sales and marketing teams. In fact, Salesforce.com estimates that 91 percent of CRM data is incomplete and 70 percent of that data decays annually. Powered by the Dun & Bradstreet Data Cloud, D&B Optimizer can help you increase sales, improve campaign performance, and reduce the cost associated with bad data.

HOW IT WORKS

D&B Optimizer continuously manages data quality within your Salesforce environment so you don't have to. It enables your organization to have confidence in segmenting the market, identifying priority targets, and ensuring alignment across your business. By automatically enriching account and lead records, D&B Optimizer provides direct access to real-time, quality data so you can:

- **Identify cross-sell and upsell opportunities** with visibility into corporate linkage and family trees
- **Accelerate growth** by prioritizing accounts based on 100+ fields of advanced information
- **Increase sales productivity** by eliminating manual data entry efforts
- **Visualize key business segments** with robust dashboards to drive better market analysis
- **Define rules to flexibly ingest data** based on DUNSRight matching or compare side by side



Ensure Continuous Data Hygiene

Maintain a single source of data truth and increase alignment and efficiency within your Salesforce instance



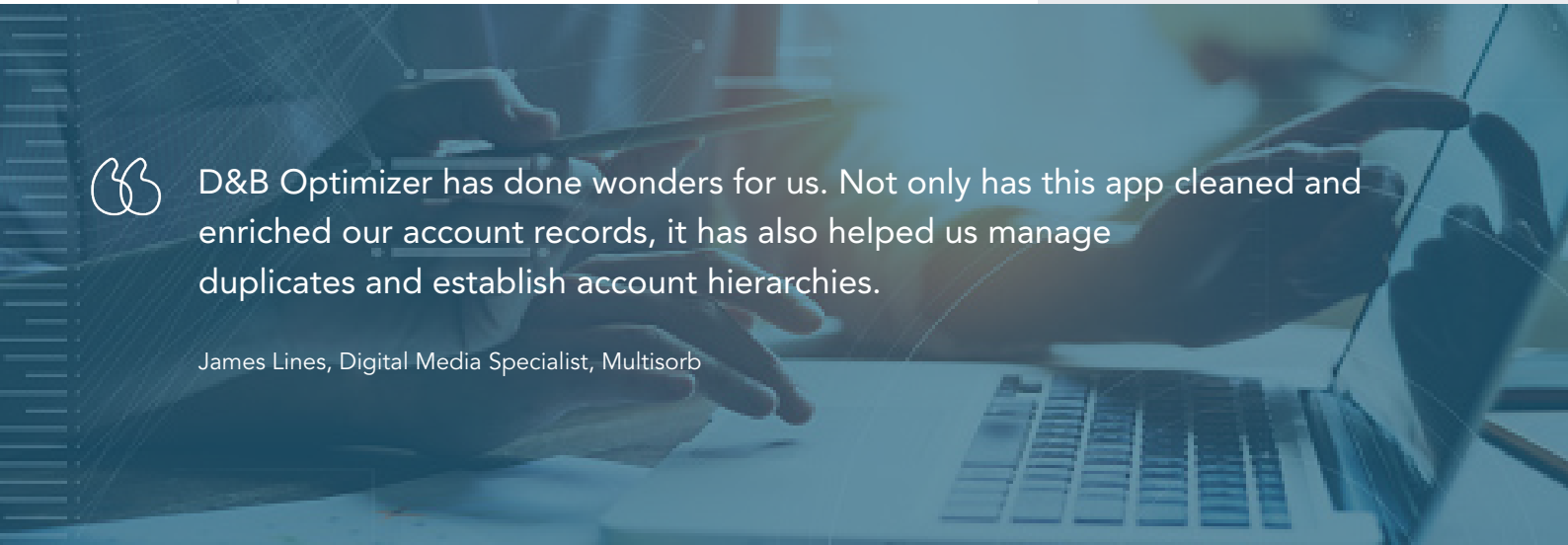
Enrich Data in Real Time

Ensure all records contain accurate core business firmographics, intelligence, and hierarchical relationships



Improve Analysis and Visualization

Dynamic dashboards help you analyze accounts by revenue, industry, employee size, and geographic location



> D&B Optimizer has done wonders for us. Not only has this app cleaned and enriched our account records, it has also helped us manage duplicates and establish account hierarchies.

James Lines, Digital Media Specialist, Multisorb

MANAGE IDENTITY WITH THE DUN & BRADSTREET DATA CLOUD

D&B Optimizer for Salesforce provides access to the Dun & Bradstreet Data Cloud, comprising over 420 million global business records, curated from tens of thousands of sources and continuously updated. With this data and dynamic dashboards, you'll be empowered to:

Prevent Duplicates from the Onset

Search against your instance and the Dun & Bradstreet Data Cloud to receive match candidates and prevent duplicate creation - all within your Salesforce instance

Understand Your Data Health

Obtain a quick overview of your data health via dynamic stewardship dashboards.

Find New Opportunities

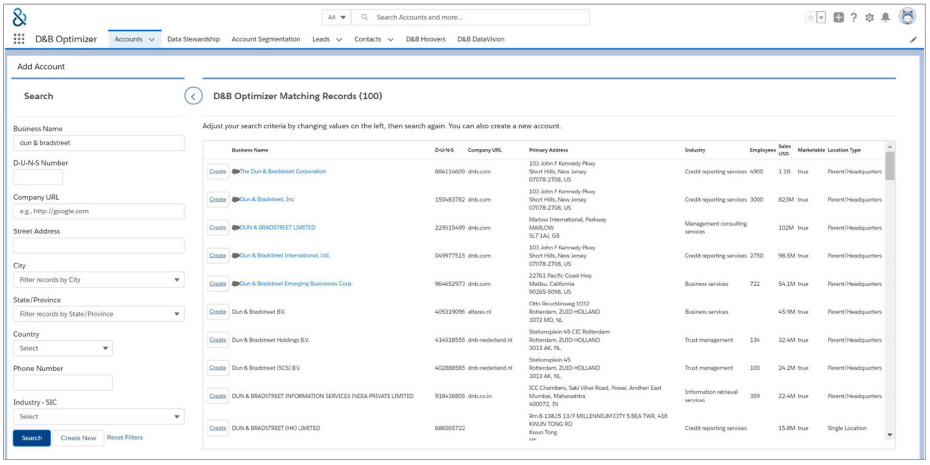
Establish corporate linkages to reveal cross-sell and upsell opportunities for your sellers.

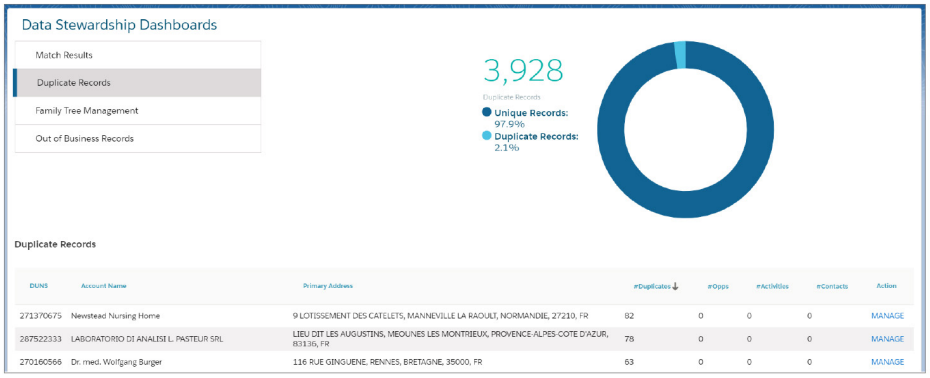
Identify Duplicates

Leverage the power of the Dun & Bradstreet D-U-N-S® Number to flag redundant records.

Flag Out-of-Business Records

Stay informed of businesses that are no longer active based on proprietary indicators.





AUTOMATE DATA MANAGEMENT DIRECTLY IN SALESFORCE

Duplicate accounts cause confusion and waste time for CRM users. They are often created by mistake or when multiple CRM instances are combined. D&B Optimizer helps you to consolidate duplicate accounts with ease.

Unlimited Dupe Selection

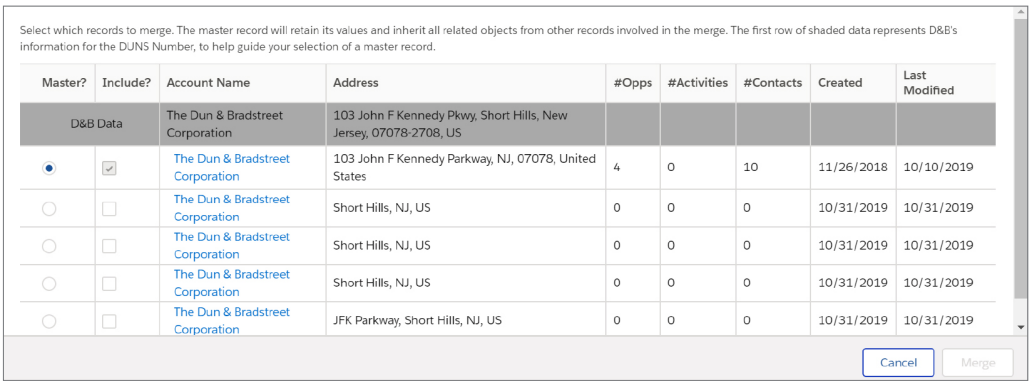
Select as many duplicates that exist for an entity in Salesforce.

Merge Duplicates

Select a master record to inherit all related objects contained within duplicates.

Eliminate Bad Data

Obtain a unified view of key prospects and customers for improved targeting and enhanced productivity.



SMART DATA STRATEGY HELPS TARGET IDEAL CUSTOMER PROFILE

Credly wanted to empower their sales teams with greater insight to improve identification of commercial opportunities. They also needed to increase adoption of their CRM and the quality of the data in it.

One year after implementing their Dun & Bradstreet solution Credly has exceeded their goal. "Armed with better data, we're better able to segment our accounts and understand the differences among segments. The time savings and efficiencies are incredible! Being able to leverage our sales team's time and resources more efficiently means we have additional time to do more review, more outreach and grow the team"

BEFORE:

30%
MATCH RATE OF SALESFORCE ACCOUNT INFORMATION TO DUN & BRADSTREET DATA

AFTER:

93%
MATCH RATE – EXCEEDED GOAL BY 3%

EXCEEDING WEEKLY PROSPECT IDENTIFICATION GOALS BY
30%



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ABOUT DUN & BRADSTREET

Dun & Bradstreet, a leading global provider of B2B data, insights and AI-driven platforms, helps organizations around the world grow and thrive. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to grow revenue, increase margins, manage risk, and help stay compliant – even in changing times. Since 1841, companies of every size have relied on Dun & Bradstreet. Dun & Bradstreet is publicly traded on the New York Stock Exchange (NYSE: DNB). Twitter: @DunBradstreet

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