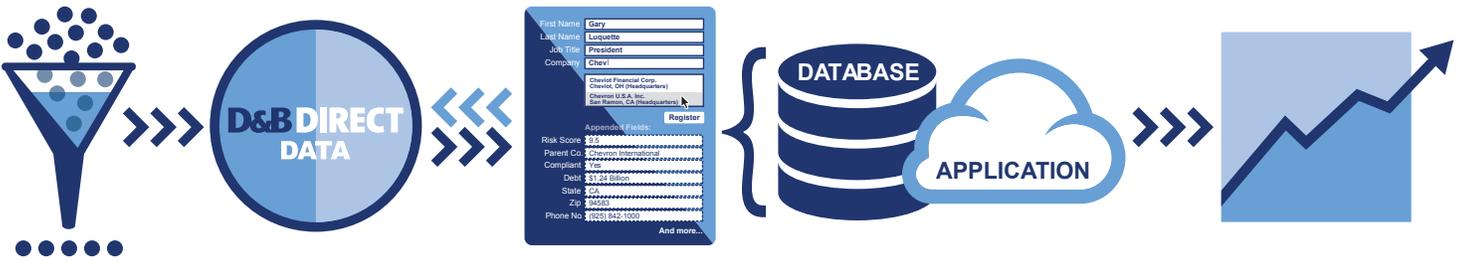


# Buyer & Influencer Mapping

Identify and connect with the right buyers and influencers who drive purchase decisions. Use current company insight, contact information, digital and social intelligence, and corporate family relationships to present the right solutions at every step of the sales cycle and know when decision makers are ready to buy.

## Example Workflow



- 1** Leads come into your application, ready to gain momentum
- 2** Cleanse and match those leads against D&B's 225M company records
- 3** Enhance your records by loading detailed company insight and predictive analytics right into your CRM or application
- 4** Get to the decision makers faster, understand needs, and decrease your sales cycle

## Recommended D&B Direct Products for Buyer & Influencer Mapping

### Detailed Company Profile ■ ▲

Enrich your records with detailed data on more than 225 million companies. The D&B database allows you to deliver more precise insight to support new and existing account decisions.

### Financial Highlights ▲

Get the latest comprehensive financial highlights, including sales volumes, net worth, assets, and liabilities. Financial Highlights allow sales and marketing professionals to quickly evaluate a company's financial strengths.

### Corporate Linkage ● ▲

Linkage provides a family tree overview of branches, divisions, and subsidiaries without the expensive and time-consuming research. D&B offers the largest and most accurate database of corporate family trees.

### On-Demand Single Entity Resolution

Cleanse your records with address standardization and entity resolution features. Then use D&B match technology to identify duplicates, correct company data, and enrich your existing records.

### News & Social Media

Know you're getting the most recent news and social media updates about a company. DUNS numbers ensure you're receiving updates from the correct social media channels tied to that particular company.

### People ● ▲

Use D&B's industry leading contact database to identify professionals who match your target criteria. Get segmentation and contact data to analyze opportunity and conduct effective sales and marketing campaigns.

- Available in Standard, Enhanced and Premium
- Available in Standard and Enhanced
- ▲ Monitoring services available