

Buyer Activity Notifications

Receive streaming alerts and triggers on company and contact activity to improve the buyer experience and capture more opportunities. Increase retention and grow accounts with insights that inform marketing, sales, service, and other functions about all relevant interactions with prospective and current buyers in an account.

Example Workflow



- 1** Customer service is contacted by a customer
- 2** Connect to D&B Direct and match customer against D&B's 225M company records
- 3** Get the latest detailed insights into that customer and quickly pull the data right into your CRM or marketing system
- 4** Notify key account stakeholders of customer opportunities or risks

Recommended D&B Direct Products for Buyer Activity Notifications

Search & Build-a-List: Company

Target the right companies to fill your pipeline quickly. Search for a list of companies that best match your criteria, including industry, size, geography, and more.

Detailed Company Profile ■ ▲

Enrich your records with detailed company data on more than 225 million companies in the D&B database to deliver more precise insight for new and existing account decisions.

Search & Build-a-List: Contacts

Find new business and identify sales leads by building a list of professional contacts (and their affiliated companies) using your own search criteria and the largest business contact database.

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.

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.

People ● ▲

D&B has an industry leading professional contact database. Get contact and segmentation data to analyze opportunity and market and sell effectively.

■ Available in Standard, Enhanced and Premium
 ● Available in Standard and Enhanced
 ▲ Monitoring services available