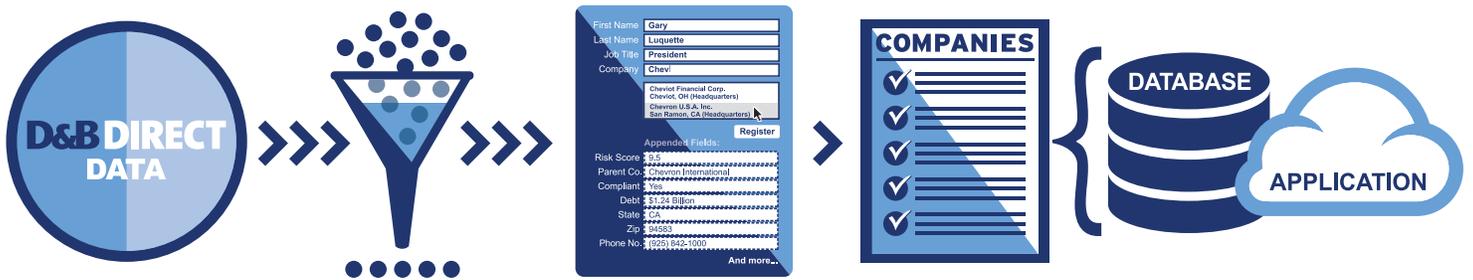


Segmentation & Targeting Optimization

Grow your business and improve campaign results by integrating market-sensing predictive analytics into your marketing and sales systems. Profile your best customers to capture new ones and identify cross-sell/up-sell opportunities within existing accounts. Pinpoint the right decision makers to eliminate wasted efforts, while delivering relevant content in a cost-effective manner.

Example Workflow



- 1** Connect to D&B Direct to access D&B's 225M company records and build a targeted list of companies based on segmentation criteria
- 2** Leverage company, contact, and social data to uncover new targets
- 3** Find the best new prospects and integrate them seamlessly into your database or application

Recommended D&B Direct Products for Segmentation & Targeting Optimization

Search & Build-a-List: Company

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

Research (Industry)

Gain direct access to industry insight, analysis, statistics, and forecasts to help your team engage key prospects and deepen existing customer relationships. Find critical information on more than 900 industry segments.

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.

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.

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.

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.

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