

Social & Digital Intelligence

Gain marketing insight by integrating robust, actionable intelligence on the social and digital activities of prospects and customers directly into your marketing automation, CRM, and other sales and marketing applications. Combine unstructured digital and social data with D&B's structured data to reveal customer behavior and buying patterns, and perform predictive analytics to immediately capitalize on emerging needs.

Example Workflow



- 1** D&B collects social data directly from the company's official social page
- 2** Connect to D&B Direct to combine social data with D&B business intelligence for integration into your application or database
- 3** Better understand customer behavior and buying patterns to effectively drive higher sales

Recommended D&B Direct Products for Social & Digital Intelligence

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: 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.

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.

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.

FlipTop (Data Exchange Partner)

Using publicly available information -- including social data -- to score and enrich leads, companies can prioritize pipelines, target key audiences, and learn more about customers.

■ Available in Standard, Enhanced and Premium

● Available in Standard and Enhanced

▲ Monitoring services available