dun & bradstreet

FOR SALESFORCE®

D&B Optimizer

Empower Your Organisation 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 organisation 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 prioritising accounts based on 80 fields of advanced information
- Increase sales productivity by eliminating manual data entry efforts
- Visualise 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 analyse accounts by revenue, industry, employee size, and geographic location

B

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 300 million global business records, curated from tens of thousands of sources and updated 5 million times a day. With this data and dynamic dashboards, you'll be empowered to:

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.

Add Account							
Search (< D&B C	Optimizer Matching Records (100)					
usiness Name	Adjust your	r search criteria by changing values on the left, then search	again. You can also create a r	new account.			
dun & bradstreet	Du	niness Name	D-U-N-S Company URL	Primary Address	Industry Emplo	yees Sales Marketa	ble Location Type
U-N-S Number	Create #	The Dun & Bradowert Corporation	884114609 dnb.com	103 John F Kennedy Pkwy Short Hills, New Jesey 07078-2708, US	Credit reporting services 4900	1.18 true	Perent/Headquarters
e.g., http://google.com	Create 🐡	Oun & Badstreet, Inc	150483782 dnb.com	103 John F Kennedy Pkwy Short Hills, New Jersey 07078-2708, US	Credit reporting services 3000	823M true	Parent/Headquarters
reet Address	Create .	CUN & BRADSTREET LIMITED	229515499 dnb.com	Marlow International, Perkway MARLOW SL7 1AJ, GB	Management consulting services	102M true	Perent/Headquarters
57	Create 🖝	Cun & Bradstreet International, Ltd.	049977515 dnb.com	103 John F Kennedy Pkwy Short Hills, New Jersey 07078-2708, US	Credit reporting services 2750	98.5M true	Perent/Headquarters
Filter records by City	Sceale .	Cun & Bradstreet Emerging Businesses Corp.	964652973 dnb.com	22761 Pacific Coast Hwy Malibu, California 90265-5098, US	Business services 722	54.1M true	Parent/Headquarters
ate/Province Filter records by State/Province	Create Du	an & Brachtweit BV.	405319096 altares.nl	Otto Reuchlinweg 1032 Rotlerdam, ZUID-HOLLAND 3072 MD, NL	Business services	45.9M true	Perent/Headquarters
Select 👻	Sceale Du	un & Brachtneet Holdings B.V.	414518555 dnb-nederland.nl	Stationsplein 45 CIC Rottendam Rottendam, ZUID-HOLLAND 3013 AK, NL	Trust management 134	32.4M true	Parent/Headquarters
one Number	Create Du	un & Brachtveet (SCS) B3/.	402888585 dnb-rederland.nl	Statiomplein 45 Rotlerdam, 2UID-HOLLAND 3013 AK, N.,	Trust management 100	24.2M true	Parent/Headquarters
dustry - SIC	Conate DL	IN & BRADSTREET INFORMATION SERVICES INDIA PRIVATE LIMITED	918438805 dnb.co.in	ICC Chambers, Saki What Road, Powei, Andheri East Mumbal, Maharashtra 400072, IN	Information retrieval 359 services	22.4M true	Parent/Headquarters
Select v	Cuarte Di	JN & BRADSTREET (HK) LIMETED	686565722	Rm 8-13615 13/F MILLENNIUM CITY 5 8EA TWR, 418 KWUN TONG RD	Credit reporting services	15.8M true	Single Location
Swirch Create New Reset Filters				Kwun Tong			*
	pards		3 (
Data Stewardship Dashbo	pards		3,9 Duplicate 8	928			
Data Stewardship Dashbo Match Results Duplicate Records Family Tree Management	pards		Duplicate R Unique 97.99	228 exem te Records:			
Data Stewardship Dashbo Match Results Duplicate Records	pards		Duplicate R Unique 97.99	228 Rearts)		
Data Stewardship Dashbo Mutch Results Duplicate Records Family Triee Management	pards		Duplicate R Uniqu 97.99 Dupli	228 exem te Records:			
Data Stewardship Dashbo Match Results Duplicate Records Family Tree Management Out of Business Records	pards	Princy Jabans	Duplicate R Uniqu 97.99 Dupli	228 exem te Records:		civides	econace Adim
Data Stewardship Dashbo Match Results Duplicate Records Family Tree Management Out of Business Records	pards	Ning Addess	Dupticate B 9 Origing 97,99 9 Dupti 2,196	D228 mons fe Records: ato Records:		cithiles	=Contacts Aution

AUTOMATE DATA MANAGEMENT DIRECTLY IN SALESFORCE

270160566 Dr. med. Wolfgang Burger

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.

D&B Data		The Dun & Bradstreet Corporation	103 John F Kennedy Pkwy, Short Hills, New Jersey, 07078-2708, US					
۲	*	The Dun & Bradstreet Corporation	103 John F Kennedy Parkway, NJ, 07078, United States	4	0	10	11/26/2018	10/10/2019
		The Dun & Bradstreet Corporation	Short Hills, NJ, US	0	0	0	10/31/2019	10/31/2019
		The Dun & Bradstreet Corporation	Short Hills, NJ, US	0	0	0	10/31/2019	10/31/2019
		The Dun & Bradstreet Corporation	Short Hills, NJ, US	0	0	0	10/31/2019	10/31/2019
		The Dun & Bradstreet Corporation	JFK Parkway, Short Hills, NJ, US	0	0	0	10/31/2019	10/31/2019
Cancel								ncel Merge

116 RUE GINGUENE, RENNES, BRETAGNE, 35000, FR

63

0 0

0

MANAGE

THE PREFERRED PATH FOR DATA.COM CUSTOMERS

As the sole commercial data provider powering Data.com, Dun & Bradstreet continues to partner with Salesforce via the AppExchange and Lightning Data to offer powerful replacements for both Clean and Prospector. We've highlighted D&B Optimizer for Salesforce, the alternative to Data.com Clean, but we also want to introduce you to D&B Hoovers, the replacement for Data.com Prospector.

D&B Hoovers is an unparalleled sales intelligence solution that features world-class company and contact data, plus powerful new prospecting features. Our embedded QuickView Company Profiles turn your Salesforce instance into a more powerful B2B prospecting and account management resource, so your teams can focus on closing more deals instead of hunting for information. So whether you are new to Dun & Bradstreet and Data. com, or you're an existing customer, our solutions provide a smooth transition from Data.com while helping you to achieve your goals.

START DELIVERING WITH CONFIDENCE TODAY

D&B Optimizer for Salesforce delivers the clarity and consistency you need to drive your sales and marketing initiatives forward with confidence. It strives to deliver matches across those records that are most valuable to your business and provide a single source of data truth that increases alignment and efficiency within your Salesforce instance. Let D&B Optimizer for Salesforce help you realise the power of your data.



ABOUT DUN & BRADSTREET

Dun & Bradstreet, a leading global provider of business decisioning data and analytics, enables companies around the world to improve their business performance. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity. For more about Dun & Bradstreet, visit DNB.co.uk.