

Fact Sheet

Dun & Bradstreet Business Solutions for Google Sheets

HOW EVOLVED IS YOUR BUSINESS DATA?

Imagine being able to improve your Sales, Marketing and Supply Management efficiency without leaving your Google Sheets workflow. With Dun & Bradstreet (D&B) Business Solutions you can access the world's largest commercial database to improve your data quality practices, quickly build targeted lists, access detailed company data and download business contact information at the click of a button.

Increase your productivity and growth by taking advantage of the insights that our industry leading business data provides. Whether your role is sales, marketing, finance, customer service, data management, procurement, or other functions, evolve your business decision making with data driven insights, including:

- **Sales:** Optimize sales productivity and resource allocation
- **Marketing:** Identify the best prospects with deeper buyer insights across channels
- **Supply Management:** Better understand your current suppliers, total spend and identify potential new suppliers to improve your operations.
- **Data Management:** Injecting our D-U-N-S® Number allows you to establish a master record and enriches your business intelligence.

Explore data with visual enhancements to analyze key use cases on the App, like finding the best new prospects that most closely resemble your best customers, or a supplier based on company characteristics.

USE CASES

Marketing Solutions:

- Create Prospect Profile
- Get New Prospect Lists
- Understand Your Customers
- Get Business Contacts

Sales Solutions:

- Manage Sales Territories
- Get Buyer and Influencer Contacts

Supply Chain Solutions:

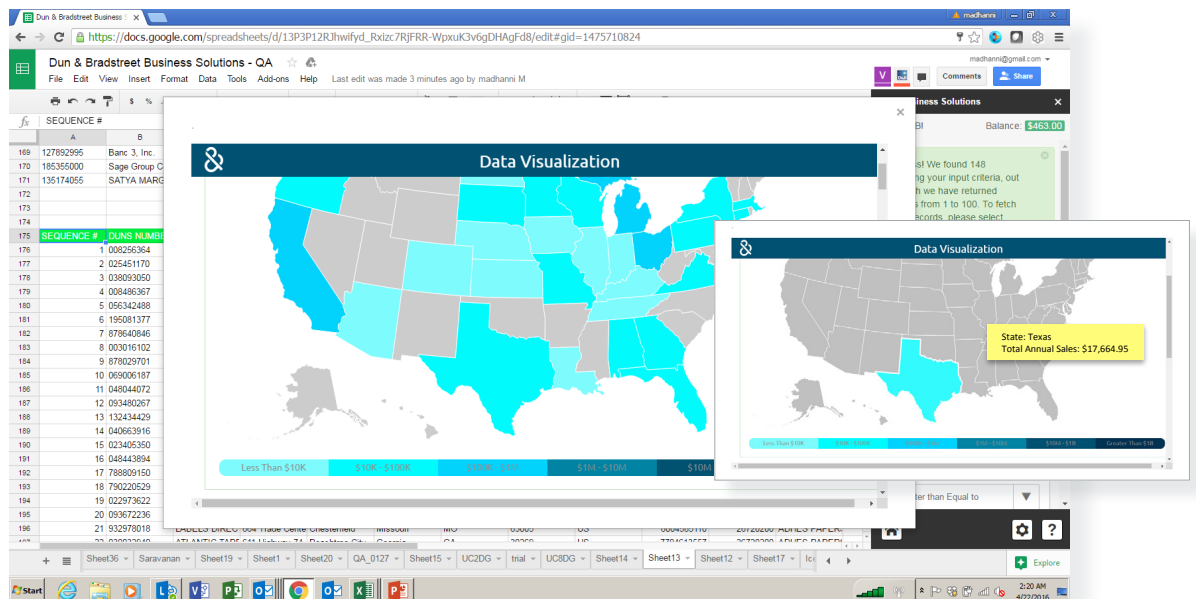
- Spend Analysis
- Source New Supplier Lists
- Understand Your Suppliers

Premium Data Solutions

(Finance, Operations and Data Management):

- D-U-N-S® Number Match and Enrich

Gleaning valuable insights from D&B data within Google is even more powerful with our visual enhancements. Explore key use cases such as sales prospecting and territory analysis through heat maps, bar charts and graphs:



DUN & BRADSTREET BUSINESS SOLUTIONS FOR GOOGLE SHEETS



EVOLVE YOUR BUSINESS DATA!

KEY ADVANTAGES

- Use clean and accurate business and contact data to improve results across job functions.
- Access the data directly within your workflow and familiar Sheets environment.
- Manage territories and explore opportunities faster by accessing 300M+ global company profiles.
- Identify prospects that look like your best customers or based on specific categories like industry, size, location etc. to uncover new opportunities.
- Accelerate sales velocity and close ratios by reaching key decision makers and discovering influencers early in the sales process.
- Detect the right company entity as well as branch cross sells using corporate family hierarchies.
- Save time and reduce payment risk via a simple Marketing Prescreen Score.
- Find alternative suppliers, cost savings, and gauge supplier diversity in your supply chain.

RESOURCES

To order our solution, visit the Google webstore (using Chrome) at: [D&B Business Solutions](#)

For general D&B information, see [dnb.com](#)

For additional details about D&B Business Solutions for Google Sheets see:

<http://businessinsight.dnb.com/EvolveYourBusiness>

ABOUT DUN & BRADSTREET

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. For more about Dun & Bradstreet, visit [DNB.com](#).