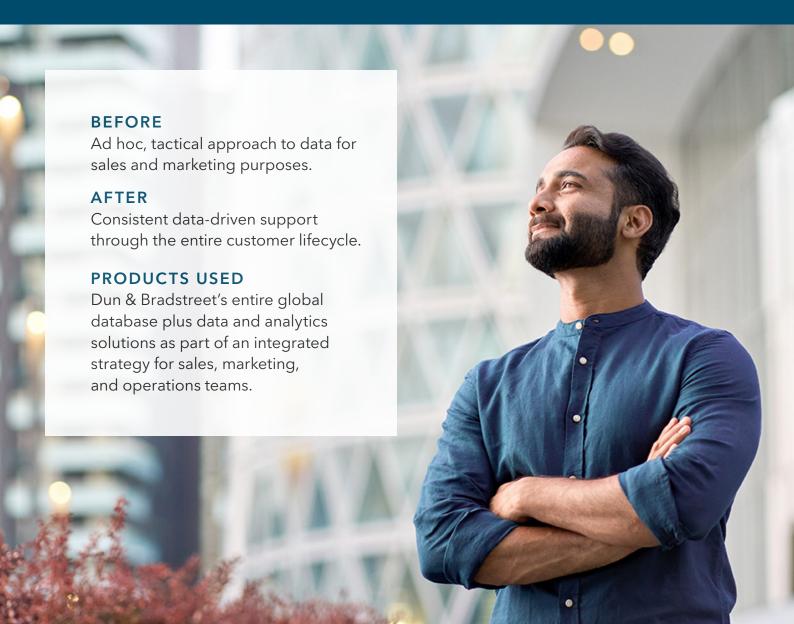# dun & bradstreet

DELIVERING TOTAL DATA-DRIVEN SALES AND MARKETING SUPPORT THROUGHOUT THE CUSTOMER LIFECYCLE.

How Sage, a market leader in cloud business management, sells and markets more effectively with Dun & Bradstreet as its data partner.

BEFORE
Ad hoc, tactical approach to data for sales and marketing purposes.

AFTER
Consistent data-driven support through the entire customer lifecycle.

PRODUCTS USED
Dun & Bradstreet's entire global database plus data and analytics solutions as part of an integrated strategy for sales, marketing, and operations teams.

The Situation

Sage is a major, multinational player in the world of business software with millions of customers, over 11,000 employees and offices across the globe.

Before the appointment of Dun & Bradstreet, data was purchased from external vendors and some benchmarking took place for prospecting, but the majority of work was handled internally with no single repository or consistent tracking of results. Data was federated, regionalised and segmented by business silo.

This inevitably created data silos and complexity and, with multiple different CRM systems in use across the globe at any one time, it was incredibly challenging to accurately track campaign performance. Sage looking to work across different regions and scale and globalise its marketing activities, these data silos stood in the way of this business-critical ambition.

The Solution

Recognising the inefficiency of this approach, Sage commissioned an extensive review of potential data partners in 2015.

Dun & Bradstreet was selected as the data provider of choice primarily because of its ability to work at a group level and deploy global solutions. This provides Sage with an effective global data foundation to underpin their sales and marketing operations.

In practical terms, this means utilising our global database to segment an entire addressable market of some 20 million records which can then be targeted and nurtured using our comprehensive portfolio of data-driven tools and solutions.

Services include:

- **Initial identity resolution:** identifying customers and prospects.

- **Data enrichment:** overlaying key firmographic information on existing records to enhance marketing strategy and campaigns.

- **Customer experience optimisation:** driving innovation with more precise data, using modern AI techniques to help the client exceed customer expectations to enhance retention and encourage advocacy.

Using this mix of services means that Sage can now efficiently analyse customers and markets to identify the best opportunities for their business, targeting audiences consistently across online and offline channels. Nurturing the right prospects and customers accelerates decision making and gives sales teams the support they need to target ideal markets, optimise prospecting and close more deals more rapidly. Specific examples are the launch of Account Based Experience (ABX) in the US and Lead Score optimisation globally.

Sage trusts Dun & Bradstreet's cutting-edge point-of-entry data enrichment solutions to drive improvements in their data quality, whilst simplifying data processes and reducing human effort (and human error!) as well as keeping customer records up to date within critical operational systems such as Salesforce and Eloqua.

This clean, rich data readily lends itself to multiple automation and reporting opportunities, bringing many benefits to Sage's sales and marketing initiatives alongside informing other corporate programmes and priorities such as ESG by using supply chain analytics.

As a key strategic partner, Sage's relationship with Dun & Bradstreet brings benefits not only to the immediate data functions but also has a halo effect on all areas of the business, such as the use of vertical overlays in financial reporting. In terms of Sage's customers, expert advice and support on automation of workflows in Sage solutions, utilising D&B technology, has helped to improve Sage's customer experience.

“ At Sage we use Dun & Bradstreet's data and technology across our global business, leveraging a wide range of services ranging from initial identity resolution, which allows us to understand who customers and prospects are; data enrichment, where we overlay key firmographic information to underpin our marketing strategy and campaigns; and finally, partnering with Dun & Bradstreet to drive innovation with more precise data, using modern AI techniques to help optimise the customer experience. ”

Dan Taylor
Senior Director Marketing Data, Sage

The Benefits

Hugely successful in their own field, the client's high standards and expectations have driven the delivery of great results since engaging Dun & Bradstreet:

▶ **Data quality:** At the beginning of our engagement, only 62% of the client's data was of sufficient quality to match to a Dun & Bradstreet record so that we could maintain it. Now, 80% of new accounts and leads can be matched via D&B Connect for Salesforce.

▶ **Lead scoring:** The client's 16 category lead scoring model ranks opportunities from the highest quality (A1) to the lowest quality (D4). Today, every lead generated through Dun & Bradstreet data is routinely scored at A3 or above. Identifying a customer's profile earlier in the engagement process enables marketing to tailor communications to prospective customers specific needs, driving higher quality engagement.

This in turn, facilitates the optimisation of lead scoring, focussing the attention to customer interactions rather than the ability to identify who they are. We have seen leads convert 2.5 times higher when a customer's record is matched to a D-U-N-S number.

▶ **Revenue:** We receive 50% more revenue when a customer's record is matched to a D-U-N-S number. In addition, analysis using Dun & Bradstreet Data has identified that a Sage customer is more likely to grow 5 times in revenue compared to a comparable company who is not a Sage customer.

▶ **Conversion rates:** Being able to targets specific verticals and micro verticals enables Sage to deliver higher quality leads to the sales operation whilst doubling the MQL to SQO conversion rate.

With that in mind, Sage is working with Dun & Bradstreet to enhance their current solution by broadening out the data attributes in their records so they can be even more effective in their targeting, analytics and modelling.

This approach could result in consolidating Sage's data needs with a single, integrated 'one stop shop' delivering significant economies of scale and operational efficiencies to build data driven growth and consistency.

> Dun & Bradstreet's cutting edge point-of-entry and enrichment data solutions offer an unparalleled opportunity to drive improvements in data quality, whilst simplifying data processes and reducing human effort to keep customer records up to date.

Dan Taylor
Senior Director Marketing Data, Sage

Closing the customer lifecycle loop

Discover
Simplify complexity by identifying and segmenting the addressable market

Target
Improve targeting through nurture with a full toolset of data-driven solutions

Execute
Discover new opportunities by enriching and optimising data at every contact

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