

dun & bradstreet

D&B Connect

for SALESFORCE

Realize the true potential of your
CRM with quality, trusted data

You rely on your CRM data to make decisions every day

Revenue Operations teams across the globe rely on their Salesforce CRM for the customer data and insights required to manage the entire customer lifecycle – from opportunity to on-going relationship management.

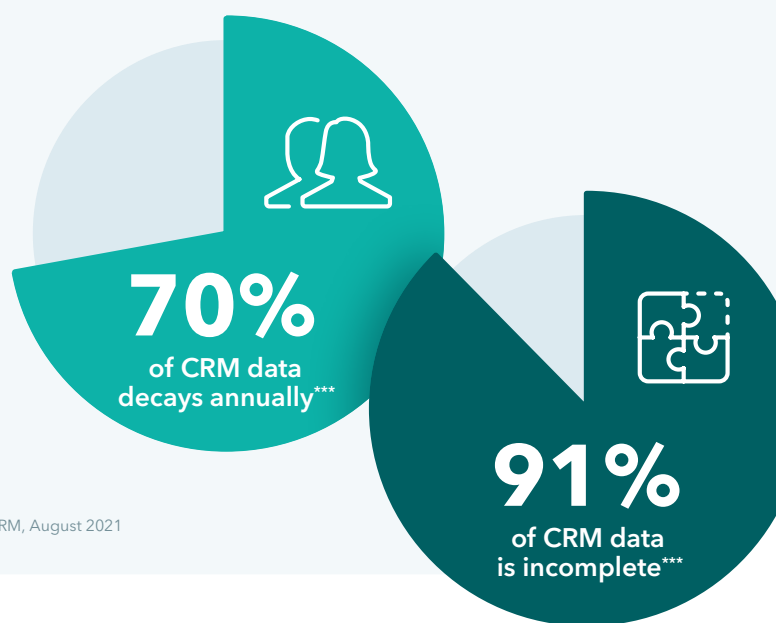
But even with the best tools, your ability to use this resource wisely is only as strong as the quality of data in your Salesforce CRM.

Confident decisions depend on quality data

The volume and velocity of data today make it difficult to trust your customer data.

In just the next 60 minutes, 6,200+ businesses will change their address, 3,000+ new businesses will open their doors, 280+ businesses will change their name, and 100+ businesses will change their phone number.*

This velocity of change can quickly degrade the quality of data in your CRM. So it's not surprising then that only 32% of executives and 27% of employees believe their CRM system provides a complete, single view of customer information.**



* Dun & Bradstreet, February 2020 ** Why AI Can Fix the CRM Problem, July 2019 *** The State of CRM, August 2021

Transform your Salesforce CRM into a source of truth

D&B Connect for Salesforce empowers revenue leaders to make better decisions by simplifying the complex burden of data management and instilling confidence in the level of accuracy of enterprise CRM data. With trusted Dun & Bradstreet data – at your fingertips! – you have the power to act with greater confidence – whether you're segmenting the market, identifying priority targets, or ensuring alignment across your business.



Fast-track sales and marketing productivity

Speed up time-to-engagement with a more complete and comprehensive view of accounts powered by the Dun & Bradstreet Data Cloud.



Help reduce the costs associated with bad data

Eliminate manual clean-up efforts through automation; prevent those dreadful duplicate records, identify out-of-business accounts, and so much more.



Make more confident decisions with trusted data

Identify more cross-sell and up-sell opportunities, target with greater precision, and segment with broader insights. It's all possible with more accurate, actionable data in your CRM.

Finally, a more accurate view of accounts

Each entity in your Salesforce environment will be matched to their own globally recognized, nine-digit Dun & Bradstreet D-U-N-S® Number. With a persistent identifier you'll have the power to easily:

✓ Unify Accounts

Obtain a single view of key prospects and customers stitched together with the globally recognized Dun & Bradstreet D-U-N-S® Number

✓ Prevent Duplicate Entries

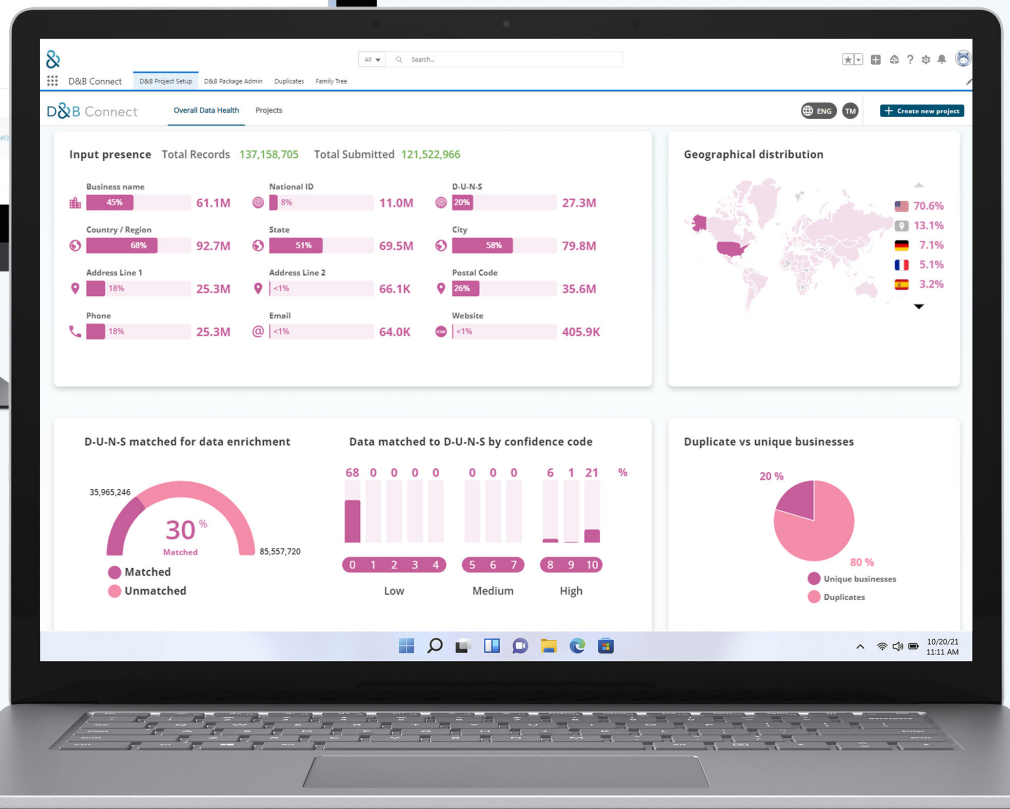
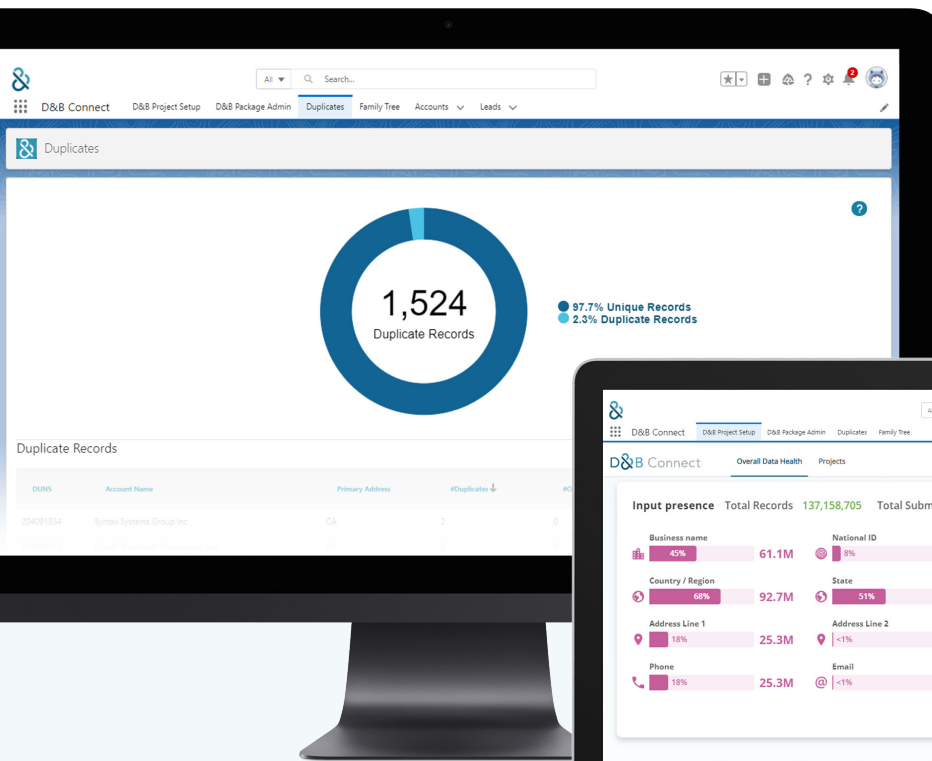
Search against your instance and the Dun & Bradstreet Data Cloud to receive match candidates and prevent duplicate creation – all within your Salesforce instance.

✓ Resolve Existing Duplicates

Leverage the power of the Dun & Bradstreet D-U-N-S Number to flag redundant records. Select a master record and merge duplicate records.

✓ Flag Out-of-Business Records

Stay informed of businesses that are no longer active based on proprietary indicators. Utilize flags to build and run reports for visibility and long-term management.



Tap into the full potential of your accounts

The Dun & Bradstreet Data Cloud is comprised of hundreds of millions of global business records, curated from tens of thousands of sources and updated continuously. Harness its power right from your Salesforce environment to:

✓ Enhance Records at Time-of-Creation

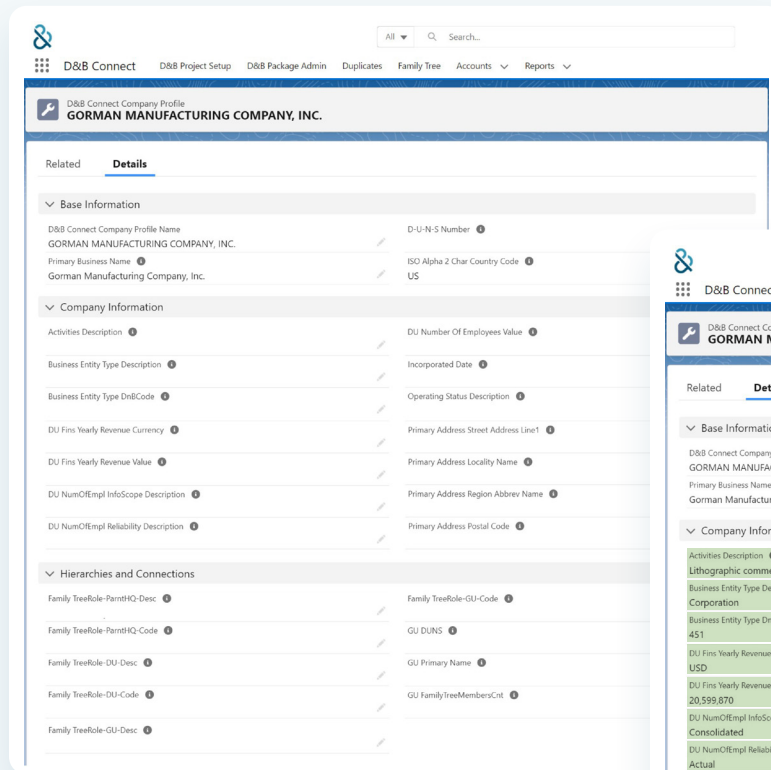
Search against the Dun & Bradstreet Data Cloud when entering a new account to append trusted data and insights from time of creation.

✓ Enrich Records in Real Time

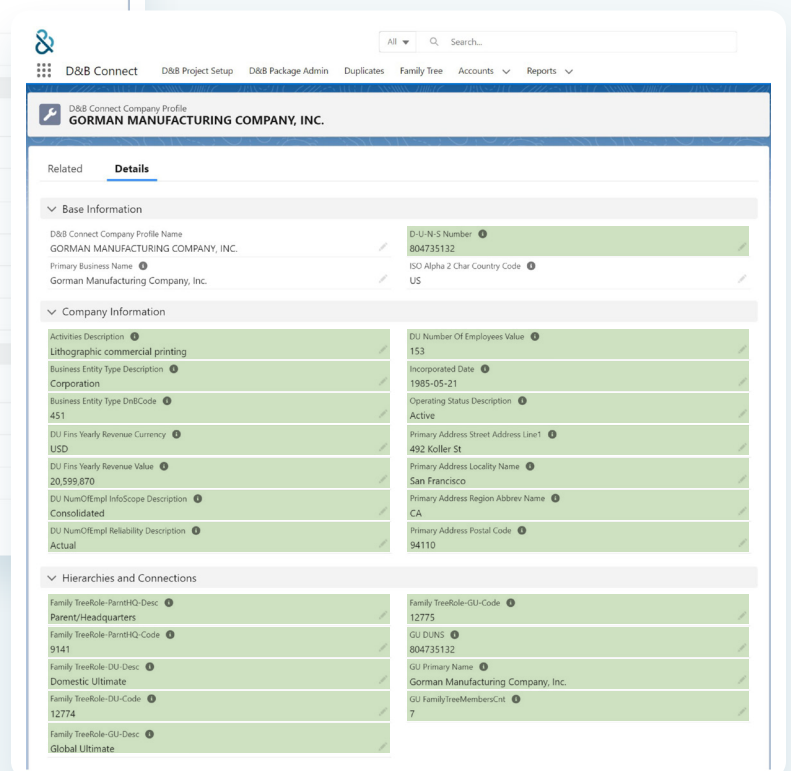
Help ensure all your records contain the most accurate core business firmographics, intelligence, and hierarchical relationships.

✓ Discover Corporate Relationships

Establish corporate linkages to reveal cross-sell and upsell opportunities for your sellers and resolve conflicts in sales territory planning.



Before Enrichment



After Enrichment

Expand Total Opportunity with Clean, More Complete CRM Data

Credly wanted to empower their sales teams with greater insight to improve identification of commercial opportunities. They also needed to increase adoption of their CRM and the quality of data in it. One year after implementing their Dun & Bradstreet solution, Credly exceeded their goal.



Armed with better data, we were able to better segment our accounts and understand the differences among segments. The time savings and efficiencies was incredible! Being able to leverage our sales team's time and resources more efficiently meant we had additional time to do more review, more outreach, and grow the team.

Michael Botler, Manager of Sales Operations, Credly

BEFORE



30%

Match rate of Salesforce account information to Dun & Bradstreet

ONE YEAR AFTER



93%

Match rate exceeded goal by 3%



Exceeded weekly prospect identification goals by

30%

dun & bradstreet

See D&B Connect for Salesforce in action. Contact us for a demo today.

dnb.com/ConnectSFdemo



ABOUT DUN & BRADSTREET®

Dun & Bradstreet, a leading global provider of B2B data, insights and AI-driven platforms, helps organizations around the world grow and thrive. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to grow revenue, increase margins, manage risk, and help stay compliant—even in changing times. Since 1841, companies of every size have relied on Dun & Bradstreet. Dun & Bradstreet is publicly traded on the New York Stock Exchange (NYSE: DNB). Twitter: [@DunBradstreet](https://twitter.com/DunBradstreet)

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