

D&B IQ Report Sales & Marketing Opportunity Analysis

Benchmark your customer data to see where your gaps and opportunities lie. Analyse and segment your customer base to identify cross-sell and lookalikes.

Overview

D&B IQ, Dun & Bradstreet's data assessment tool, offers a high-level, illustrative data report, identifying growth opportunities by comparing and benchmarking your current dataset to the Dun & Bradstreet Data Cloud.

Key Benefits

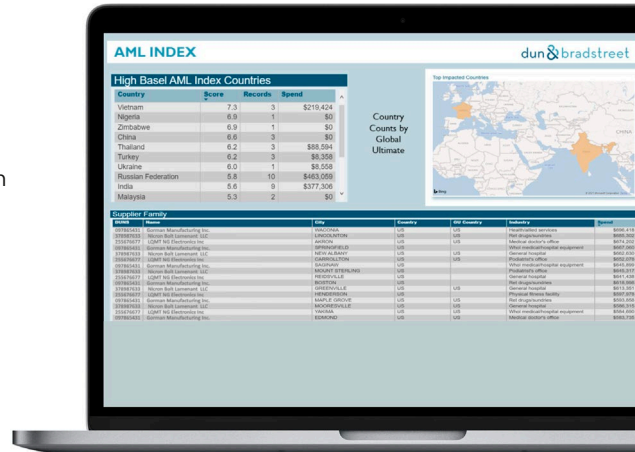
The D&B IQ report will provide a holistic view to help you:

- Understand data quality
- Improve prospecting
- Create pipeline
- Build relationships
- Define areas of growth to further improve business performance

Key Insights

With D&B IQ understand:

- What your master data quality is today
 - Top countries
 - Number of unique businesses
 - Number of active businesses
 - Number of duplicates
 - Top duplicates
 - Number of unlinked/linked businesses
 - Top corporate linkages
- How you can improve segmentation
 - By industries
 - By size (employee and revenue)
 - By risk ranking (GBR)



5-STEP IQ REPORT APPROACH



SUBMIT

Upload a sample of your third-party portfolio data for analysis



MATCH

Dun & Bradstreet identifies a match based on the third-party data provided



ENRICH

Dun & Bradstreet enriches record with foundational firmographic and risk insights



ANALYZE

Dun & Bradstreet analyzes the quality of the input file, benchmarking the data against the Dun & Bradstreet Data Cloud



DISCUSS

Dun & Bradstreet works with you to provide insights on how best to use data to further mitigate costly risks



Dun & Bradstreet combines global data and local expertise to help clients make smarter decisions.

The company's business decisioning data and intelligent analytics enable its clients to know who to trust, where to find new opportunities, and how to manage risk. Dun & Bradstreet was founded in 1841 and together with its partners, has offices in more than 190 countries. Dun & Bradstreet's Data Cloud contains over 500 million unique records and is the foundation for delivering local insight on a global scale.

For more information on Dun & Bradstreet, please visit: dnb.com/sv-se • dnb.com/da-dk • dnb.com/no • dnb.com/fi-fi