



Sales & Marketing  
Solutions

# D&B Marketing Analytics Solutions

*predictive prospecting in a simple way*

Leave everyday prospecting behind with D&B Marketing Analytics Solutions. Our solutions are flexible and powerful and build the bridge between the ordinary basic prospecting and complex analytical solutions. We combine your prospect and customer data with our company information to release predictive models that give you an insight into your prospect and customer behavior. This results in action points that can be clearly defined and are easy to implement and by which you can take decisions in complete confidence.

### Finding new customers is hard

Every month you are again expected to reach and even exceed the objectives set. To do this you must:

- understand who your customers and prospects are and how they are behaving now and may behave in the future
- find new prospects in an efficient way and quickly convert them into customers
- have your existing customers grow and understand them better to discover cross-sell and up-sell opportunities.

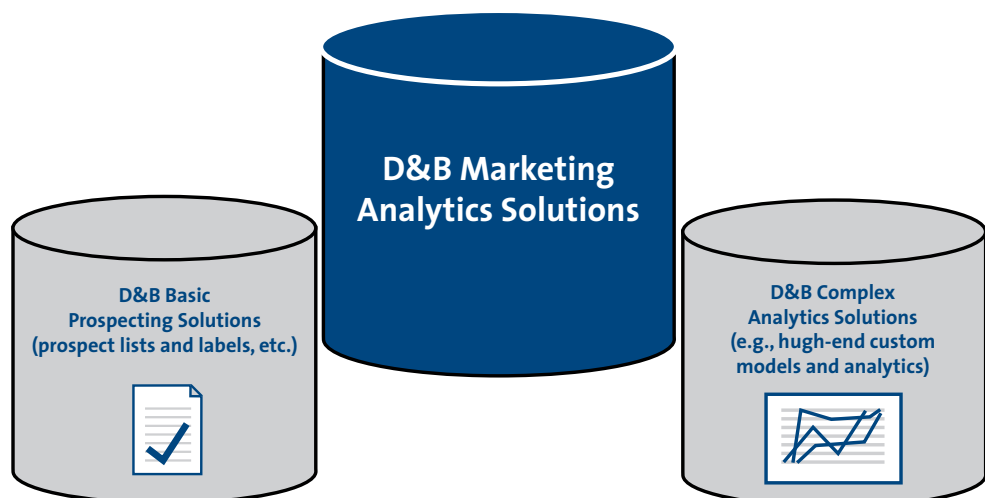
However, your current prospection method may be too long, inefficient or without result. If you do not have a complete image of your customers and prospects it is extremely challenging to

- find new prospects similar to your customers
- optimize the return from your existing customers.

### D&B Marketing Analytics Solutions make it easy for you

D&B Marketing Analytics Solutions are pre-defined solutions specially developed to make the strength of the predictive analysis available to a wider public. Based on your customers and portfolio of prospects we quickly and efficiently analyze your situation and return to you with powerful, result-oriented and straightforward solutions. D&B Marketing Analytics Solutions are ready to help you score quickly with the following solutions:

- **D&B Profiler:** get a better insight into the profile of your customers and prospects
- **D&B Segmenter:** discover where your potential lies and approach these companies more efficiently
- **D&B Prospect Finder:** find new high-value prospects with the same profile as your customers.



### The strength of predictive analyses

D&B Marketing Analytics Solutions use 'predictive prospection' to help you achieve your objectives. Our solutions combine your customer and prospect data with our company information and then release powerful predictive models onto it to achieve the necessary results in that way.

#### D&B Profiler

Increase your insight into your customer and prospect database to ensure your market efforts perform better as a result.

- Discover the profile of your target group
- Compare your target group to the D&B universe (penetration, market share)
- The profile is calculated on the basis of various predefined dimensions
- Gain an advantage and insight from the detailed report.

#### D&B Segmenter

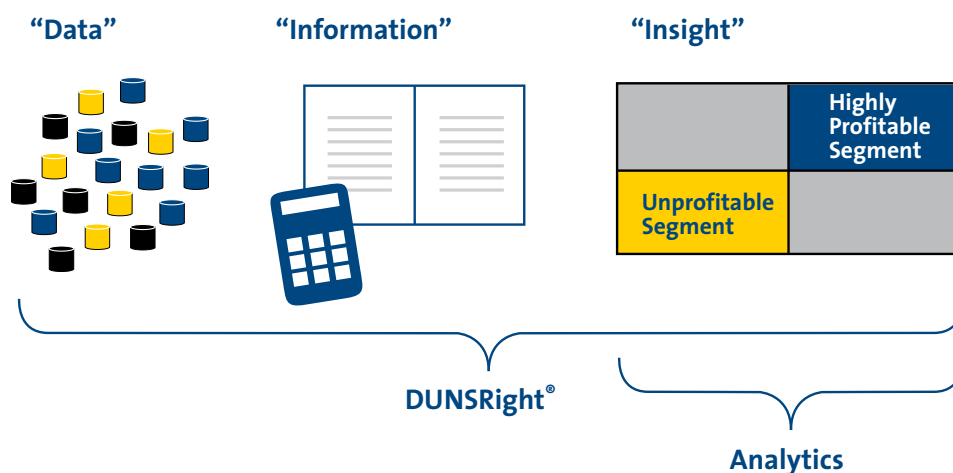
Discover and analyze certain segments of your customer database. This allows you to define where your added value is and also to gain an insight into where and how you should focus your marketing efforts.

- Find those segments with the most valuable prospects
- The profiles are calculated on the basis of predefined prospects
- Gain an advantage and insight from the detailed report.

#### D&B Prospect Finder

Create the profile of your 'ideal' customer and compare this in relation to your prospect universe to define those prospects that are most similar to your customers.

- Develop a look-a-like model based on a number of predefined dimensions
- Establish the main prospect segments on the basis of this look-a-like model and 'score' your prospects to their look-a-like value
- Gain an advantage and insight from the detailed report.





Sales & Marketing  
Solutions

*D&B is the world's leading source of business information and insight, enabling companies to Decide with Confidence<sup>®</sup> for 166 years. D&B's global commercial database contains more than 131 million business records. The database is enhanced by our proprietary DUNSRight<sup>®</sup> Quality Process, which transforms the enormous amount of data we collect daily into decision-ready insight. Through the D&B Worldwide Network – an unrivalled alliance of D&B and leading business information providers around the world – customers gain access to the world's largest and highest quality global commercial business information database.*

*\* Situation on 15/05/2008*

## D&B Solutions

Risk Management Solutions,  
Sales & Marketing Solutions,  
Supply Management Solutions

**D&B** | Dun&Bradstreet Belgium  
Emiel Mommaertsiaan 22D, 1831 Diegem  
Tel: 02 481 81 22 – Fax: 02 481 82 72 – [marketingbl@dnb.com](mailto:marketingbl@dnb.com)

[www.dnb.com/be](http://www.dnb.com/be)