



# D & B DataVision

Unlock Your Growth Potential

## IDENTIFYING THE BEST OPPORTUNITIES

Marketers are trying to create a single view of customers and prospects to identify growth strategies. But disconnected silos make it difficult to identify the best opportunities. Fragmented, out-of-date data results in guesses to make strategic decisions. In fact, according to a recent Forrester study, 95% of marketers are unable to make sense of their own customer data and struggle to gain real-time insights from it.

### A DATA-DRIVEN APPROACH

Reaching the right demand units requires a data-driven approach. D&B DataVision is a cloud-based solution that helps B2B marketers profile, visualize, and segment their global customer and prospect data to identify the right targets for growth. By combining internal customer attributes with D&B DataVision's universe of companies and contacts, marketers can have a 360-degree view of their target markets. With this intelligence, marketers can identify renewals, cross-sell and upsell targets, and new market expansions to optimize go-to-market planning. Once the right targets are identified, D&B DataVision can provide look-a-likes based on 200M+ business records, and 600+ firmographic attributes to build new pipeline opportunities.

## HOW D&B DATAVISION CAN HELP

### Intelligent Profiling & Segmentation

- Integrate your internal data fields with over 600 attributes from Dun & Bradstreet to understand market coverage
- Understand territory segments by location, channel, product, industry, technology install, COVID Impact and more

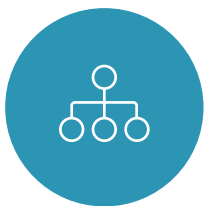
### Discover New Growth Opportunities

- Find renewal and retention, upsell, cross-sell, adjacent markets, and market penetration opportunities with visualization and search capabilities
- Leverage Business Signals®, Buyer Intent®, and Visitor Intelligence® for precise and timely targeting

### Identify and Source New Ideal Accounts

- Understand company coverage and get look-a-like prospects based on 200M+ business records
- Source and append net new contacts to increase reach for sales and marketing

## EXPLORE YOUR DATA AND FIND NEW OPPORTUNITIES



### Consolidate Data in a Single Source of Truth

Consolidate data across multiple platforms for data hygiene, enrichment and segmentation in the cloud



### Get a 360-Degree View of Customers and Markets

Uncover opportunities within your existing customer base and in new markets with powerful visualization and search capabilities



### Prioritize marketing and sales activities using AI and attribution

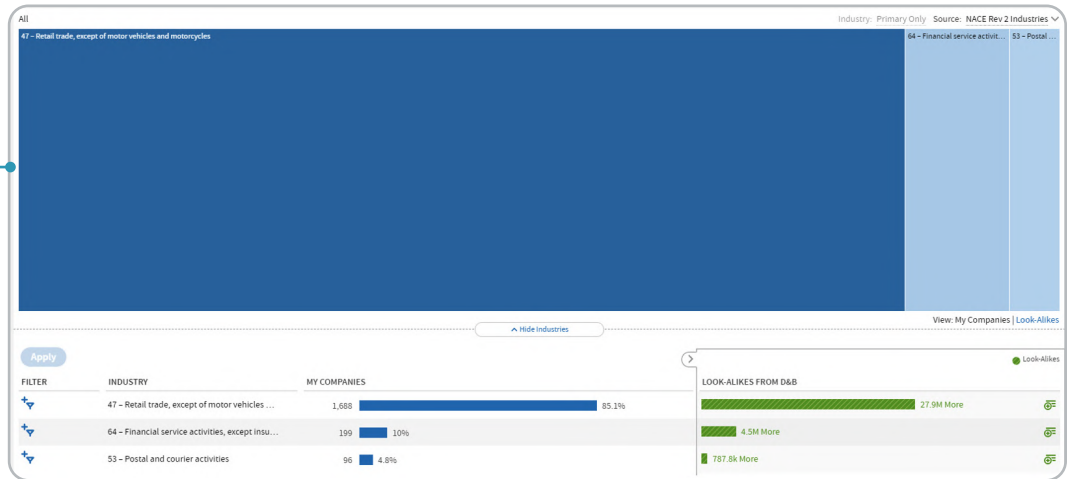
Measure program execution across the entire buyer journey offsite channel engagement to onsite intent

✓ UNDERSTAND COMMON CHARACTERISTICS / UNDERSTAND YOUR IDEAL CUSTOMER PROFILE

Apply

ADD	FILTER NAME	VALUE	MY COMPANIES
	Ownership Type	Private	1,298  92%
	Is Decision HQ	Yes	1,223  87%
	Employees (All Sites)	1 - 9	982  70%
	Entity Type	Parent	795  56%
	NAICS 2017 Industry Level 1	44 Retail Trade	747  53%
	Revenue (GBP)	£1 - £500k	645  46%

✓ DISCOVER MARKET PENETRATION



✓ UNCOVER FAMILY TREE PENETRATION

Prospect Scoring 1,874 Total Trees

COMPANY NAME	LOCATION	D-U-N-S® NUMBER	UK PROSPECT GRADE	UK PROSPECT RANK	COUNTS
▶ SPECSAVERS INTERNATIONAL HEALTHCARE LIMITED	Guernsey, United Kingdom	232279740	B	81	7 1484
▶ SPECSAVERS OPTICAL GROUP LIMITED	Guernsey, United Kingdom	226133858	A	93	7 1151
▶ SPECSAVERS NORDIC REGION LIMITED	Guernsey, United Kingdom	218125705	A	99	0 172
▶ SPECSAVERS ASIA PACIFIC HOLDINGS LIMITED	Guernsey, United Kingdom	215587014	B	85	0 110
▶ SPECSAVERS SWEDEN LIMITED	Guernsey, United Kingdom	218130010	A	100	0 32
▶ SPECSAVERS IRELAND LIMITED	Guernsey, United Kingdom	217062753	A	100	0 4
Amersfoort Specsavers B.V.	Amersfoort, NL-UT, NLD	405008520	-	-	0 1
Ede Specsavers B.V.	Ede GLD, NL-GE, NLD	489105812	-	-	0 1
Hoorn Specsavers B.V.	Hoorn NH, NL-NH, NLD	412512563	-	-	0 1
Keizerswaard Specsavers B.V.	Rotterdam, NL-ZH, NLD	490820152	-	-	0 1
Oud-Beijerland Specsavers B.V.	Oud-Beijerland, NL-ZH, NLD	490947329	-	-	0 1
Rotterdam Zuidplein Healthcare B.V.	Rotterdam, NL-ZH, NLD	490353094	-	-	0 1
SPECSAVERS FINANCE (GUERNEY) LIMITED	Guernsey, United Kingdom	232317805	B	89	0 1
SPECSAVERS INTERNATIONAL HEALTHCARE LIMITED	Leigh-On-Sea, United Kingd...	224029033	-	-	0 1

✓ SOURCE NET NEW CONTACTS

CUSTOM VIEWS Chart: Level vs. Functional Group

Functional Group	Contact Level									Total
	Non-Managerial	Managers, Super...	Board of Directors	Not Elsewhere Cl...	Senior Officers, C...	Directors	Vice Presidents	Senior Vice Presi...	Executive Vice Pr...	
Other	4,485	3,673	2	3,455	229	1,070	105	5	3	13,027
Engineering and Development	2,192	498	-	704	84	357	91	7	-	3,933
Sales and Marketing	1,529	971	-	512	97	464	188	9	2	3,772
Administration	1,407	598	6	109	1,020	87	20	3	-	3,250
Operations and related	957	1,438	-	644	155	363	59	1	-	3,617
Accounting and related	743	379	-	306	66	140	88	-	3	1,725
Information Technology/Telecom	700	316	-	336	51	132	30	-	-	1,565
Investment and Banking	668	321	-	711	100	52	83	2	-	1,937
Finance and Related	609	511	-	579	165	751	96	2	1	2,714
Most Senior Contact	393	91	3,273	19	2,331	67	17	-	-	6,191
Manufacturing and related	362	468	-	319	7	80	11	-	-	1,247
Human Resources and related	244	233	-	206	43	272	16	4	-	1,018
Legal	173	133	-	310	123	347	49	-	2	1,137

## HOW D&B DATAVISION WORKS

D&B DataVision leverages more than 200M+ business records from 30,000 sources in 190 countries, updated five million times a day in order to help marketers profile, visualize, and segment data to identify the right targets for growth. Here's how it works:



### UPLOAD & MATCH YOUR FILES

Dun & Bradstreet centralizes data across silos, which are matched against Dun & Bradstreet's universe in real-time



### PROFILE AND SEGMENT

Identify go-to-market strategies and opportunities by combining custom fields with Dun & Bradstreet attributes



### FILL IN THE GAPS

Fill in company and contact gaps from the Dun & Bradstreet global database with targeted search or look-a-likes



### ACCESS AND UTILIZE

Export lists directly to D&B Hoovers for targeted sales engagement with key audiences you've defined

## ACTIONABLE INFORMATION IN YOUR BUSINESS SYSTEMS

D&B DataVision seamlessly integrates with D&B Hoovers, as well as your CRM and MAP systems, providing sales and marketing with a consistent source of current, complete, and actionable data that help increase internal alignment, improve sales productivity, and boost marketing ROI. D&B DataVision offers connectors for D&B Hoovers, Salesforce, Hubspot, and Marketo.

Schedule Your Demo Today  
[dnb.co.uk/marketing/media/dnb-datavision-demo.html](https://dnb.co.uk/marketing/media/dnb-datavision-demo.html)

### 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:

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## About TransUnion (NYSE: TRU)

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### **We call this Information for Good®.**

A leading presence in more than 30 countries across 5 continents, TransUnion provides solutions that help create economic opportunity, great experiences and personal empowerment for hundreds of millions of people.

