

BROCHURE

D&B Hoovers™

# Reach Buyers and Win Deals Faster

# You just want to focus on selling...

The key to getting meetings and closing deals is to do two things really well:



Reach the right buyers



Resonate with the right conversations

But buyers are harder to find, less likely to respond, and closing takes longer than it used to. Not to mention you're swamped with emails, meetings and tedious internal processes. Simply finding the time is a challenge itself.

## What if you had a shortcut to win deals?

D&B Hoovers™ offers deeper B2B intelligence to Sales, Marketing, and RevOps teams to help you:

**Find revenue opportunities**



**Plan account strategies**



**Prioritize your best prospects**



**Close more deals, faster**



How? D&B Hoovers has more, higher-quality, and richer data. This means you get best-in-class companies, contacts, and opportunity insights to help grow your business.



### Do Smarter, More Efficient Prospecting

Quickly build prospect lists complete with industry, revenue, names, titles, emails, direct dials, and more



### Get Deeper Company Insights

Start the right conversations at your target companies with news, org charts, and analyst reports



### Focus on the Best Opportunities

Capture prospect buying intent, growth trajectories, and spend capacity to reach the right companies, right now

- ✓ Experience a simple and effective platform
- ✓ Connect seamlessly to your existing tech
- ✓ Maximize your investment and efficiency

## Get better data, achieve better results

D&B Hoovers and the Dun & Bradstreet Data Cloud provide powerful data on more global companies, linked to the D-U-N-S® Number for better matches and higher quality.

Get more contacts with verified job titles to help you reach decision-makers, not the intern.



### Find Opportunities

500M+ global companies  
257M+ active companies  
TAM visualization



### Prioritize Prospects

497M+ global contacts  
54M+ verified C-level contacts  
31M+ premium emails



### Reach In-Market Buyers

11K+ Bombora intent topics  
Custom intent models  
Web visitor de-anonymization

# Identify and focus on the best opportunities

Robust search capabilities and in-depth account intelligence help you quickly identify opportunities that represent real selling opportunity, so you can be more successful in driving revenue.

## Search Filters

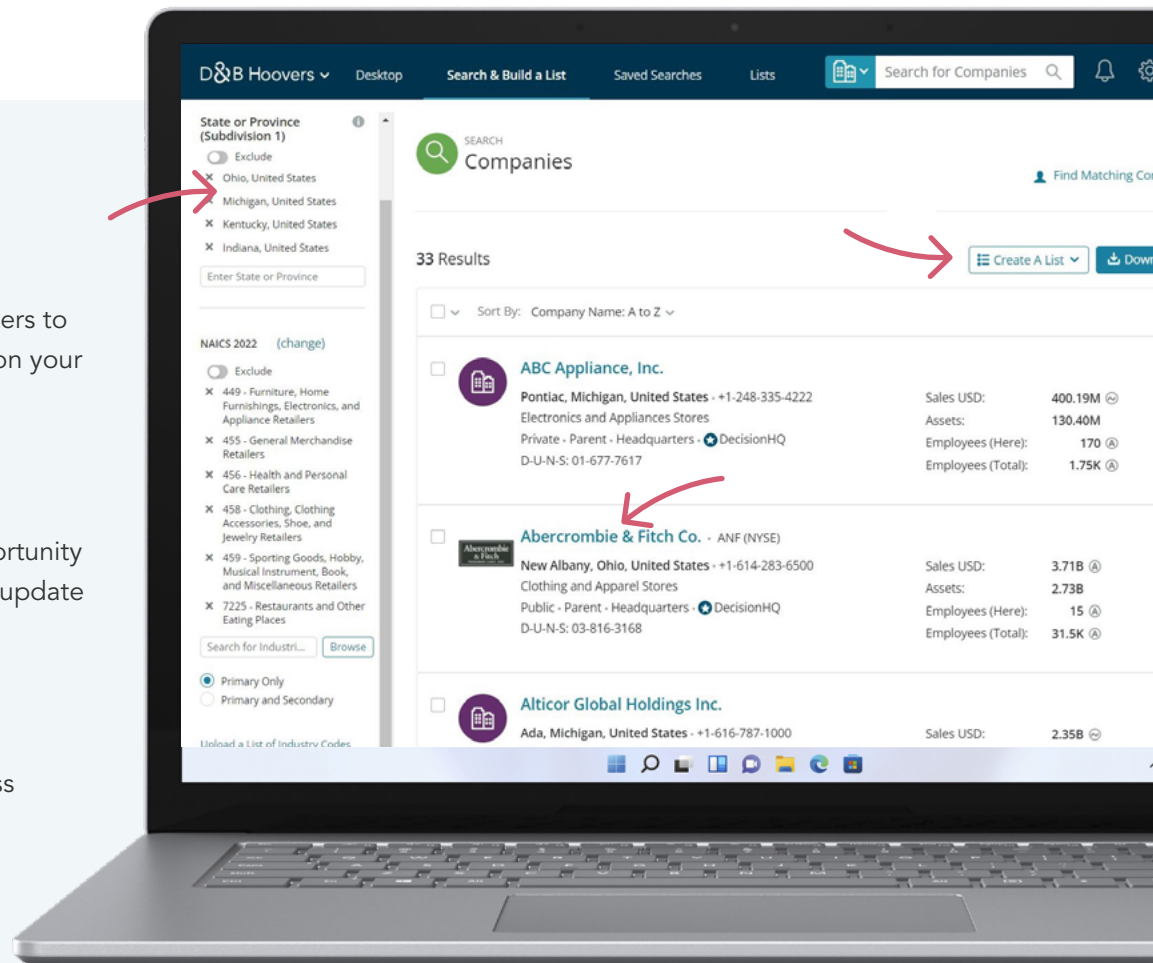
Choose from more than 175 filters to segment and build lists based on your ideal customer profile

## SmartLists®

Create your own personal opportunity feed with lists that dynamically update with the newest opportunities.

## Company Profiles

Click a company name to access valuable account research.



## Spark Conversations That Resonate

### ✓ Own your market

Access analyst reports, market research and industry trends; easily do competitive comparisons and prep for calls

### ✓ Know when to engage

Trigger events for companies you track, like contract wins, layoffs, and product launches

## Save Time and Reduce Distractions

### ✓ Wave goodbye to manual entry

Automated enrichment into CRM and marketing platforms helps keep workflows fast and efficient

### ✓ Take D&B Hoovers on-the-go

Chrome browser plugin gives you full access to sales intelligence from anywhere – or everywhere

# Trusted by users

D&B Hoovers users love how easy it is to get up and running and achieve fast ROI for their teams.



**"Great for consistent, unparalleled information at my fingertips."**

– G2 user review



Two 2022 "Top Rated" awards from TrustRadius for D&B Hoovers Market Intelligence and D&B Hoovers Sales Intelligence



Leader in several G2 categories, Fall 2022

# Not just for sales teams

Help align your sales, marketing, and ops teams with common goals by aligning their tools and tech, plus best-in-class B2B data.



## For Sellers

- ✓ Reliable company and contact data
- ✓ Easily find lookalike companies
- ✓ CRM connectors



## For Marketers

- ✓ Understand your Total Addressable Market
- ✓ Visualize and segment audiences
- ✓ MAP connectors for campaign activation



# Try it for free\*

Discover the power of D&B Hoovers to help you crush your growth goals with a no-risk, no-obligation free trial.

[Get Started Now →](#)

\* Limit to one per customer. Valid in North America only.

## 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](#)

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