

# Hoover's Overview Data Sheet B2B Sales & Marketing Cloud Solution

Target and Engage Your Most Valuable Customers and Prospects

## HOOVER'S ENABLES YOU TO WORK SMARTER, NOT HARDER.

- Are you frustrated with spending hours on the Internet trying to find new prospects?
- Do you cross your fingers before each meeting hoping you know enough about the potential client's industry and business to make a good first impression?
- Are you tired of buying marketing lists from various vendors and not being able to get the ROI you need?

**If you answered "yes" to any of these questions, Hoover's is the solution you've been looking for!**



### COMPLETE, ACCURATE, AND RECENT

With new businesses forming, companies going out of business, people constantly changing jobs, businesses moving, businesses growing and shrinking, you want to be sure that you're working with the most accurate and recent data you can. That's the beauty of Hoover's: it's not a one-time list purchase. You can pull lists any time you want so you can be sure you're always using fresh data to give your sales and marketing efforts the best chance for success.



### BUILD VALUABLE RELATIONSHIPS

Hoover's is the solution you need to grow your relationships and business.

- Find new leads that look like your best customers.
- Learn more about a company or industry to quickly prepare for sales calls.
- Build targeted marketing lists easily, always using the most up-to-date records.
- Stay in the know of the latest happenings through alerts so you can act quickly and impress.



### HOOVER'S ADVANTAGES:

- Owned by Dun & Bradstreet, a leader in business insight for 170+ years.
- World's largest global database of 240+ million global companies and 100+ million people.
- Dun & Bradstreet is a data originator and makes between 75 - 125 million updates monthly.
- 42,000 in-depth company records written and monitored by a team of editors.
- Best-in-Class Data Quality process with industry standard DUNS number.
- Unique specialty data options such as credit class, UCC filings, and predictive indicators to give you unique targeting options.



## HOOVER'S DATA ELEMENTS:

BASIC DATA	ADVANCED DATA	SPECIALTY DATA
Geographic Location	Financials	Corporate Linkage
Address	Rents/Owns	UCC Filings
Phone Numbers	Minority Owned	Credit Scores
Website	Square Footage	In-depth Industry
Company Size	News	Email addresses
Industry	Social Media	



## HOOVER'S MOST POPULAR FEATURES:

- **SEARCH** – Quickly find companies, people, and industries.
- **BUILD-A-LIST** – Easily build and download targeted prospect lists based on 50+ selection criteria.
- **ALERTS** – Stay in the know on the people and companies that matter to you.
- **MOBILE IQ** – Access Hoover's from your mobile device and take advantage of our map feature to view customers and prospects near your current location.



## HOOVER'S SUBSCRIPTION LEVELS:

	200 MILLION + RECORDS	100 MILLION + CONTACTS	ALERTS	BUILD A LIST	DOWNLOADS	FAMILY TREE
RESEARCHER	X	X	X	X		
PROSPECTOR	X	X	X	X	10K	
RELATIONSHIP MANAGER	X	X	X	X	250K	X



## HOOVER'S UPGRADES:

- **CONNECTMAIL** – Get access to email addresses for sales or marketing.
- **FAMILY TREE** – Leverage our extensive corporate linkage for warm sales calls as well as territory management.
- **FIRST RESEARCH** – Be better prepared for your next call with in-depth industry intelligence, including Business Challenges, Trends & Opportunities, and call preparation questions.
- **OPTIMIZER AND OPTIMIZER FOR CONTACTS** – Cleanse and enrich your database to target your best customers and prospects.
- **D&B360** – Integrate Hoover's data into your MS Dynamics or SAP CRM.
- **MOBILE IQ PLUS** – In addition to basic mobile access, know which customers and prospects are located near you. Perfect for the sales person who's on the road.

### ABOUT DUN & BRADSTREET

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. For more about Dun & Bradstreet, visit [DNB.com](http://DNB.com).