



## CUSTOMER STORY

# Partnering with Dun & Bradstreet helped Adaptive Insights grow 220% over two years



Adaptive Insights is a technology company that offers cloud-based planning, analytics, and reporting applications to help finance professionals automate their Financial Planning & Analysis (FP&A) processes. Understanding the value of information and insight, the Silicon Valley start-up's approach is to automate time-consuming manual processes in the cloud, allowing their users to spend more time understanding their information than collecting and managing it.

Adaptive Insights' clients can quickly get to the stories their data has to tell, with more time to focus on finding new opportunities and growth.



### D&B Helps Adaptive Insights Work Smarter

A winning solution and fast-paced culture allowed Adaptive Insights to quickly double their business in 2012 and grow 60% in 2013. To help fuel the pace of growth, the team at Adaptive Insights, understanding the value of automation, turned to D&B for relevant and up-to-date customer data for their own Eloqua marketing automation system.

“Now, we can quickly identify target companies and pinpoint who we should be talking to and almost more importantly, who we should not be talking to.”

George Coughlin  
Marketing Director, Adaptive Insights



### How it Works

D&B supplies critical customer data that Adaptive Insights uses to identify new companies within their target markets. With this insight, Adaptive Insights automated a “new name” upload process and is rapidly growing their database, while also gaining efficiencies in:

- Targeting and identifying new companies in target markets
- Connecting with the right contacts and understanding which companies to avoid
- Closing enough leads to grow the company by 220% in two years

Intuitively understanding the value of working smarter with information and automation, they were able to save time and achieve greater efficiencies using D&B information.



### Results and ROI

Similar to the value proposition they offer their own clients, with insights from D&B, Adaptive Insights can deliver more value to their end-user clients. Their use of D&B data contributed to their ability to double their business by automating their own processes where they could. This allowed them to achieve a 220% growth rate over just two years.