

D&B Optimizer for Salesforce®

Empower Your Organization with Accurate, Actionable Data in Salesforce



DIRECT ACCESS TO QUALITY DATA

Keeping data up-to-date is an ongoing challenge as more than half of your data becomes outdated every year. Powered by the Dun & Bradstreet D-U-N-S® Number, D&B Optimizer for Salesforce ensures the data powering your Salesforce environment is clean, complete, and actionable. The solution is fueled by Dun & Bradstreet's mastered business intelligence and the world's largest commercial database.

D&B Optimizer for Salesforce enables your organization to have confidence in segmenting the market, identifying priority targets, and ensuring alignment across your business, while reducing the costs associated with bad data. It continuously manages data quality within your Salesforce environment so you don't have to.

HOW IT WORKS

By automatically enriching account records every 15 days, D&B Optimizer for Salesforce provides direct access to real-time, quality data at your fingertips so you can:

- ✓ Increase the productivity of sellers by eliminating manual efforts and automating data entry
- ✓ Identify cross-sell and upsell opportunities with visibility into corporate linkages and family trees
- ✓ Accelerate growth by prioritizing accounts based on 80 fields of advanced information
- ✓ Leverage real-time enrichment to ensure data completeness and accuracy



Automated Data Management

Maintain a single source of data truth and increases alignment and efficiency within your Salesforce instance



Real-Time Data Enrichment

Ensure all records contain accurate core business firmographics, intelligence, and hierarchical relationships



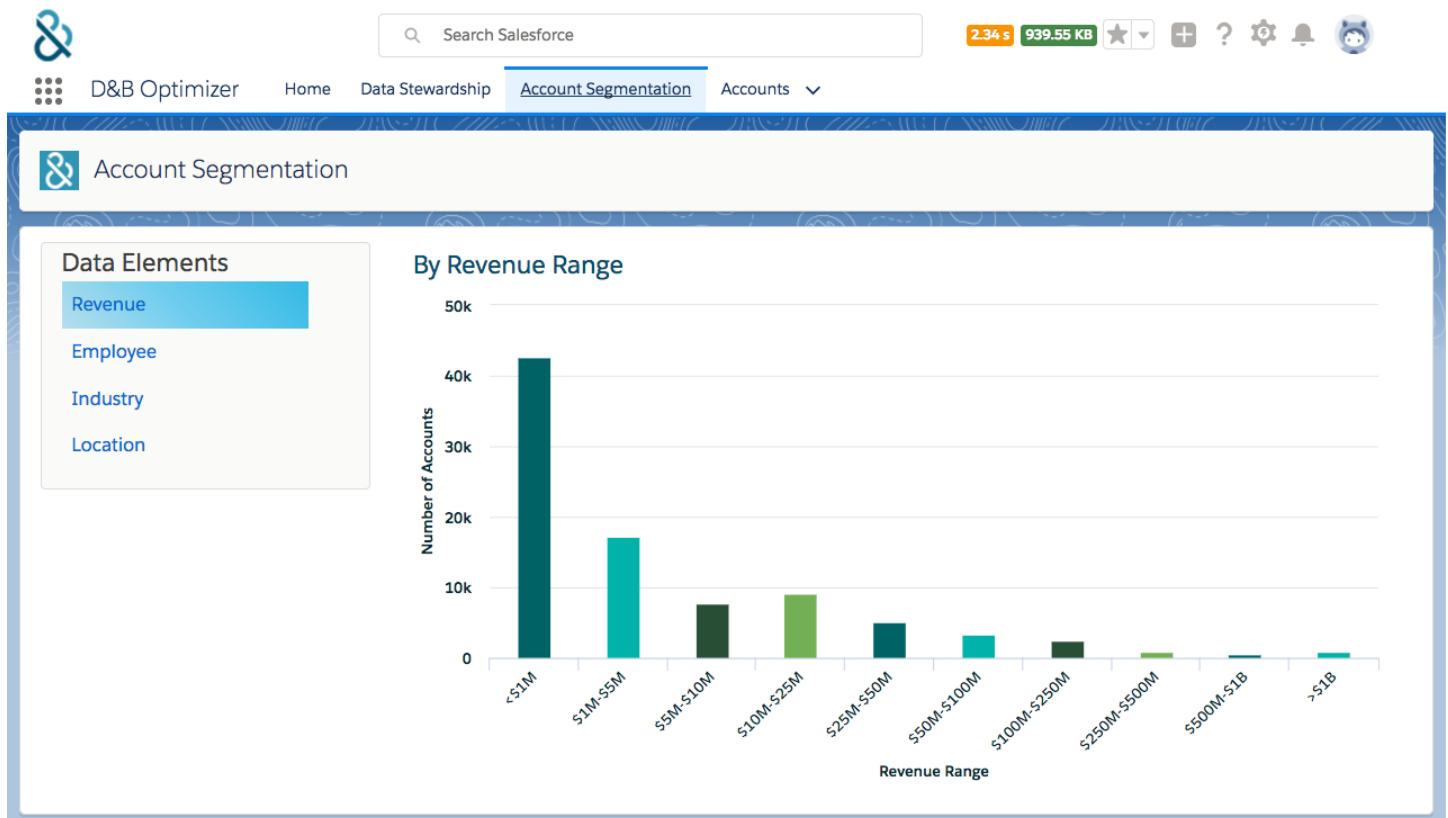
Improved Account Segmentation

Dynamic dashboards allow you to segment accounts by revenue, industry, employee size, and geographic location

VISUALIZE YOUR DATA IN SALESFORCE

D&B Optimizer for Salesforce is fueled by Dun & Bradstreet's comprehensive commercial database of over 280 million business records from 30,000 sources in 190 countries, updated 5 million times a day. With this data, you can prioritize accounts based on critical data insights, identify and link companies in the same family tree, and ensure corporate relationships are accurately reflected. Dynamic dashboards allow you to see data at a glance, including:

- ✓ Account segmentation by revenue, industry, and employee size
- ✓ Geographic maps to assist in territory planning
- ✓ Unmatched and duplicate records to drive data management practices



DELIVER WITH CONFIDENCE

D&B Optimizer for Salesforce delivers the clarity and consistency you need to drive your sales and marketing initiatives forward with confidence. It strives for matches across those records that are most valuable to your business and to deliver a single source of data truth that increases alignment and efficiency within your Salesforce instance. Let D&B Optimizer for Salesforce help you realize the power of your data.

Visit dnb.com/products/marketing-sales.html to learn more.

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](https://dnb.com).