



Decide with Confidence

D&B Sales and Marketing Solutions

D&B South Asia Middle East

D&B Sales and Marketing Solutions - Introduction



Decide with Confidence

- D&B Sales and Marketing Solutions help customers to achieve revenue objectives by improving results along each stage of the customer life cycle:
 - Acquiring new customers
 - Retaining existing customers
 - Servicing existing customers better
 - Growing the best customers
- D&B offer a range of services that help businesses analyse markets, locate prospects and manage customer relationships:
 - Direct Marketing
 - Lead Generation
 - Reference Solutions
 - Export Marketing Solutions
 - Database Solutions

D&B Global Database: Business Marketing Labels



Obtain marketing information on millions of companies globally

Indicative Contents:

- Company Name & Address
- D&B D-U-N-S® Number
- Trading Style
- Phone & Fax Numbers
- Operating Status
- Key Executives
- Industry Sector (SIC Code)
- Year Started
- Employees (where available)
- Annual Sales (where available)
- Profit / Loss (where available)
- Business Structure (HQ/Branch)
- Financial Statement Date

Export Marketing Solutions



D&B Export Marketing Solutions Products:

- D&B US Importer Data
- D&B UK Importer Data
- Business Marketing Solutions

- **Is based on actual transactions**
- **Originates from Bill of Lading as filed with US Customs**
- **Covers imports from around the world into 100 US Sea Ports**
- **Is the best and most cost effective source of information on US importers**

US/UK Import Reports – Key Benefits



- Identify and qualify importers for your specific product in the US/ UK
- Analyze market trends in US/UK for your products
- Analyze export activity from competing countries
- Identify new competitors who are supplying to your customers
- Analyze purchasing habits of existing customers

Hoovers



- Hoovers is a D&B Company
- Hoovers is a premier source of business information through a global database:
 - 25 million private and public companies.
 - 31 million decision makers.
 - 600 industries globally.
- Hoovers offers powerful, easy-to-use mining tools:
 - identify new prospects.
 - email key executives.
 - analyze financial statements.
 - research companies and more than 250 industries via in-depth research reports.

Thank you



- Contact us for more information on D&B Sales and Marketing Solutions:
- E-Mail: sales@dnbsame.com