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Dun & Bradstreet Empowers Salesforce Users with Real-time Data Solution

D&B Optimizer for Salesforce provides actionable data directly within CRM

SHORT HILLS, N.J., Nov. 3, 2017 /PRNewswire/ -- Dun & Bradstreet (NYSE: DNB) today announced the launch of D&B Optimizer for Salesforce, a solution that natively integrates Dun & Bradstreet data and data services into the Salesforce Platform. The solution provides real-time updates and cleansing capabilities for critical account data in a company's Salesforce instance to enable them to access actionable data to be leveraged in their customer initiatives. Fueled by the Dun & Bradstreet D-U-N-S Number® and Dun & Bradstreet's comprehensive commercial database of over 280 million business records from 30,000 sources in 190 countries and updated 5 million times a day, the application is now available through the AppExchange as a Lightning Data solution.

[Salesforce estimates](#) that 91 percent of CRM data is incomplete and 70 percent of that data deteriorates and becomes inaccurate annually. This has a direct impact on an organization's ability to accurately segment markets, prioritize accounts, and align sales and marketing activities. Companies must solve for this data challenge in order to improve the productivity of their sales organization and keep their sales and marketing strategies on track.

"For organizations to grow, they need actionable and complete data across the entire business to ensure that timely and informed decisions are being made," said Derek Slayton, General Manager of the Sales and Marketing Line of Business for Dun & Bradstreet. "D&B Optimizer for Salesforce provides Salesforce customers the ability to get the data they want, when and where they need it, directly within their Salesforce instance. This leads to increased productivity and, ultimately, growth for their businesses."

D&B Optimizer for Salesforce provides real-time data enrichment, adding approximately 80 fields of advanced account intelligence, along with automated cleansing of account data to provide continuous data accuracy. These proven data management processes provide high quality levels for account data, optimizing the productivity of operations teams and increasing the success of sales and marketing programs. D&B Optimizer for Salesforce also:

- 1 **Enables sales & marketing teams:** By eliminating manual efforts and automating data management, sales and marketing teams can focus on market facing activities. Teams can now rapidly identify cross-sell and upsell opportunities with visibility into corporate relationships and family trees. Teams can drive account-based sales and marketing programs based on improved ideal customer profiles and propensity models.
- 1 **Enhances data for better decision-making:** Through real-time data enrichment, D&B Optimizer for Salesforce includes 80 additional fields of advanced account information - including the D-U-N-S Number, financial information, industry classifications and corporate ownership linkages.

"Everyone and everything is getting smarter and more connected than ever before, and companies are looking to transform the way they connect with customers, partners and employees," said Kori O'Brien, SVP, ISV Sales, Salesforce. "By leveraging the power of the Salesforce Platform, Dun & Bradstreet provides customers with an exciting new way to drive data management and account segmentation best-practices for their account records."

D&B Optimizer for Salesforce is available now in the United States and United Kingdom. For more information, visit <http://www.dnb.com/products/marketing-sales/salesforce-data-management.html> or booth 1202 at Dreamforce, the most inspiring technology event of the year and the world's largest gathering of Trailblazers, from November 6-9, 2017.

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About Salesforce AppExchange

Salesforce AppExchange, the world's leading enterprise cloud marketplace, empowers companies to sell, service, market and engage in entirely new ways. With more than 4,000 solutions, 5 million customer installs and 70,000 peer reviews, it is the most comprehensive source of cloud, mobile, social, IoT, analytics and artificial intelligence technologies for businesses.

About Dun & Bradstreet

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect our 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. Twitter: @DnBUS

Media contact:
Cari Zoch
Dun & Bradstreet
zochc@dnb.com
+1 512-795-6462

Investors -
Kathy Guinnesssey
Dun & Bradstreet
+1 973-921-5892
kathy.guinnesssey@dnb.com



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