



DUN & BRADSTREET

Market Insight: *Smarter Marketing*



Dun & Bradstreet's **Market Insight** gives marketers the powerful knowledge that sophisticated statistical models generate—without the need for a statistician.

Market Insight is an innovative data visualization tool that delivers a comprehensive, detailed view of your customer base, allowing you to profile your best customers, model them and identify the high potential prospects who look like your best customers. The tool utilizes Microsoft .Net technology to connect you to the rich data resources at D&B from your desk. All this helps you make smarter marketing decisions.

With Market Insight you can:

- Understand your customers by their revenue spend and which products they are buying helping you to identify which ones are the most valuable
- By leveraging D&B data, you gain more insight into what your customers look like and what attributes they have in common
- Increase revenues from existing customers by targeting cross-sell and up-sell opportunities
- Integrate data from third parties to give you the most comprehensive view possible of your customers
- Identify high potential prospects that are most like your best customers
- Prime your sales force to enter new markets with confidence

Enhance, analyze, and take action

Market Insight uses a collaborative approach to solving marketing challenges. By combining your customer data with D&B's global business database, and using the latest technology, you can easily enhance and analyze the information you already hold on customers.

Looking for prospects who look like your best customers?

Struggling to get a clean, clear picture of your customers?

Seeking to arm your sales force with high quality leads?

Market Insight will provide you with a comprehensive, detailed view of your customers and prospects, so you can make smarter marketing decisions.

With newly enhanced data, the analysis phase becomes more insightful—and more profitable:

- Identify your most valued customers and those that are the riskiest to service
- Create a scoring model to profile and pinpoint the prospects that are most like your best customers
- Understand corporate relationships within a family tree to rank prospects and identify cross-sell opportunities
- Generate prospect lists your sales team will work readily

Market Insight automatically keeps pace with changes in the market because D&B updates its global database each month without interruption to service. D&B also helps you upload new information about your customers at predetermined intervals.

Powered by industry-leading data analysis software

Another Market Insight advantage: you do not require extensive data expertise or IT resources to realize the value of Market Insight.

That’s because D&B has incorporated the expertise of Apteco, supplier of the UK’s leading software for marketing data analysis. In Market Insight, D&B and Apteco have created an application that is easy to deploy and use right away—without the help of your IT department.

With Market Insight, you download a launcher directly from D&B to your computer—not to your company’s server—and access the application through a secure web page.

The Market Insight team works with you every step of the way, showing you how to get the most out of your data on an ongoing basis.

The D&B quality assurance

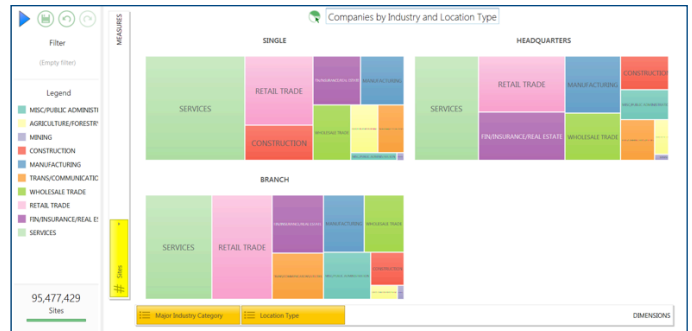
D&B is the world’s leading supplier of business-to-business marketing and credit risk information. D&B’s unparalleled DUNSRight™ Quality Process, global coverage, and track record spanning more than a century and a half mean D&B is a name you can trust.

DUNSRight is the process, through which we collect, aggregate, edit, and verify data from thousands of sources daily. DUNSRight-driven D&B business data helps ensure that your customer and prospect information is the most complete and up to date, enabling you to make smarter and more profitable marketing decisions.

Description	Mean P...	Omit Ze...	Omit Unclass...	Min Ind...	Max Ind...	Mean In...	Information...
Major Industry Cat...		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	50.68	295.66	97.08	0.0672
Emp Total Range		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	223.78	223.78	125.66	0.1297

Description	Penetration	Index	Z Score	PWE	% of Analysis : % of B...	Market Potential
10,000 and over		223.78	8.17	1.43		
3,500 - 4,999		172.44	1.78	0.94		
5,000 - 9,999		112.87	0.44	0.20		
2,500 - 3,499		101.65	0.04	0.03		
500 - 999		71.20	-1.01	-0.55		
1,000 - 2,499		54.10	-2.13	-0.97		
1 - 24		38.95	-2.04	-1.48		
100 - 199		38.20	0.00	-1.51		
250 - 499		21.78	0.00	-2.35		
50 - 99		15.92	0.00	-2.81		

Market Insight includes powerful Predictive Weight of Evidence functionality that visually depicts the relative strength of a variable in predicting whether a prospect looks like your high-value customers.



Market Insight has a powerful charting tool that lets you graphically represent customers and prospects using a range of key variables and then export the results to Excel, PowerPoint or Word with one click.



You can also view results in a Venn diagram complete with segment counts to quickly identify cross-sell opportunities.

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