



*Searching for a list of Grade A prospects? Struggling to get a clean, clear view from your marketing database? Seeking to reinvigorate your sales force with quality leads? Market Insight will provide you with a comprehensive, detailed view of your customers and prospects, so you can make smarter marketing decisions.*

## Market Insight: Smarter Marketing

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

Market Insight is an innovative Web-based application that delivers a comprehensive, detailed view of your marketing database, empowering you to profile your best customers, build Grade A prospect lists, and make smarter marketing decisions.

With Market Insight you can:

- Understand your customers by their value, frequency, churn, and lifetime value
- Gain more insight by overlaying the in-depth data D&B holds on those very same customers
- Integrate data from third parties to give you the most comprehensive view possible of your customers
- Identify prospects that are most like your best customers
- Increase revenues from existing customers by targeting their entire corporate family
- 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 records with the timely and accurate records in D&B's global business database, the world's largest, and using the latest technology, you can easily enhance and analyze the information you already hold on customers and prospects.

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- and up-sell opportunities
- Generate a robust prospect list you can rely on

Your Market Insight portfolio 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 make use of smarter marketing insights. 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 software directly from D&B to your laptop or desktop—not to your company’s server—and access the application through any standard Internet browser.

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

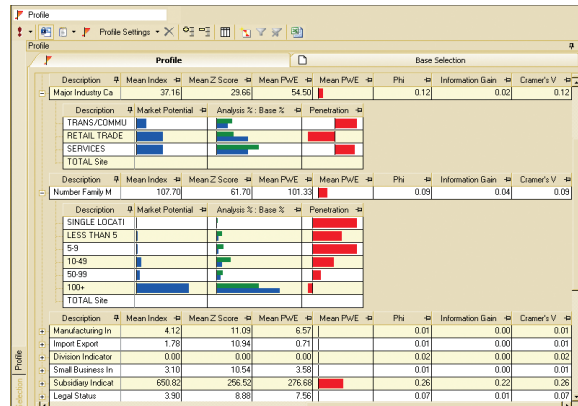
D&B is the world’s leading supplier of business-to-business marketing and credit risk information. D&B’s unparalleled DUNSRight™ Quality Process, global coverage, and track record spanning more than a century and a half mean D&B is a name you can trust.

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.

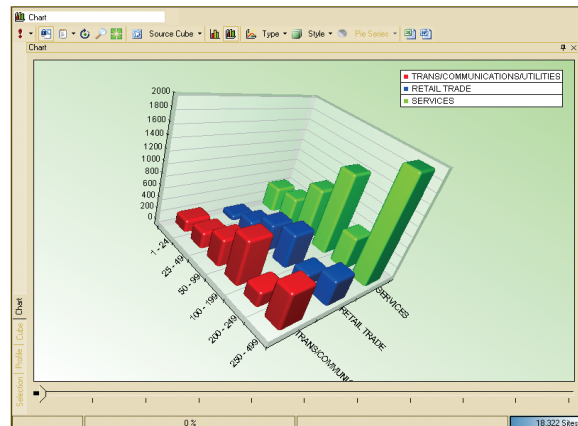
## D&B Solutions

- Risk Management Solutions
- Sales & Marketing Solutions
- Supply Management Solutions
- E-Business Solutions

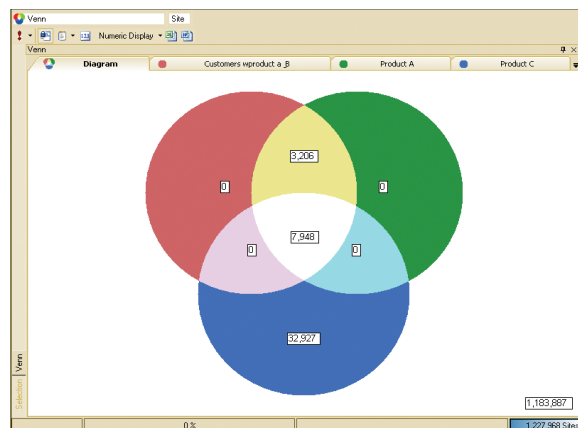
[www.dnb.com](http://www.dnb.com)



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 lets you graphically represent customers and prospects using a range of key variables and then save the results to Excel or Word with one click.



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