A QUICK PEEK AT

salesforce data.com

Having the right data at the right moment gives your sales team a competitive edge.

With Salesforce Data.com, you get the power of having complete, comprehensive and current information on your customers built directly into the #1 sales solution.

Get a glimpse into how you gain critical customer insights, boost sales productivity, and grow your pipeline with Data.com.

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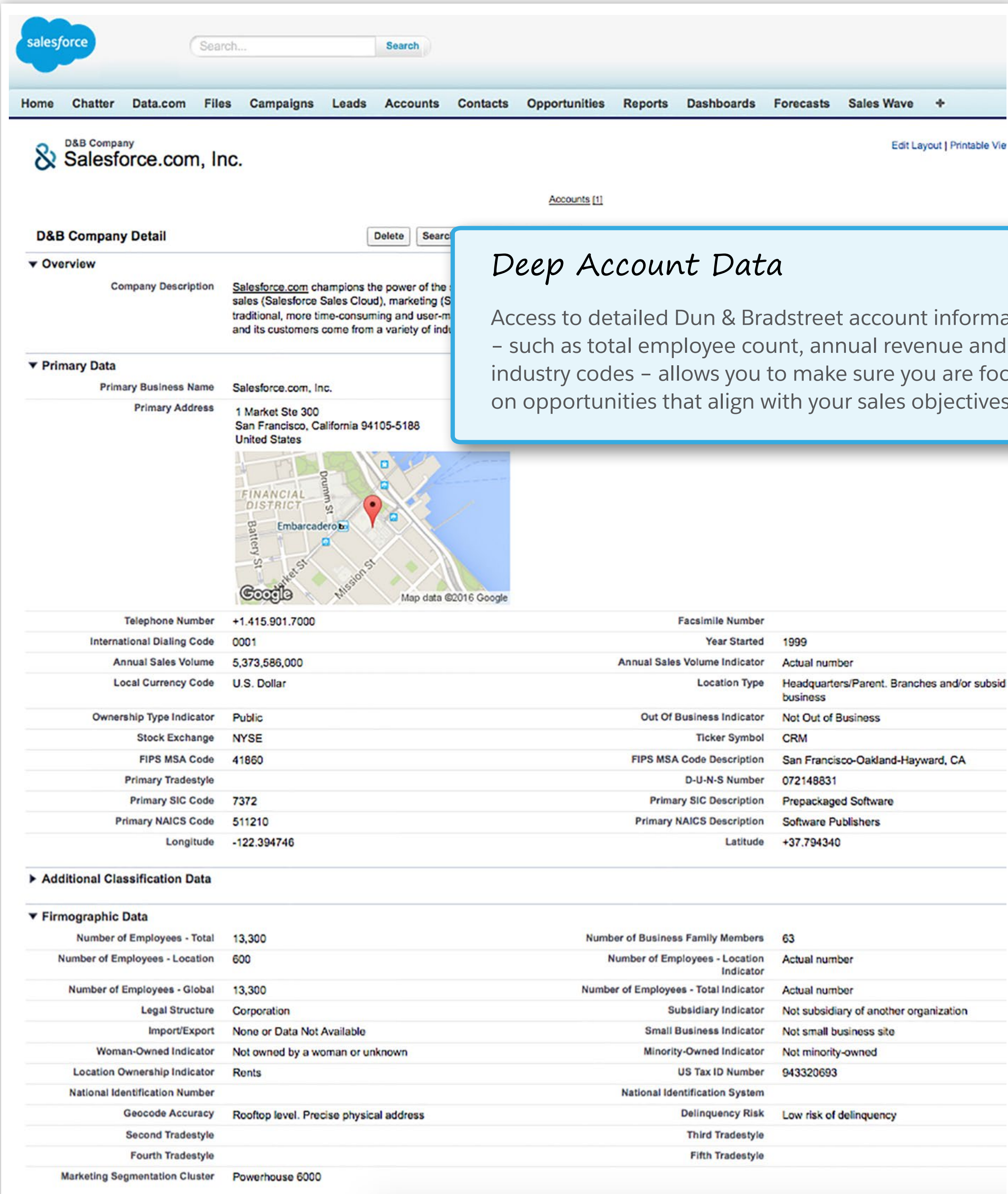
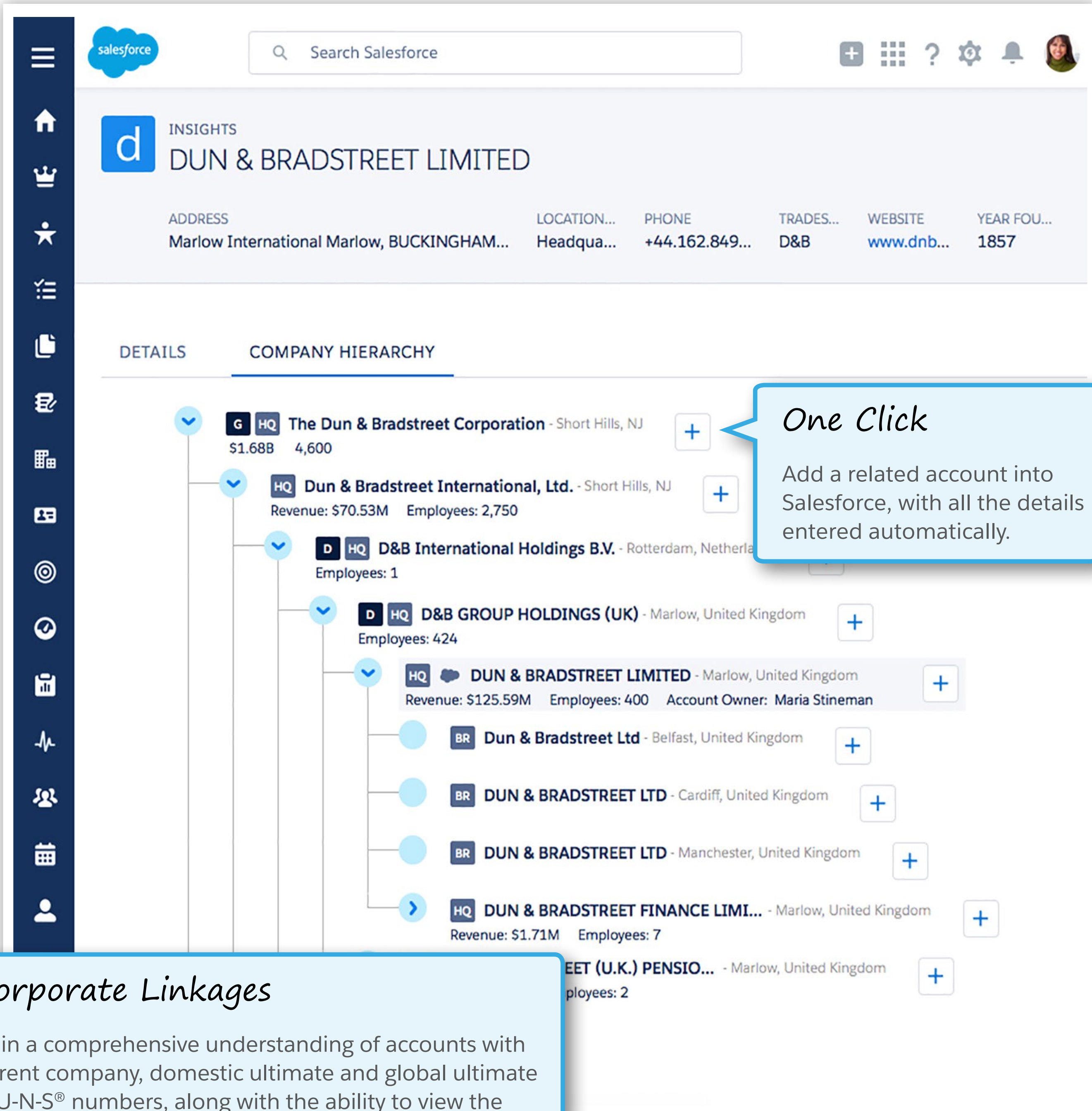
Get the full view of your customers. Data.com provides access to 80+ fields of account data, so you have the details you need to know your customers and prospects.



Deep Account Data

Access to detailed Dun & Bradstreet account information – such as total employee count, annual revenue and industry codes – allows you to make sure you are focusing on opportunities that align with your sales objectives.

Connect the dots to really know your accounts. Dun & Bradstreet corporate linkages provide a complete view of your customers and the relationships between your accounts.



One Click

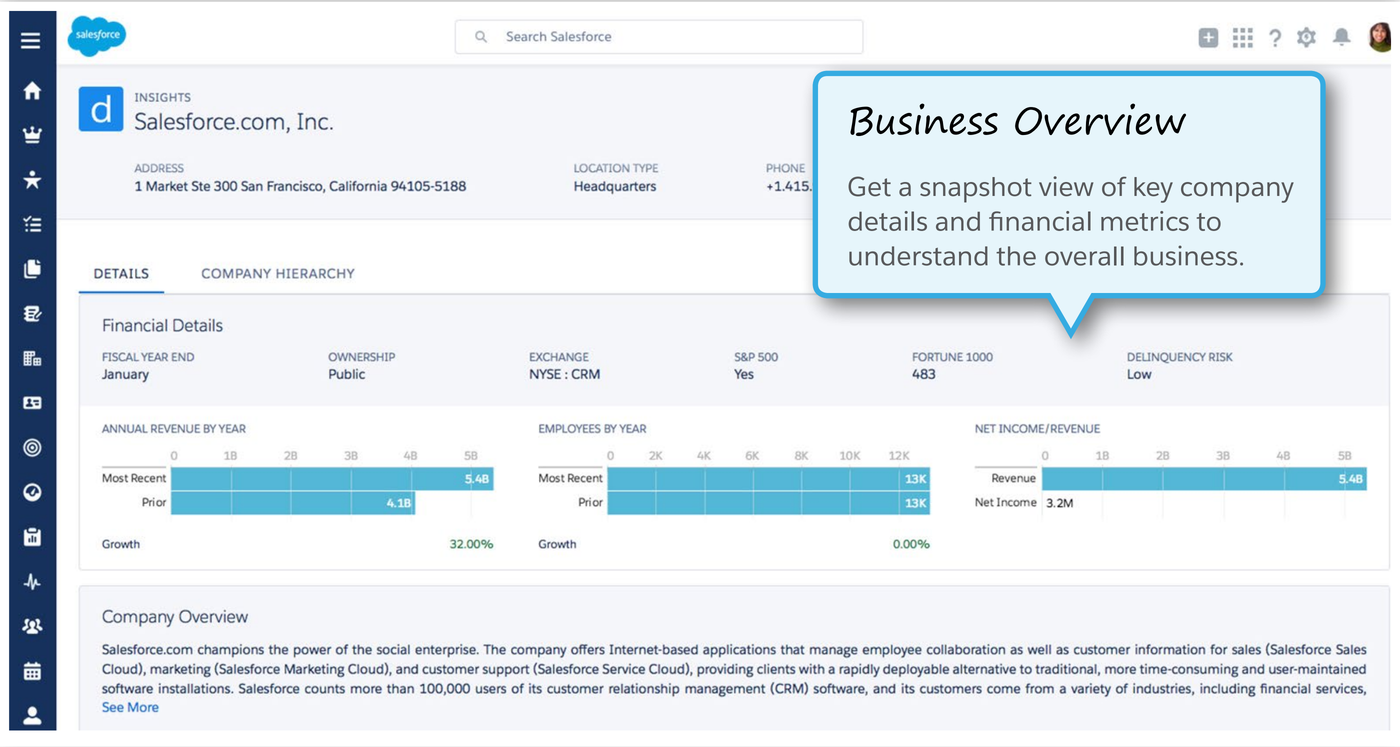
Add a related account into Salesforce, with all the details entered automatically.

Corporate Linkages

Gain a comprehensive understanding of accounts with parent company, domestic ultimate and global ultimate D-U-N-S® numbers, along with the ability to view the complete corporate hierarchy.

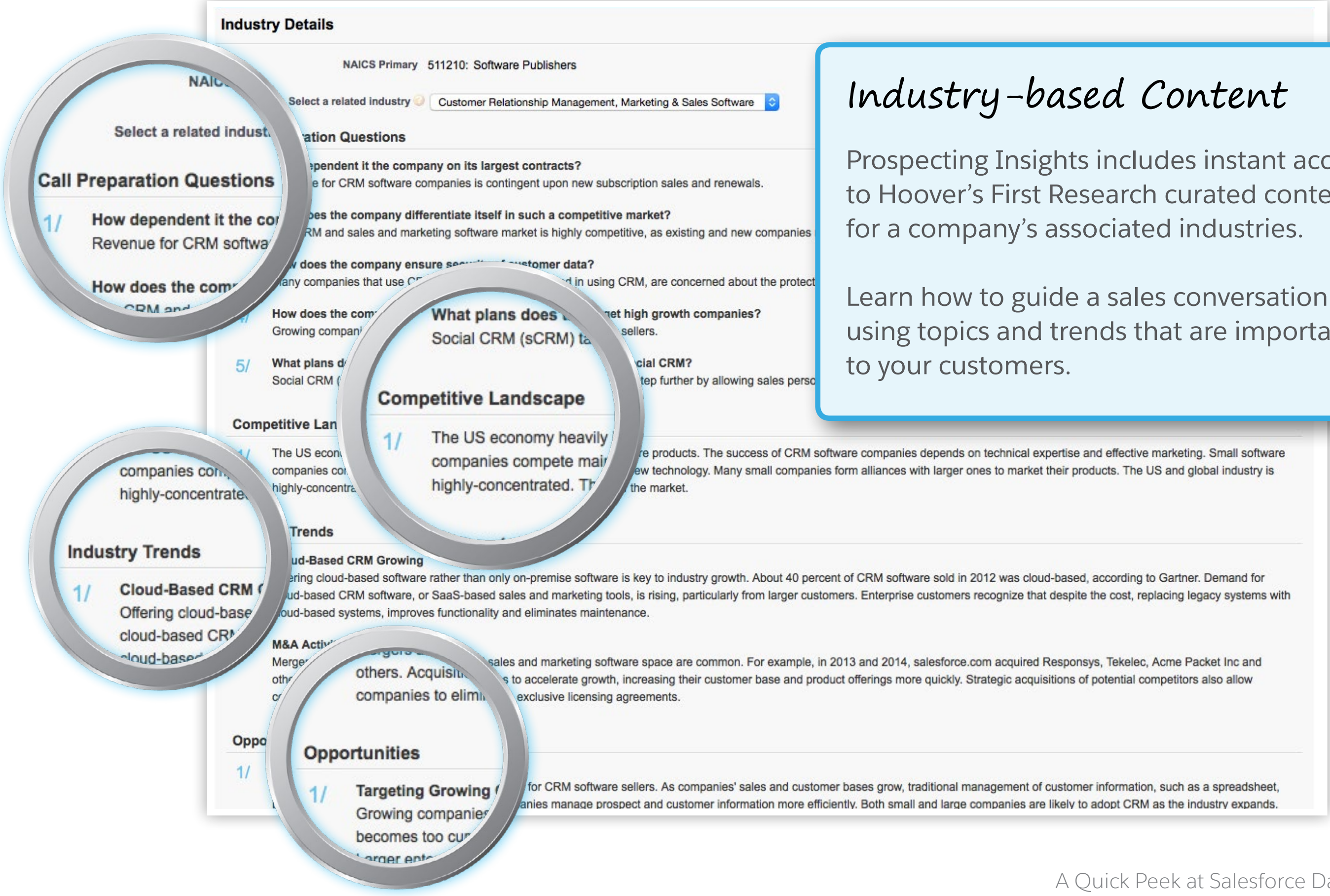
Now, you can quickly identify new opportunities to cross-sell and increase account penetration.

Learn the topics for successful sales calls. Prospecting Insights from Data.com goes beyond data points, giving reps the information they need to have effective, engaging sales conversations.



Business Overview

Get a snapshot view of key company details and financial metrics to understand the overall business.



Industry-based Content

Prospecting Insights includes instant access to Hoover's First Research curated content for a company's associated industries.

Learn how to guide a sales conversation by using topics and trends that are important to your customers.

Follow Data.com

Bring it all together and see the big picture. Having more detailed, complete information about your customers allows you to execute on strategic initiatives such as territory planning and resource allocation.

Dashboards and Reports

The powerful reporting tools in Sales Cloud allow you to gain deep customer insights from the rich set of Data.com information, making your sales and marketing efforts more successful.

Whitespace Analysis

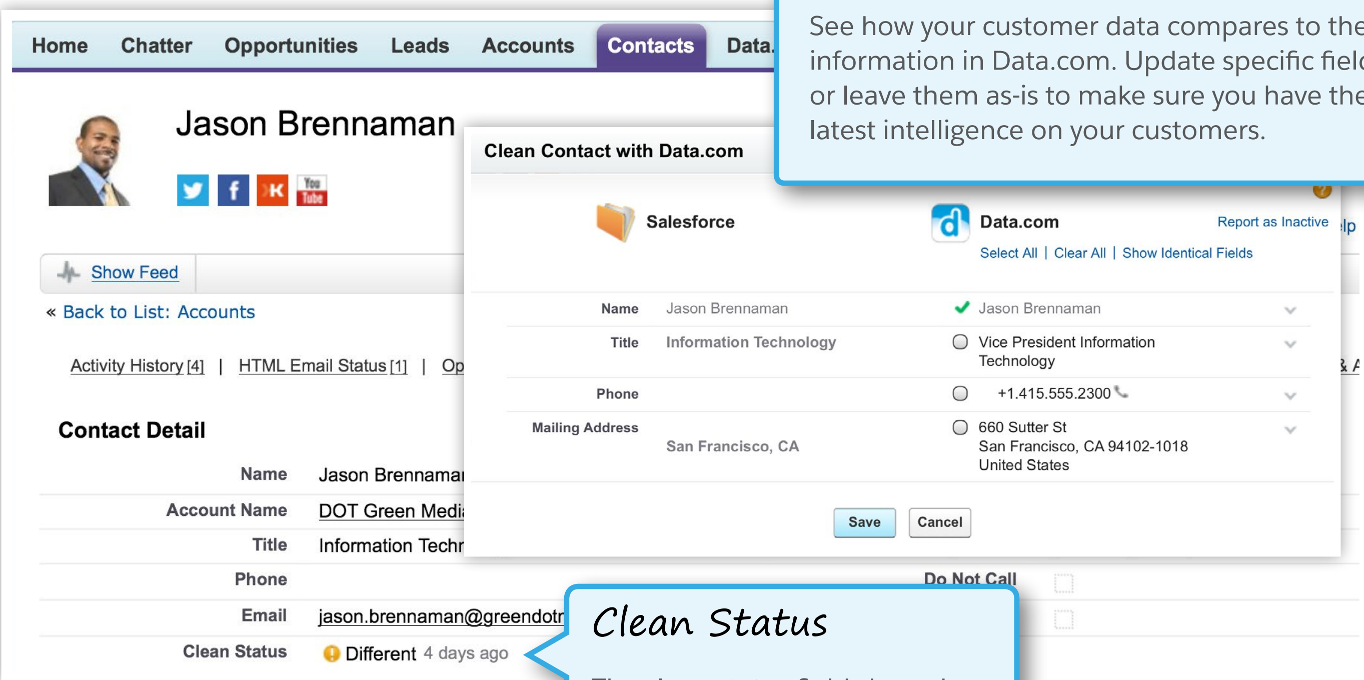
Find out which divisions, subsidiaries and branch locations need more sales attention to maximize your overall account penetration.

Follow Data.com

Get the latest information in one click. Sales reps need accurate and complete customer data at their fingertips. Data.com Clean compares your leads, contacts and accounts to its referential data sources, then easily updates and enriches your customer records.

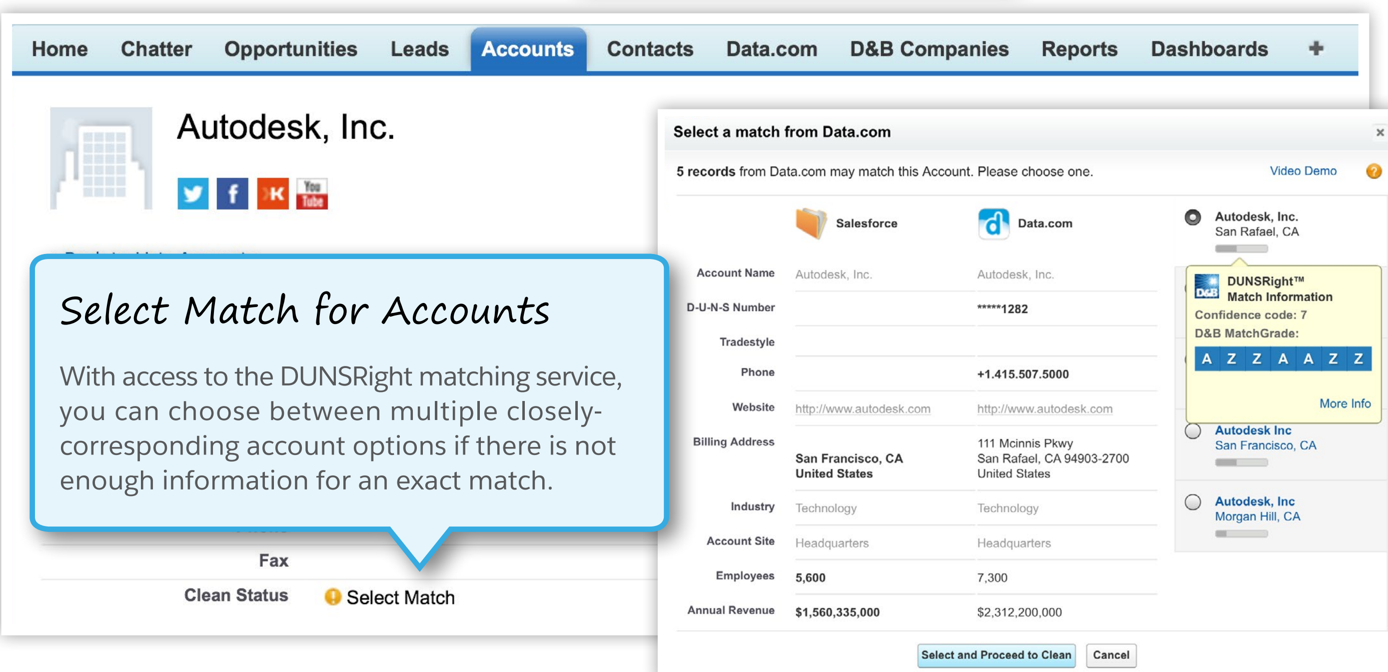
Compare to Data.com

See how your customer data compares to the information in Data.com. Update specific fields or leave them as-is to make sure you have the latest intelligence on your customers.



Clean Status

The clean status field shows how your data matches with Data.com.



Select Match for Accounts

With access to the DUNSRight matching service, you can choose between multiple closely-corresponding account options if there is not enough information for an exact match.

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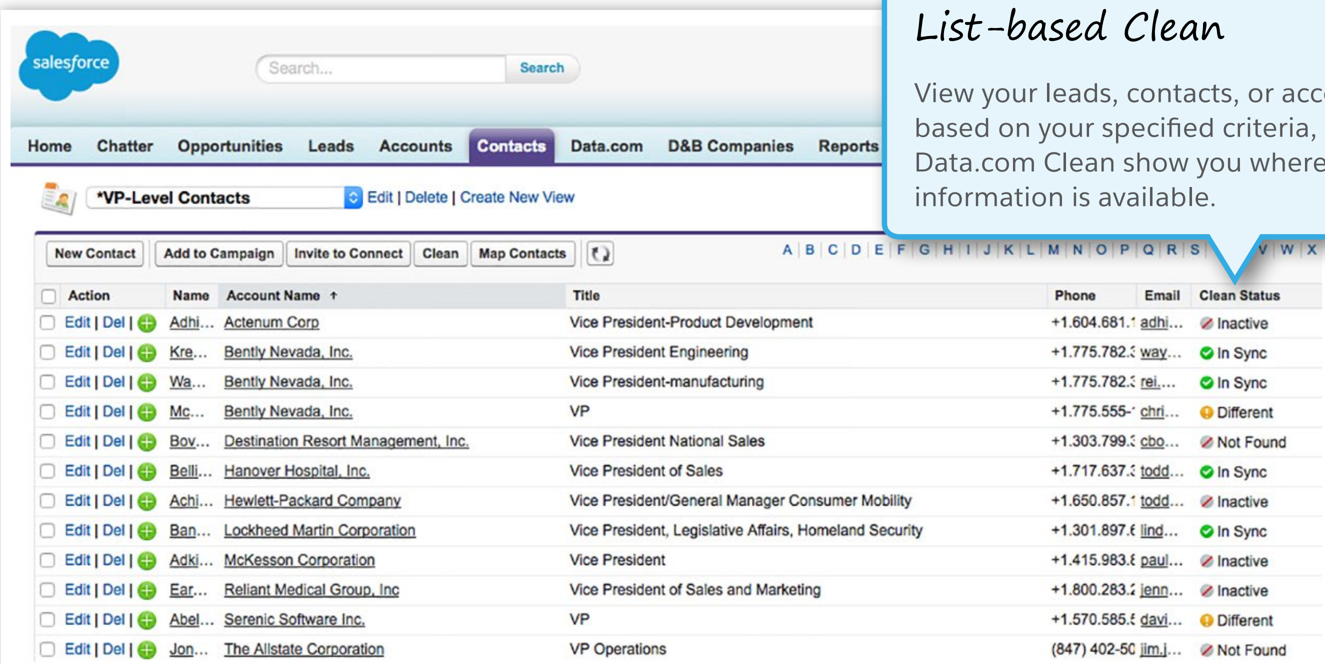
Keep your customer data fresh and reliable. Data.com Clean provides your reps with the most current information on vital customer specifics such as title, business phone number and email, as well as enriching account-level information to improve their ability to manage inbound leads.

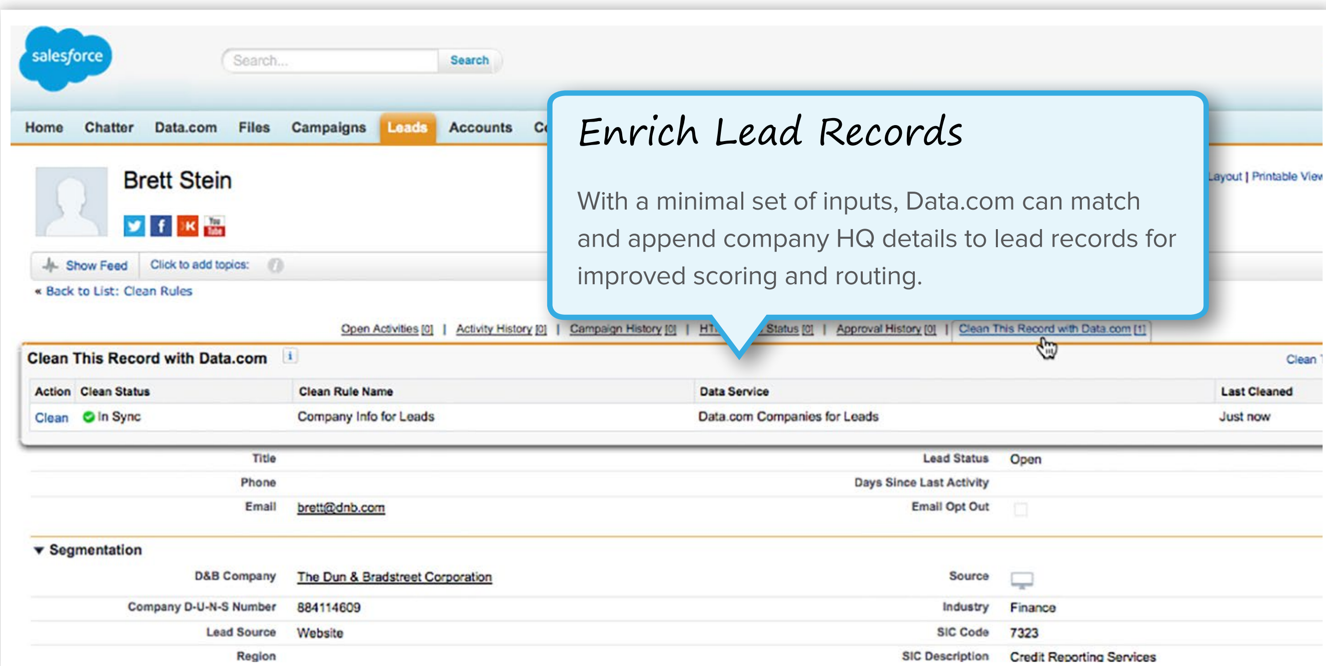
List-based Clean

View your leads, contacts, or accounts based on your specified criteria, then let Data.com Clean show you where new information is available.



Enrich Lead Records

With a minimal set of inputs, Data.com can match and append company HQ details to lead records for improved scoring and routing.



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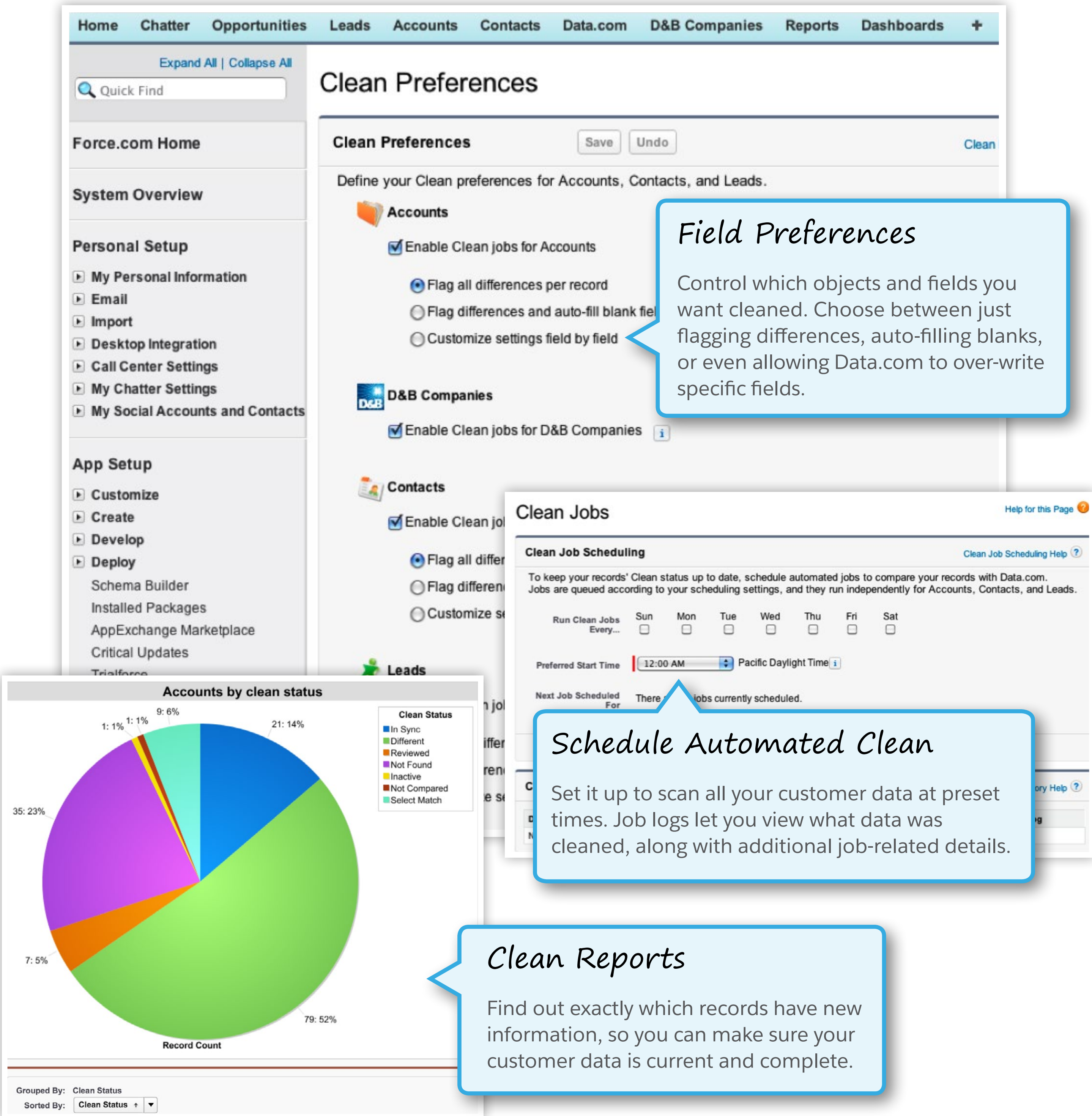
Set automated clean and focus on selling. Administrators can configure automated jobs in Data.com Clean settings, specifying when and what information to update. This means you can spend more time selling instead of managing customer data.



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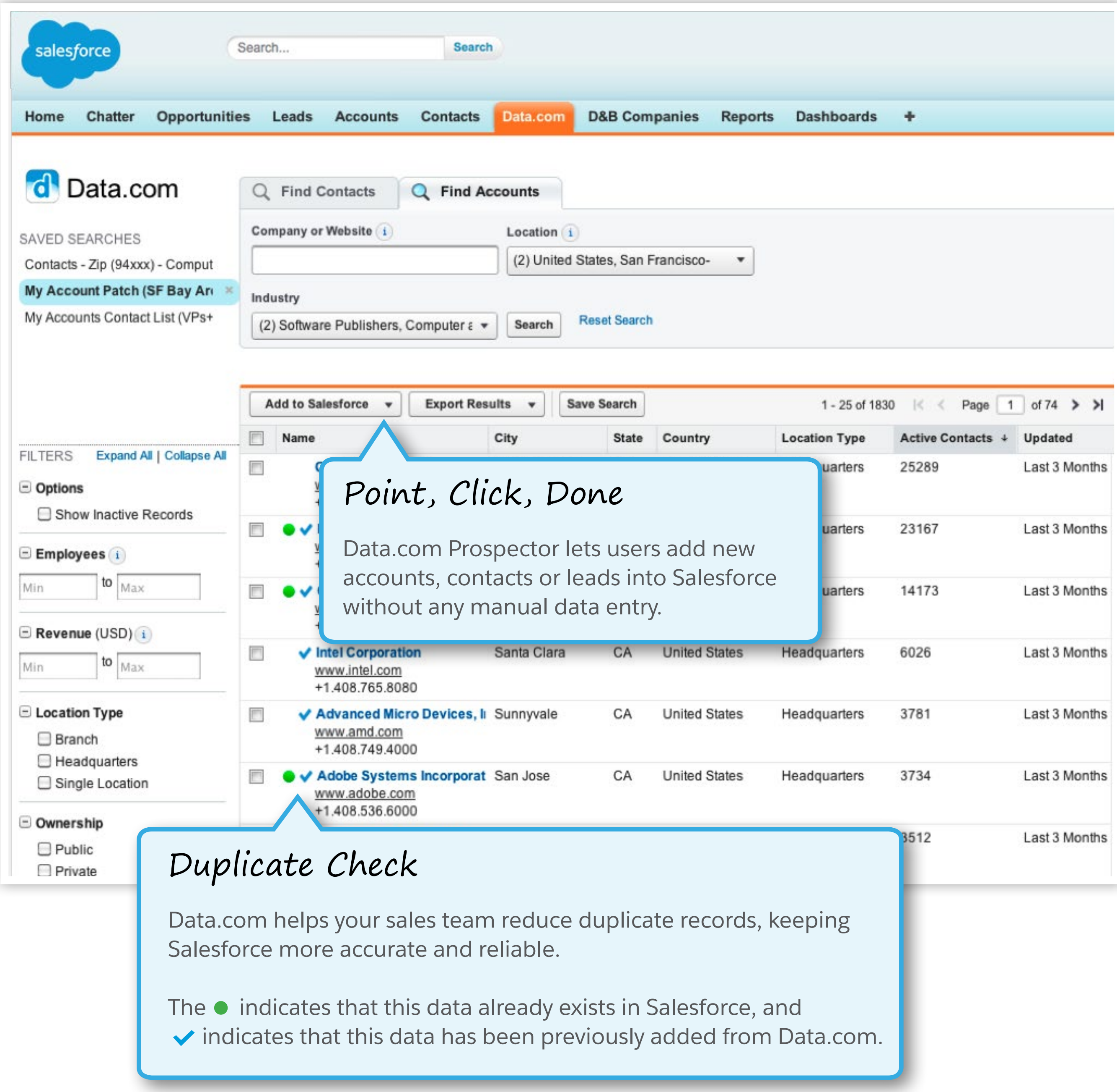
Find the right prospects – faster. Search for new accounts and contacts in the Data.com tab, then use filters (e.g., title, department, revenue and employee count) to find the exact results you need to grow your business.



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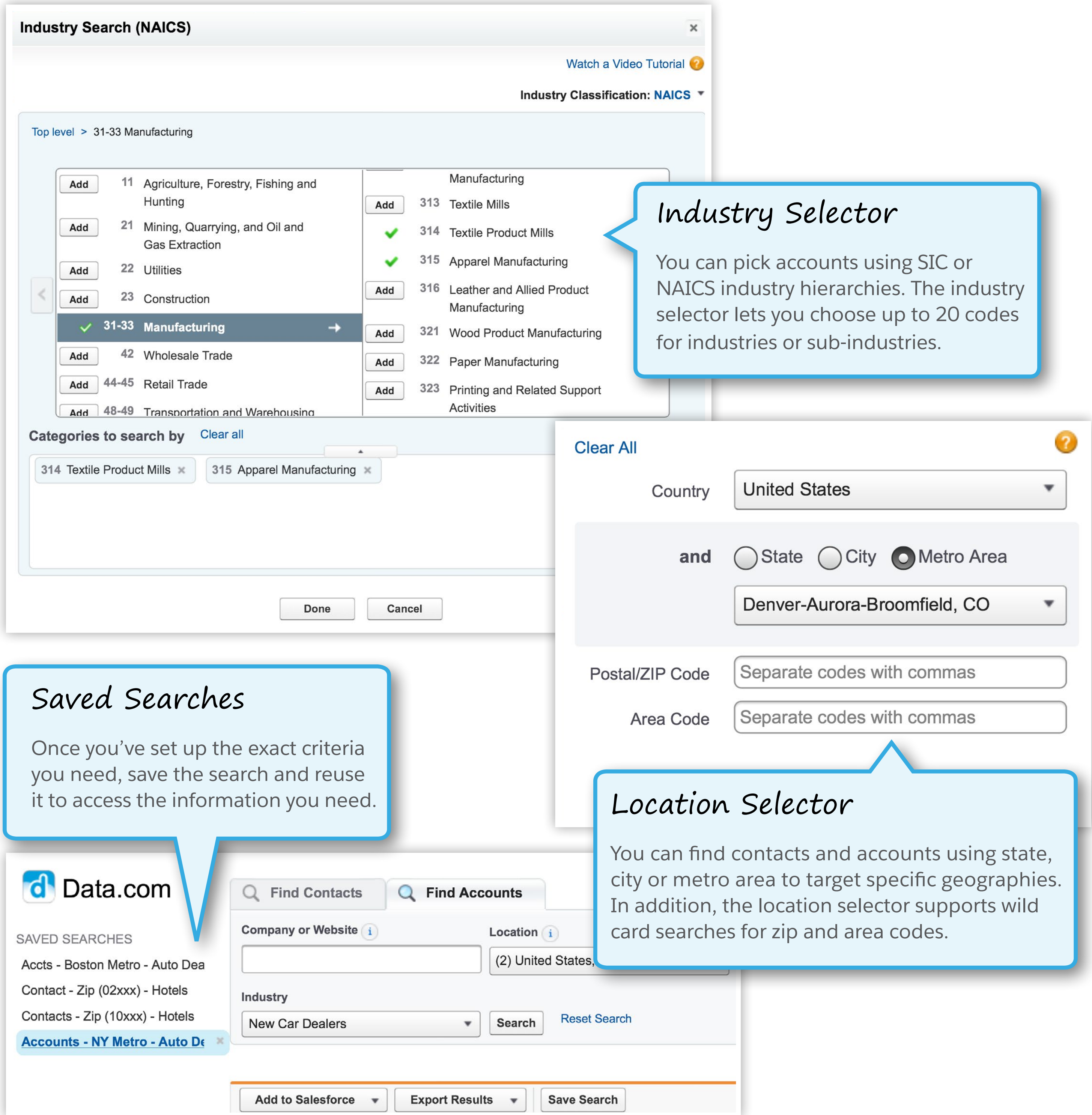
Tailor searches to meet your needs. Honing in on the most relevant prospects in your territory is easy with the industry and location selectors. Once you have refined your search criteria, stay on top of new people or companies in your patch by using saved searches.



Industry Selector

You can pick accounts using SIC or NAICS industry hierarchies. The industry selector lets you choose up to 20 codes for industries or sub-industries.

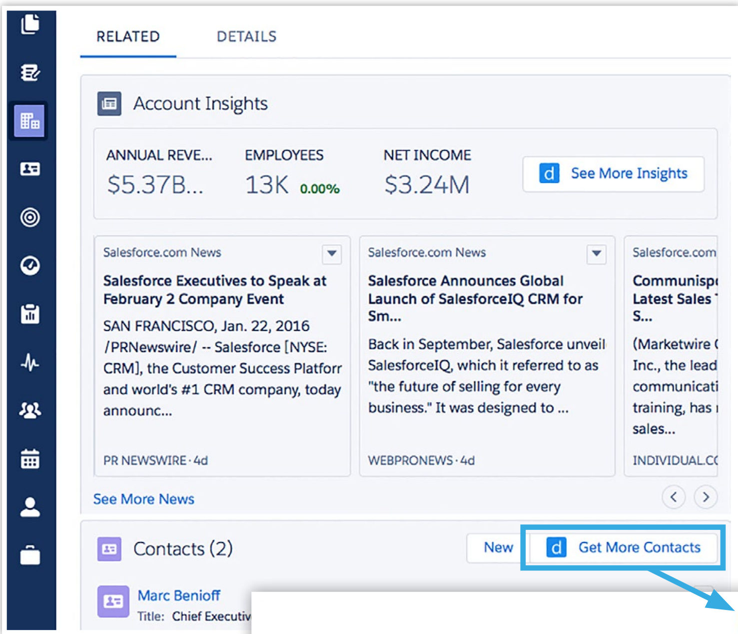
Saved Searches

Once you've set up the exact criteria you need, save the search and reuse it to access the information you need.

Location Selector

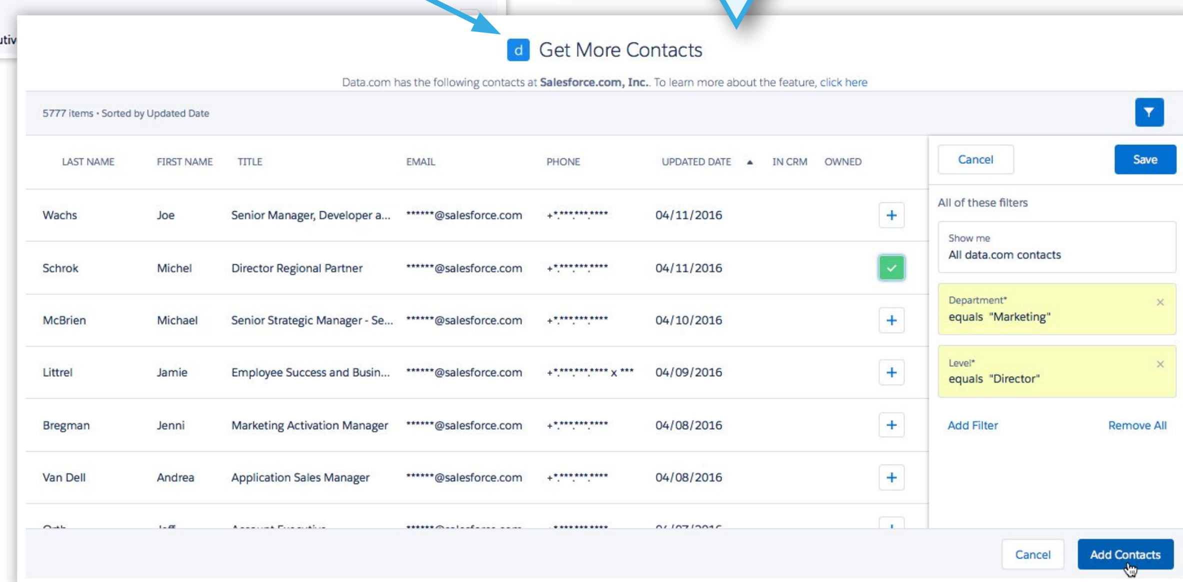
You can find contacts and accounts using state, city or metro area to target specific geographies. In addition, the location selector supports wild card searches for zip and area codes.

Expand your account relationships. Data.com Prospector lets you easily find decision makers within your target accounts. See available contacts at each organizational level and department to fine tune your search.



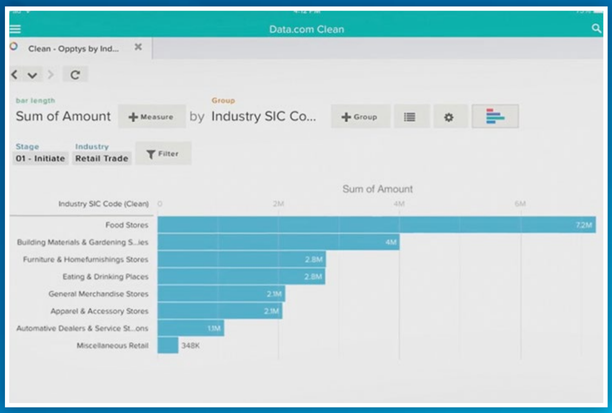
Get Contacts

From an account record, you can find associated contacts and then filter down the results by department and level. If you decide to add any contacts, the account will be instantly updated with all their business card details.



Now that you've seen what Data.com can do to make selling more effective, learn about additional information and resources.

Take the Next Step.



See Data.com in action.

Watch these videos and see how Data.com helps you know your customers better than ever before.

Go to demos >

Run the assessment.

If you are a Sales Cloud customer, run the free Data.com Assessment App to find out how Data.com Clean can improve your customer data.

Go to AppExchange >

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