



Optimizer *powered by Acxiom*

See your customer from every angle to see the opportunities you're missing

If you're like most companies, you have several departments with different views of your customer—and different points of contact. Your business systems collect customer information in inconsistent, incomplete formats. And business customer information becomes inaccurate at a rate of 1½% to 3% every month.*

Let the power of insight work for you

Optimizer transforms your customer and prospect data into up-to-date, accurate, and actionable commercial insight, enabling a single customer view across multiple systems. With a single customer view you can confidently deliver the right solution to the right customer, maximizing revenue growth while achieving operational efficiencies:

- Sales and customer service can focus on maximizing the value of each customer relationship and targeting the prospects with the highest potential.
- Marketing can increase campaign response rates and identify missing opportunities while lowering costs with cutting-edge match technology and improved match rates.

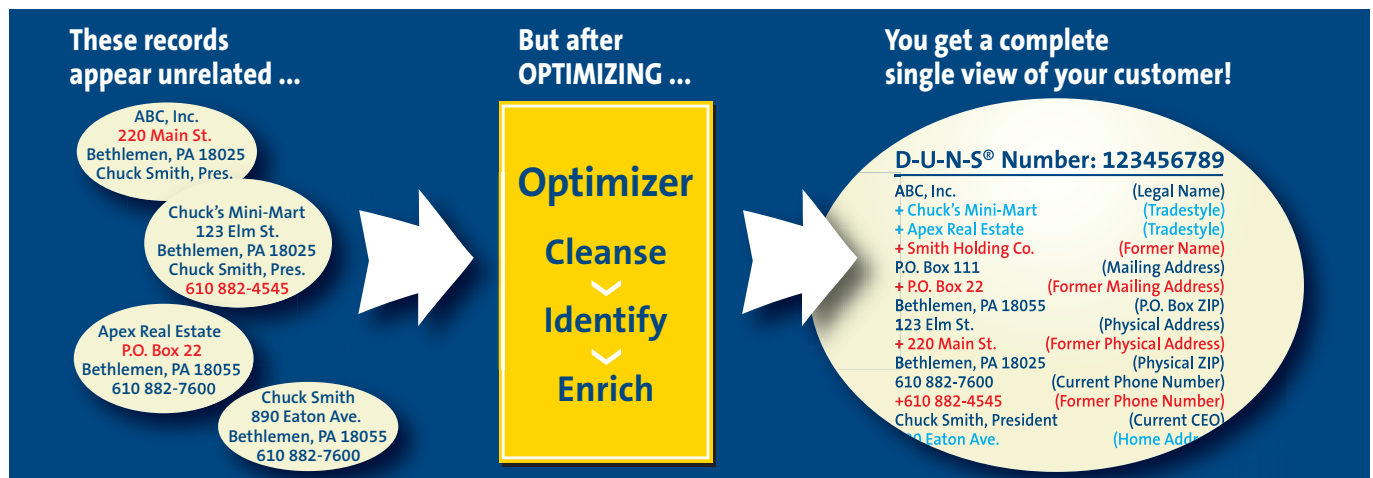
- And IT can reduce operating expenses and maximize ROI of enterprise and customer relationship management systems.

Even if your company has invested in systems like CRM, ERP, and sales force automation, your business customer information is probably still incomplete and fragmentary—and that's costing you money and limiting your revenue opportunities. You're not alone: poor data quality costs U.S. businesses more than \$600 billion annually, according to the Data Warehousing Institute.

How It Works

- **Cleanse customer addresses** so that you can communicate more effectively and with less wasted investment. Cleansing ensures baseline customer data is up-to-date and accurate. We standardize customer information formats, correct inaccuracies, update moved addresses, and consolidate duplicate records.

**Source: D&B database activity*



Through the unique Optimizer process, D&B can transform a partial and even inaccurate business customer record into a more complete and current record.

Call 800-748-5482 for more information.

- **Identify your commercial customers** so that you can sell and market more effectively. Identifying (matching) increases campaign efficiencies and increases your confidence in customer records by detecting similarities in incoming data to more accurately combine it into a single business. We use our unique identifiers (D-U-N-S® Number and AbiliTec® technology from Acxiom) and exclusive entity matching process to match cleansed records, resolve customer records that did not meet match requirements, and investigate non-matches.
- **Once records are matched, we enrich customer data to add insight and show previously hidden up-sell and cross-sell opportunities.** Additional information from the D&B and Acxiom databases provides you with a multi-dimensional customer view and increases the business value of your customer information. D&B business information includes SIC codes, corporate linkages, sales volumes, and predictive scores, among hundreds of other variables. Your data is now transformed into commercial insight that you can integrate to provide a single view of your customer across disparate databases. Enriched insight is integrated into your customer databases to eliminate inconsistencies, increase responsiveness, and leverage data across your organization. Regular updates ensure that your business information and insight remain up-to-date, accurate, and actionable.

Call 800-748-5482 today!

Business Benefits of Optimizer

- Identify new opportunities within your existing account base
- Enhance what you know about your customers so you can prioritize to serve your most profitable ones
- Improve response rates from your marketing campaigns, while reducing costs
- Reduce IT infrastructure costs—no dedicated software or hardware is required

The DUNSRight Difference

D&B's DUNSRight Quality Process is a proprietary process used to maintain the largest and most comprehensive database of business information in the world. The DUNSRight Quality Process is rigorous, involving over 2,000 automated and manual checks to ensure that business information contained in the D&B database is accurate, complete, timely, and consistent around the world. DUNSRight means information you can trust.