

MAP YOUR UNIVERSE

THIRD IN A SERIES OF SIX INFOGRAPHICS

INTRODUCTION

In the age of Big Data, you don't have to wait for the stars to align. Master how analytics can let you gaze into more lucrative heavens—identifying companies you do (and do not) want to do business with.

KNOW THE INNER WORKINGS

Powerful data solutions not only help you see the links between different aspects of the same corporation, they set the stage for identifying your most important customers and prospects. Identifying all the cogs and gears working within a single company can help you create a single, integrated view of who you are doing business with.



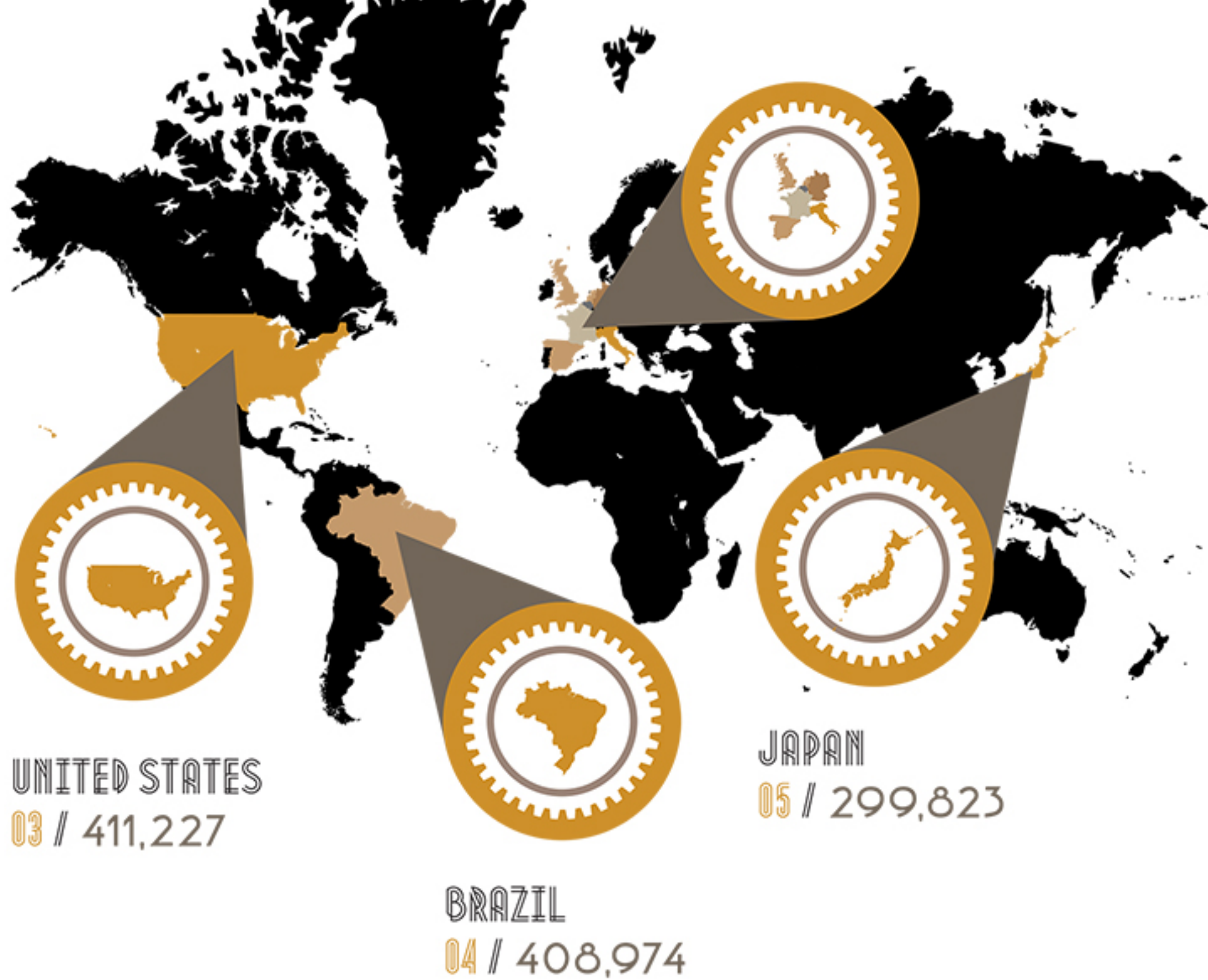
GET THE BIG PICTURE

It's a job that's never done. In today's global marketplace, business is always on the move. When looking for a data solution that helps you track the moving parts of your clients' complicated machinery, enlist a company that constantly updates its global databases.

2015 RANKING OF COUNTRIES WITH THE MOST CORPORATIONS WITH RELATED COMPANIES¹

1. Related companies include subsidiaries, divisions, and operating units (among others) of corporations. Data courtesy of Dun & Bradstreet's Global Data, Insight & Analytics unit.

- 01 / ITALY / 694,105
- 02 / FRANCE / 453,702
- 06 / SPAIN / 274,529
- 07 / BELGIUM / 199,811
- 08 / NETHERLANDS / 187,533
- 09 / GERMANY / 164,857
- 10 / UNITED KINGDOM / 150,504



BRAZIL
04 / 408,974

BRAZIL

JAPAN
05 / 299,823

JAPAN

UNITED STATES
03 / 411,227

UNITED STATES

STAY ON TOP

Targeting your customer and prospect universe requires diligence, skill and carefully designed processes to manage, monitor and maintain ever-changing linkages. But it's about more than just the linkages—it's about building a best-in-class customer file. Dun & Bradstreet makes this happen by:

1. MONITORING GLOBAL NEWS SOURCES

Reuters, the Associated Press, and dozens of news outlets report on mergers and acquisitions from Brazil to China every minute of every day.

2. THIRD-PARTY DATA RESOURCES

These connections provide valuable information about bankruptcies, divestitures and other significant events that might not make news but constitute valuable data in accurately keeping a customer database current.

3. USING CROWDSOURCING TO CLARIFY CONNECTIONS

Sometimes a business just looks like it should be affiliated with another business but actually isn't. The smart database manager sweeps data routinely to ferret out "lookalikes" and verify they are not linked to another company.

4. RUNNING A CONSTANT REVIEW OF THE GLOBAL TOP 5,000 COMPANIES

Some behemoths boast more than 250 affiliates. Altogether these companies are responsible for 25% of all corporate linkages.

WHAT'S UP NEXT?

THERE ARE THREE MORE WAYS DATA CAN HELP CMOs OWN THE CUSTOMER EXPERIENCE. EXPLORE EACH OF THEM IN UPCOMING INSTALLMENTS OF THE AGE OF THE CUSTOMER INFOGRAPHIC SERIES.

GIVE THEM WHAT THEY WANT

Develop the kind of content that brings customers to you while giving existing customers the value they expect. Using data to optimize your marketing automation will help you add value with content and information that speak to the needs of your audience.

GOING MOBILE

How mobile and social data can help your business get a better picture of your customer when they are on the move.

THE SALESPERSON AS CUSTOMER HERO

Effective salespeople make for happy customers and good marketers make for effective salespeople. Find out how marketing teams can manage data in ways that help sales serve clients with sales acceleration tools.

FOR MORE INFORMATION

For more on how Dun & Bradstreet can help you thrive in the Age of the Customer, visit

dnb.com/cmo.