



EQUIFAX®

D&B Hoovers

dun & bradstreet
WORLDWIDE NETWORK

Make smarter decisions
with data you can trust

Powerful prospecting.
Stronger customer relationships.
Deeper market insights.

Outperform your competition in every way that matters.

Virtually all businesses need to deliver growth. They need to find new and relevant prospects, contact them at the right time, be able to reach them, and then make every conversation count by delivering a personalised and relevant interaction. A data-centric approach is increasingly recognised as the key to success.

Powered by the world's most comprehensive set of business data and analytical insights, D&B Hoovers delivers business growth, drives customer loyalty, increases the efficiency of your sales processes and ensures access to all the data you need in one place.

Our data makes the difference.

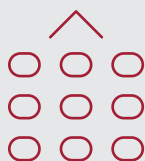
Dun & Bradstreet Data Cloud & D-U-N-S Number®.

With Dun & Bradstreet you have access to unparalleled global coverage and insight, especially relevant for multi-national enterprises. Access information on more global companies and contacts than other B2B providers, all enriched with deeper company information including:

- High quality firmographic data (industry codes, employee figures, revenue figures)
- Company financials, growth trajectory, credit risks
- Insights into corporate hierarchies and linkages
- Website content filter (delivering more than standard industry codes)



497M
global contacts



25M
direct dials



53M+
corporate hierarchies, linkages and
associated company information



58M
email contacts



54M+
C-level contacts



74M
LinkedIn profiles



Identify the right
audience

**Which companies
to contact**

Global data. Total confidence. Stronger growth.

D&B Hoovers gives you a unique competitive edge, honed on data. Backed by the power of the Dun & Bradstreet Data Cloud and D-U-N-S Number® classifications, D&B Hoovers offers you more data, deeper insights and clearer connections than any other B2B provider.

The result?

A better view of all your opportunities – and the confidence to seize them.

How?

By delivering the most complete view of company data available. With more data, deeper insights and clearer connections.

HOW YOU BENEFIT

- Identify more relevant leads
- Improved quality of leads
- Increase sales productivity



TIME DEPENDENT TRIGGERS

a range of prompts for
focused and productive
conversations.



WEBSITE CONTENT

a filter delivering higher
quality audiences by
referencing the way selected
businesses describe
themselves on their websites.



STRENGTH & DEPTH OF DATA

the complete picture of
company information –
including hierarchies and
linkages.



STRATEGIC INTEGRATIONS

better, more comprehensive
integration with Salesforce
and Microsoft Dynamics.



TRUE DATA PARTNERSHIP

a complementary ecosystem
of Dun & Bradstreet data
assets and solutions plus
expert personal support.



Reasons to engage
at the right time

**When to
contact**

Right person, right time, right conversation.

The data in D&B Hoovers is designed to lead you directly to decision makers that are ready to buy. News triggers provide timely reasons to contact customers and prospects.

Buyer Intent lets you know when companies are in market and ready to buy based on their online engagements with your competitors' websites. Smartlists monitor your selection criteria and highlight when companies meet your criteria.

That means you can stay ahead of the competition by being the first to contact hot prospects. So you improve sales productivity, build pipeline faster, close deals quicker and boost your conversion rates.

HOW YOU BENEFIT

- Stay ahead of the competition
- Build pipeline faster
- Improve conversion rate
- Close faster



Reach your contacts
via multiple channels

**Who & How
to contact**

Better targeting, smarter prospecting.

Creating slicker processes with less admin to make time for salespeople to sell is critical for successful prospecting. That's why D&B Hoovers aims to help you work smarter and faster. Its constantly updated range of data and insight enables more accurate targeting to make sales activity more productive. Select who to target through multiple channels by filtering contacts based on seniority, job function and the presence of email, telephone or LinkedIn profile.

Enjoy high data quality with alignment to local privacy laws, compliance insights information and ongoing verification checks. Avoid increased costs (such as hiring more salespeople) by embracing data and insights for increased accuracy, productivity and effectiveness.

HOW YOU BENEFIT

- Reach more key contacts
- Focus activity on particular job titles and functional areas
- Align with local privacy laws and data protection regulations
- Stop wasting time and resources on out of date, inaccurate or duplicate contact data



Resonate to
ignite the right
conversation

What to say

Richer insights, stronger relationships.

Consistent business growth isn't just about the initial sale. It's about building long-lasting mutually beneficial relationships. D&B Hoovers is here to help with that by making every contact count. That's why D&B Hoovers aggregates a massive range of content, empowering sales teams to have informed and resonating conversations whenever they reach out to key contacts. Look forward to conversations enriched with a wealth of relevant information from news articles, company reports, plus a wide range of other easily accessible sources so you can build relationships that will help retain and grow revenue following an initial sale.

HOW YOU BENEFIT

- Have more informed conversations
- Close faster
- Increase conversion rates
- Boost sales productivity





HOW YOU BENEFIT

With D&B Hoovers,
you don't just get
data, you get us...

Our data. Our platform. Our people.

D&B Hoovers is more than a business-building data solution. It's a people-first platform for growth.

The personal support of Dun & Bradstreet specialists is a critical component of what we provide. Our industry experts understand your local context and regulations. You can leverage their expertise to get more out of our data and your own. And they can offer you a wealth of complementary solutions to help you master data management, sales and marketing, risk and compliance services. D&B Hoovers also provides a wide range of learning resources, including videos and webinars and training that you can use to build a brighter future for your business even in an uncertain economy.

With high levels of personal support plus the technical flexibility to integrate with your existing systems (including Salesforce and Microsoft Dynamics), we look forward to building a true data partnership with your organisation based on data you can trust and people you can depend on.





For more information please get in touch with us:

equifax.com.au

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Equifax will be an exclusive partner in Australia and New Zealand region of Dun & Bradstreet, the leading international network of information on companies, and relies on a global database of more than 600 million legal entities to help economic players develop sustainably, by integrating, among other things, the essential issues of Risk Management, Compliance and Sales & Marketing solutions

EQUIFAX[®]