



MarketPlace Gold™ on DVD

Intelligent prospecting, based on insight from your customer and lead data

MarketPlace Gold contains powerful prospecting, suppressing, and data enhancement functionality, plus tools and data that help you:

- Profile and clone your best customers.
- Measure market penetration and potential.
- Analyze and compare response to marketing and sales programs.
- Generate better leads.
- Remove (suppress) existing customers and leads from new prospect lists.
- Enhance customer and lead databases with key business demographic data.
- Analyze sales territory performance.

MarketPlace Gold includes MarketPlace, so you can also:

- Generate highly-targeted prospect lists based on selects like industry, number of employees, years in business, annual sales, and more, and on Open Data like information technology indicators, financial indicators, and energy industry indicators.
- Sell more effectively by precisely targeting the prospects who are most likely to buy.
- Size markets quickly and accurately.

Only have company names, addresses, and phone numbers in your file?

That's all you need! MarketPlace Gold matches your customer or lead database to its Base database, giving you the additional demographic data you need to analyze by industry, annual sales, number of employees, and more.

MarketPlace Gold answers the big questions

Successful marketers know that their customer and lead data is a strategic tool. By segmenting and analyzing customers and leads, they can answer the following important questions:

Customer profiling

- What characterizes my best and worst customers?
- What kinds of companies become my repeat customers and my most profitable customers?
- Which industries give me the most revenue and which give me the highest average revenue?
- Where are my best cross-selling opportunities?
- Which industries buy which products?

Market penetration and potential

- Which industries have I been most successful in?
- What is the relative size of my market potential?
- Which market segments offer potential I didn't expect?

Response analysis

- Are my marketing programs attracting qualified leads?
- Who is responding to my ads, web site, trade show booth, and direct marketing?
- Which industries not only responded to my lead generation activities, but which ones bought the most?

Sales territory performance

- How can I deploy my sales force equitably?
- Where should I focus my best sales reps?



Understand your customers, leads, and markets

MarketPlace Gold is powerful, yet easy to use

MarketPlace Gold is designed for sales and marketing professionals by sales and marketing professionals, so you don't have to be a database analyst to get fast, actionable results.

And, MarketPlace Gold is an all-in-one tool. You can match and analyze your customer or lead databases all with one software tool, from your desktop.

Match rates

MarketPlace Gold uses patented neural-net and "fuzzy-logic" matching techniques to compare your customer or lead file to its on-board database. MarketPlace Gold has proven to deliver match rates equal to or exceeding the 50–75% you can expect from a service bureau. Because data matching is an imperfect science, no service bureau or software will ever match 100% of your records.

Added power, with add-on modules

- The Custom Fields Module, which comes as part of your MarketPlace Gold subscription, lets you analyze by information (like revenue) from your own database. That means you can see which industries spend the most money with you, generate the highest average revenue per customer, and more.
- The High-Capacity Module lets you analyze databases with more than 60,000 records (max. capacity: 500,000 records).
- The Unlimited-Capacity Module lets you analyze databases with more than 500,000 records.

Note to Open Data users:

D&B Sales & Marketing Solutions' data offerings may change from quarter to quarter. In the event that we eliminate certain data, we will inform you about alternatives.

System Requirements

	Recommended	You must have at least:
DVD-ROM Drive	8X or faster	4X
Processor	Pentium 4	Pentium 90
Operating System	Windows 98/NT 4.0/2000/XP	Windows 98/NT 4.0/2000/XP
RAM*	256 MB or greater	64 MB
Available hard disk space (before install)**	4.7 GB	100 MB
Display	SVGA (800 x 600 @ 256 colors)	SVGA (800 x 600 @ 256 colors)
Mouse	Required	Required

* Additional virtual memory is required.

** Heavy use of Open Data will require additional hard disk space.

All products are available in network versions.

D&B Solutions

Risk Management Solutions
Sales & Marketing Solutions
Supply Management Solutions
E-Business Solutions
www.dnb.com

Our data is backed by DUNSRight™, D&B's unique data quality process that subjects all data to over 2,000 continuous checks. And to keep up with hundreds of business phone numbers and addresses that change each hour, this process updates our data on over 84 million businesses 1 million times a day. D&B goes beyond B2B data — we offer business insight. Insight that you can base your critical business decisions on. Insight that gives you a competitive edge. Insight that increases your revenue.