Sales & Marketing Solutions

MarketPlace Gold

Modules Guide

Copyright

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Getting started

At a glance

Expanding MP Target with add-on modules

MP Target is a robust, labor-saving, desktop database analysis tool for marketing and sales decision-makers. Unlike conventional analysis tools, MP Target includes both the tools and the business data you need to grow your business, not just by finding more customers, but by finding more profitable customers.

And now MP Target is *expandable!* Giving you added power, flexibility, and information with these add-on modules:

Watch for new modules each quarter!

Custom Fields module, which comes as part of your MarketPlace Gold subscription, lets you look at your customers and leads in more ways than ever before, using data from your customer and lead databases. For example, if your customer database has revenue numbers for each of your customers, your analyses can now show you which industries give you the most money. And, you can look at your revenue data in a variety of ways.

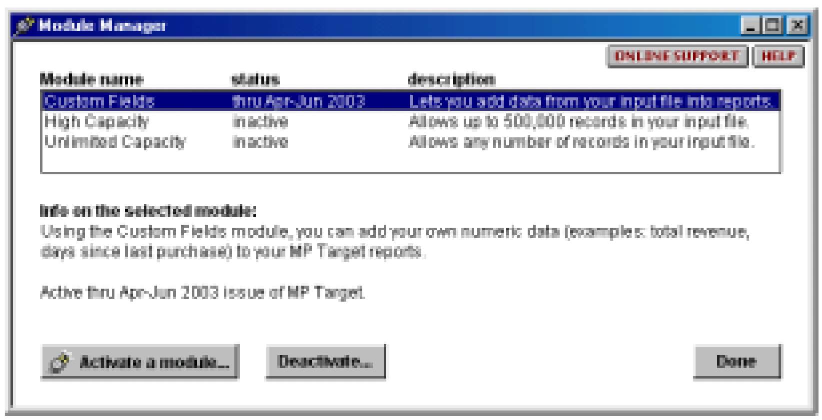
High Capacity module lets you match and analyze databases with up to 500,000 records.

Unlimited Capacity module lets you match and analyze databases with over 500,000 records.

Purchasing and activating add-on modules

You can purchase and activate the MarketPlace Gold modules at almost any time. All you have to do is call your Account Manager during our posted hours, obtain an activation code, and enter the code in MP Target. You can use the modules immediately — no additional discs or downloading are necessary.

Typically, once you purchase a module, you can use it until a future expiration date. To check the status of a module, open the Module Manager window.



Note: You must have the same quarterly version of MP Target and the add-on modules installed to open any projects that were created with those modules.

Contacting your Account Manager or D&B Sales & Marketing Solutions

Account Manager

Contact your Account Manager at 800.532.3775, Monday through Friday for module purchase and activation information.

D&B Sales & Marketing Solutions

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Chapter 2

Custom Fields module

At a glance

About the Custom Fields module

The **Custom Fields** module lets you look at your customers and leads in more ways than ever before using the data from your in-house databases. For example, if your database has revenue numbers for each of your customers, your analyses can now show you which industries are spending the most money on your products or services. (And, you can look at your revenue data in many other ways as well.)

To use the **Custom Fields** module, all you have to do is call your Account Manager, obtain an activation code, and enter the code in MP Target. You can use the module immediately — no additional discs or downloading are necessary.

How the module works

The **Custom Fields** module lets you include numeric fields from an input file in an MP Target project. For example, you can include a **Revenue** or **Days since Purchase** field from an input file, and then generate reports based on that information.

Note: In a typical report, each row represents a market segment or industry, and each column represents the specific information about that segment or industry.

When you include numeric fields from an input file, MP Target lets you add one or more of the following columns in a report:

value — Produces a total value for each market segment or industry. For example, if you include **Revenue**, this option produces the total revenue of each industry from your input file.

% of total — Produces the percent this market segment or industry represents out of total of all market segments or industries. For example, if you include **Revenue**, this option produces the percent of revenue each industry represents out of the total revenue of all industries from your input file.

cumulative % — Produces the percent this market segment or industry and all segments or industries above it represent. This is useful if you want to select the top 20% of all industries that represent 80% of your revenue. For example, if your report shows 500 rows, or industries, you can select all rows up to and including the row with a value close to 80% to see the top 20% of all industries.

Note: If a company does not have a revenue value, it is excluded from the average calculation, as opposed to being included as zero.

average (per location) — Produces an average value of all companies in a market segment or industry. For example, if you include **Revenue**, this option produces the average revenue for all companies in a particular industry from your input file.

count of known values — Produces the total number of records from your input file that are included in this market segment or industry. For example, if you include **Revenue**, and your input file has 110 commercial printers, but only 105 of them have a revenue value, this field would be 105 for that commercial printer industry.

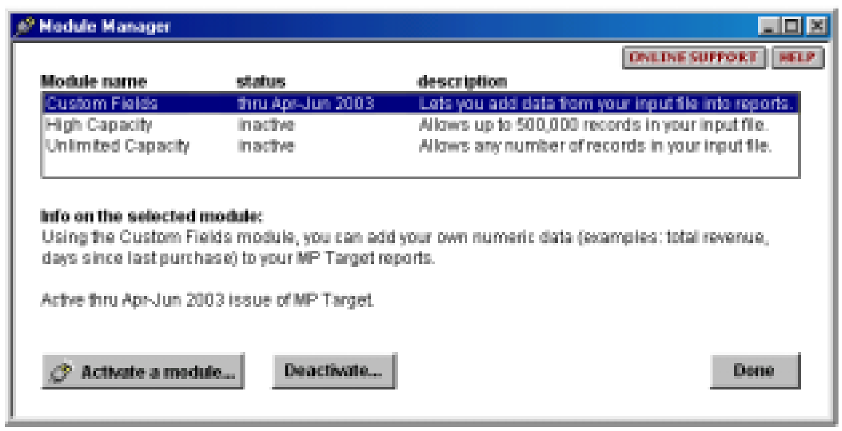
market potential — Produces a market potential for each market segment or industry. For example, if you include **Revenue**, this option produces a market potential for each industry which is equal to the total number of records in the market segment or industry, multiplied by the average revenue per company in the industry.

Activating the module

To activate the Custom Fields module

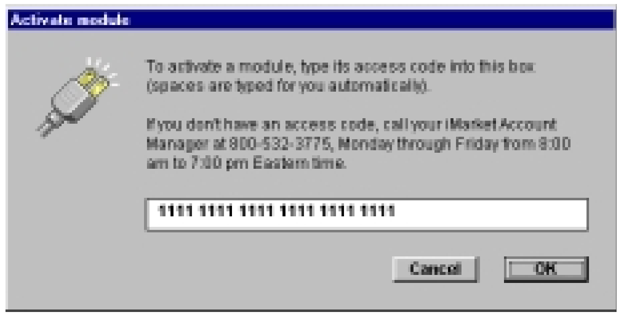
1. With MP Target open, click **Modules, Module Manager**. The Module Manager window appears.

If you click a module, a description of the module appears in the bottom of the window.



2. In the modules list, click **Custom Fields**.

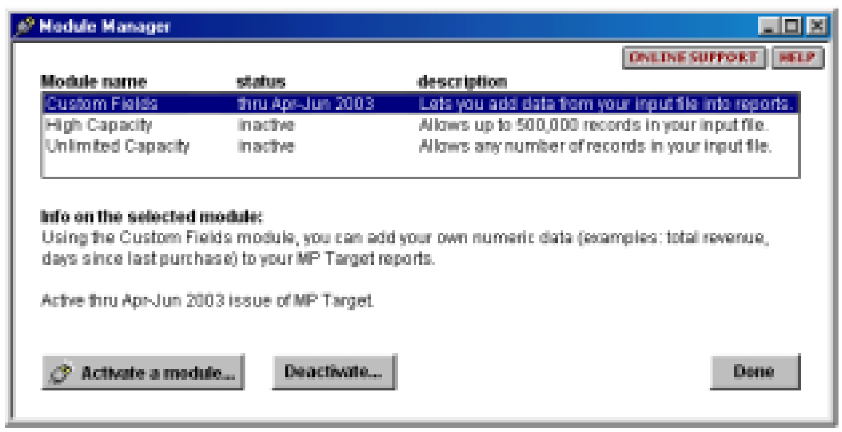
3. Click **Activate a module ...**. The Activate module window appears.



4. If you do not already have an access code, call your Account Manager at 800.532.3775 to obtain one.

5. Enter the Custom Fields access code, and click **OK**. The Module Manager window is updated to reflect the quarter in which the module expires. For example, **thru Jul-Sep 2002**.

To deactivate a module, select the module and click **Deactivate**.

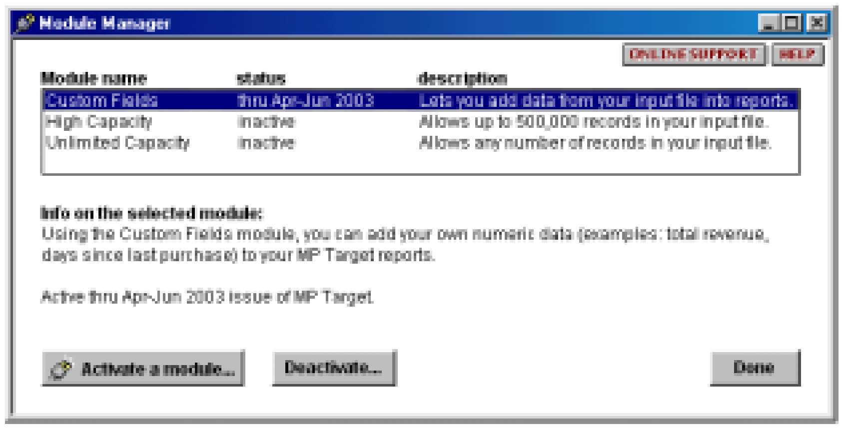


6. Click **Done** to return to MP Target.

Checking the module status

To check the Custom Fields module status

1. With MP Target open, click **Module, Module Manager**. The Module Manager window appears.



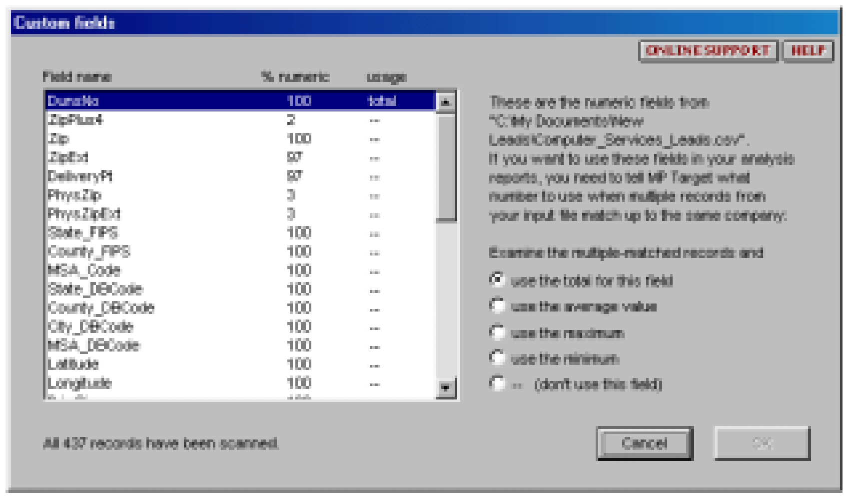
2. Review the information in the status column to see the quarter in which the module expires. For example, **thru Jul-Sep 2002**. If you would like to extend your module subscription, call your Account Manager at 800.532.3775 to obtain a new access code.

Including custom fields from an input file

Including custom fields in an analysis project is a quick and easy process — after you have selected the input file you want to analyze, you just click the **Custom Fields** button at any time during the analysis to select the numeric fields you want to include from your input file.

Select custom fields

1. Click **Custom Fields**. The Custom fields window appears with a list of the numeric fields in your input file.



2. Highlight the field you want to include in your analysis and select a custom field option. These options determine how MP Target handles data if more than one record in your input file maps to a single record in the MP Target database.

   use the total for this field — Calculates the total of all records in your database that map to the same company in the MP Target database. For example, if you select this option and you track revenue transactions in separate records, you can obtain the total revenue for each company in your database.

use the average value — Calculates the average of all records in your database that map to the same company in the MP Target database. For example, if you select this option and you track revenue transactions in separate records, you can obtain the average revenue for each company in your database.

use the maximum — Uses the maximum value of all records in your database. For example, if you select this option and you track purchases with a field that includes the number of days since the purchase, you can obtain the relative age for each company in your database.

use the minimum — Uses the minimum value of all records in your database. For example, if you select this option and you track purchases with a field that includes the number of days since the purchase, you can obtain the number of days since most recent purchase for each company in your database.

-- (don't use this field) —(default) Does not include the field in your analysis. Since MP Target retrieves all numeric fields from your input file, you might want to select this option for fields like **ZIP code**.

3. Click **OK**. The selected field can now be used as columns in your reports.

Adding custom fields to a report

After you match an input file and select the custom fields you want to include from your input file, you can modify or create a report with information from one or more of your custom fields. For each custom field, MP Target lets you add one or more of the following columns in a report:

Note: In a typical report, each row represents a market segment or industry, and each column represents the specific information about that segment or industry.

value — Produces a total value for each market segment or industry. For example, if you include **Revenue**, this option produces the total revenue of each industry from your input file.

% of total — Produces the percent this market segment or industry represents out of total of all market segments or industries. For example, if you include **Revenue**, this option produces the percent of revenue each industry represents out of the total revenue of all industries from your input file.

cumulative % — Produces the percent this market segment or industry and all segments or industries above it represent. This is useful if you want to select the top 20% of all industries that represent 80% of your revenue. For example, if your report shows 500 rows, or industries, you can select all rows up to and including the row with a value close to 80% to see the top 20% of all industries.

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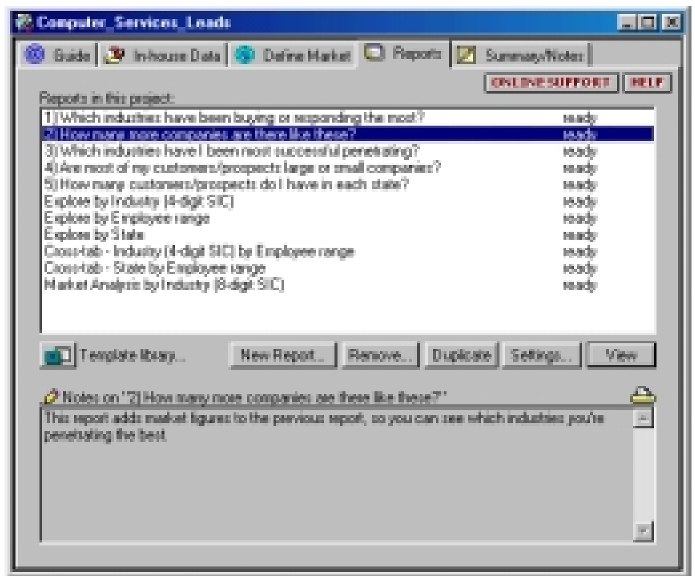
market potential — Produces a market potential for each market segment or industry. For example, if you include **Revenue**, this option produces a market potential for each industry which is equal to the total number of records in the market segment or industry, multiplied by the average revenue per company in the industry.

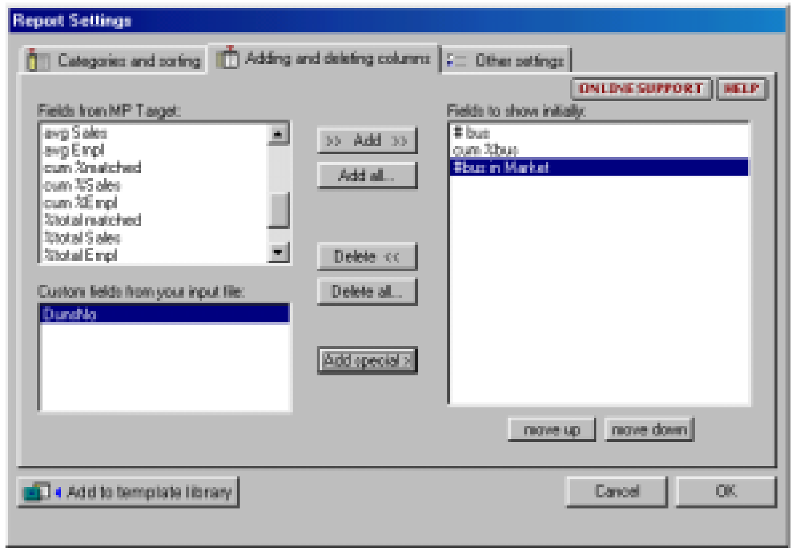
To add custom fields in a report

1. Match your input file to the MP Target database.
2. Click the **Reports** tab to prepare to run reports, modify an existing report, or create a new report.



3. Select the report in which you want to add customer fields. For example, select **2) How many more companies are there like these?** and click **Settings**. The Report Settings window appears.

4. Click the **Adding and deleting columns** tab.



5. In the **Custom fields from your input file** section, select the custom field you want to include in your report and click:

   Add to add the custom field to your report

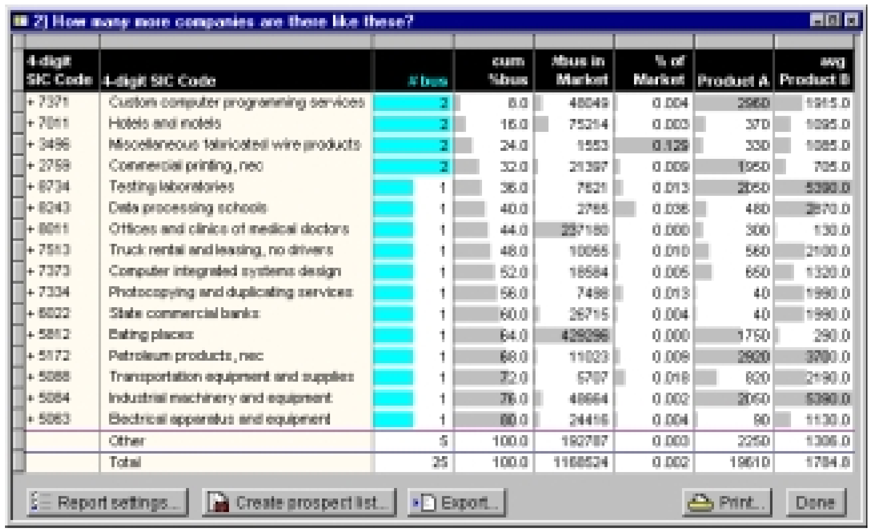
   or

   Add special to add a variation of the custom field to your report. (Selecting **value** from the pop-up menu is the same as selecting just **Add**.)

   For example, you might want to add columns for **Product A** and for the **Average of Product B**.

6. Continue adding or deleting columns as necessary, and when you are done click **OK**. MP Target rebuilds the report with the columns you chose and returns to the **Reports** tab.

7. Select the report and click **View** to see the new columns. For example, this report shows **Product A** and the **Average of Product B** for each industry.



4-digit SIC Code	4-digit SIC Code	# bus	cum %bus	#bus in Market	% of Market	Product A	avg Product B
+ 7371	Custom computer programming services	2	8.0	48049	0.004	2960	1915.0
+ 7011	Hotels and motels	2	16.0	75214	0.003	370	1095.0
+ 3496	Miscellaneous fabricated wire products	2	24.0	1553	0.129	330	1085.0
+ 2759	Commercial printing, nec	2	32.0	21397	0.009	1950	705.0
+ 8734	Testing laboratories	1	36.0	7621	0.013	2050	5390.0
+ 8243	Data processing schools	1	40.0	2765	0.036	480	2870.0
+ 8011	Offices and clinics of medical doctors	1	44.0	237150	0.000	300	130.0
+ 7513	Truck rental and leasing, no drivers	1	48.0	10065	0.010	560	2100.0
+ 7373	Computer integrated systems design	1	52.0	18584	0.005	650	1320.0
+ 7334	Photocopying and duplicating services	1	56.0	7498	0.013	40	1990.0
+ 6022	State commercial banks	1	60.0	26715	0.004	40	1990.0
+ 5812	Eating places	1	64.0	429296	0.000	1750	290.0
+ 5172	Petroleum products, nec	1	68.0	11023	0.009	2920	3700.0
+ 5088	Transportation equipment and supplies	1	72.0	5707	0.018	820	2190.0
+ 5084	Industrial machinery and equipment	1	76.0	48664	0.002	2050	5390.0
+ 5063	Electrical apparatus and equipment	1	80.0	24416	0.004	90	1130.0
	Other	5	100.0	192787	0.003	2250	1306.0
	Total	25	100.0	1168524	0.002	19610	1784.8

Chapter 3

High Capacity module

At a glance

About the High Capacity module

The **High Capacity** module lets you match and analyze input files with up to 500,000 records. This module is virtually transparent to you, the MP Target user. The only difference is that instead of reading just the first 60,000 records from your input file and ignoring the rest, it will read all of the records, as long as they do not exceed the 500,000 limit. Remember, however, the more records there are in your input file, the longer it will take to match them to the MP Target database.

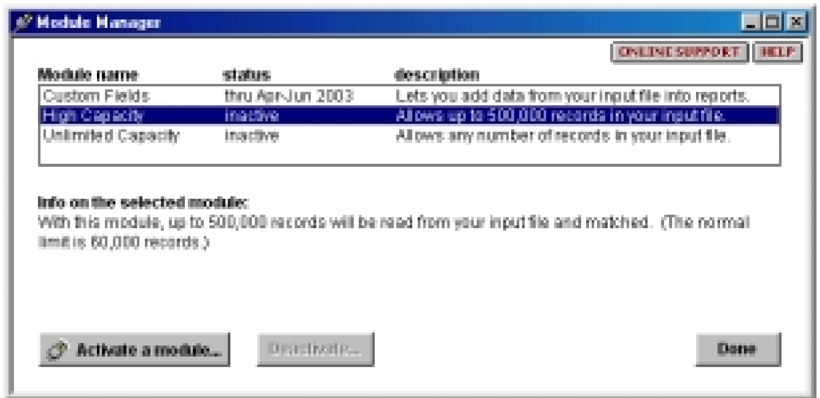
To use the **High Capacity** module, all you have to do is call your Account Manager, obtain an activation code, and enter the code in MP Target. You can use the module immediately — no additional discs or downloading are necessary.

Note: D&B Sales & Marketing Solutions also sells an **Unlimited Capacity** module which lets you include any number of records in an input file. For more information about this module, contact your Account Manager at 800.532.3775.

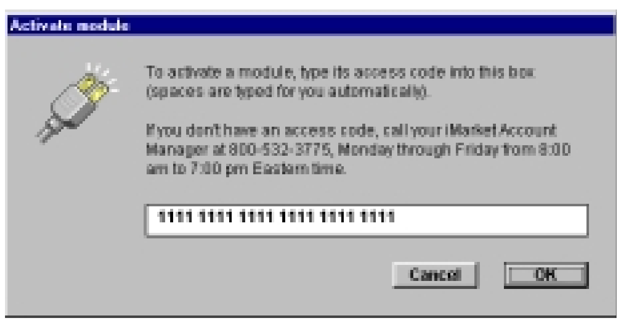
Activating the module

To activate the High Capacity module

1. With MP Target open, click **Modules, Module Manager**. The In the modules list, click **High Capacity**.

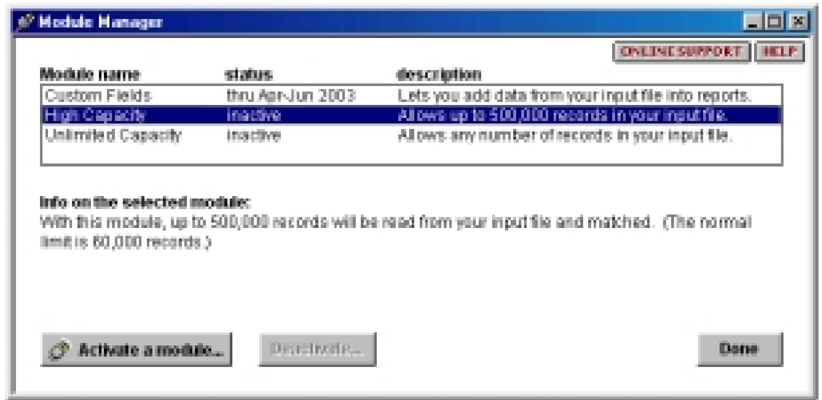


2. In the modules list, click **High Capacity.**
3. Click **Activate a module ...**. The Activate module window appears.



4. If you do not already have an access code, call your Account Manager at 800.532.3775 to obtain one.
5. Enter the access code, and click **OK**. The Module Manager window is updated to reflect the quarter in which the module expires. For example, **thru Jul-Sep 2002**.

To deactivate a module, select the module and click **Deactivate**.

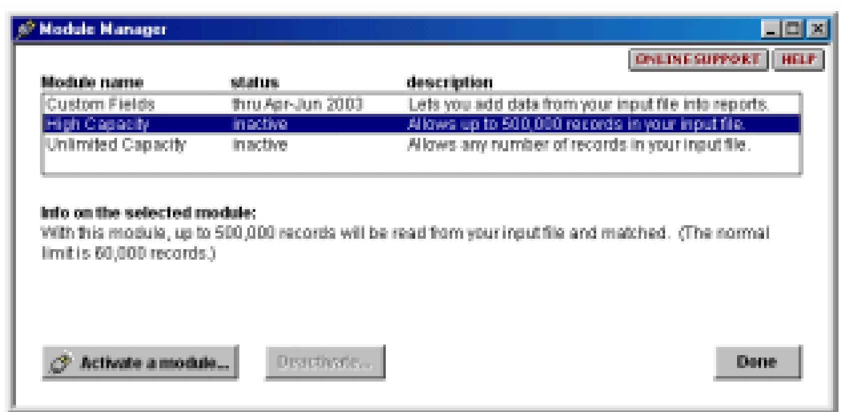


6. Click **Done** to return to MP Target.

Checking the module status

To check the status

1. With MP Target open, click **Modules, Module Manager**. The Module Manager window appears.



2. Review the information in the status column to see the quarter in which the module expires. For example, **thru Jul-Sep 2002**. If you would like to extend your module subscription, call your Account Manager at 800.532.3775 to obtain a new access code.

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