

Workbench Targeted Data Subscription

Great marketing starts with great data.



ACCELERATE YOUR DEMAND GENERATION WITH QUALITY DATA

Ready. Aim.....

B2B marketers know that marketing campaigns are only as good as the segment of prospects and customers they've chosen to target. Once data gets old, it's old. And with today's workforce regularly changing job titles, locations, or moving from company to company, good data can become bad data pretty fast.

You invest a ton of time developing key personas, understanding your buyer's challenges and goals and developing content that's concise and compelling. But it's all wasted effort if your contact database doesn't reflect the broadest addressable market available.

Target.

For many B2B companies, the key to rapid, scalable growth is to reevaluate and retool contact acquisition strategies. Sure, inbound marketing helps with quarterly 'new leads' objectives, but how do you propel demand generation to the next level—and beyond—if your data regularly goes stale through no fault of your own? The answer is simple: build better, smarter targeted profiles.

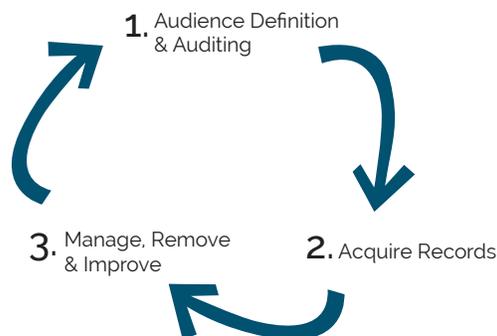
Exchange Bad for Great.

Imagine taking an imperfect database, clearing out the bad profiles and updating the rest with robust, complete information—information you hadn't even considered

before. Now take it a step further and imagine continuously adding to—and improving upon—that database again and again.

You can. With a Targeted Data Subscription from Workbench by NetProspex, you **DEFINE** the segment of B2B prospects you want and describe your ideal buyers and targeted accounts. Workbench then delivers the records that meet your criteria—ensured to be complete and accurate, verified to be deliverable and connectible, and always at the amount you subscribed. If it's determined that a record has bad data, we'll correct it or **ELIMINATE** it and replace it outright. And after your campaign runs, you can **TRADE BACK** unresponsive records and exchange them for contacts that mirror recently converted customers. It's that simple.

And because it's a subscription service, your database keeps getting better and better over time, eliminating bad data automatically, and replacing it with those more likely to buy.



A Workbench Targeted Data Subscription can help you:

- > Identify the best opportunities to grow your pipeline quickly
- > Fuel the top of the funnel with accurate marketing data
- > Drive sales with intelligence on over 4,200 installed technologies at the accounts you want to target

"The data from NetProspex has been some of the best data I have seen."

Tina Babbi | Proformative
Vice President, Sales & Marketing



Great data, automatically.

Two Issues. One Solution.

When you boil it all down there are really two major data issues that keep companies from reaching their aggressive growth goals:

1. Not enough of the 'right' data
2. Too much of the 'bad' data

Targeted Data Subscribers virtually eliminate those issues by getting continuous access to highly accurate and actionable B2B contact and company data all year long. Your campaigns don't stall if prospects go dark or don't convert because you can exchange them for contacts that meet your ideal buyer profile. And your list doesn't age because prospects that go dark or don't convert get swapped out for those that meet your optimal marketing profile. **The result is more superior targeting. Automatically.**

Bullseye!

Workbench by NetProspex has helped thousands of marketers refine their demand generation engines, produce better quality leads and reach higher conversion rates. Isn't it time your targeting hit a bullseye?

It's Simple & Smart

- > Start with access to a highly accurate, growing database of 42M+ B2B contacts.
 - > Segment by:
 - Company size
 - Geographic location
 - Industry and sub-industry
 - Over 4,200 installed technologies
 - Job levels, titles, functions and more
 - > CleneStep™ makes data actionable by verifying / validating email, phone & social records.
 - > Incomplete records
- are made whole or replaced automatically.
- > Bad data is eliminated and replaced.
 - > Unresponsive contacts are replaced with those that better resemble the recently converted.
 - > Plus, Workbench provides best in data services, data quality analytics, reporting & MAP/CRM integration.

dun & bradstreet NetProspex THE SMARTER B2B DATA MANAGEMENT SOLUTION

Thousands of B2B marketing and sales organizations rely on dun & bradstreet NetProspex to optimize their revenue impact by increasing the quality and effectiveness of their marketing data management practices.

We provide continuous data management, target market analysis, improved inbound lead intelligence and targeted audience acquisition to fuel high-performing marketing campaigns and accelerate the creation of sales pipeline.

**To find out more:
call us, 1.888.826.4877
email, hello@netprospex.com
or visit www.netprospex.com**