



Inform your Sales and Marketing Decisions with Data Insights

Your clients and prospects are constantly evolving and it can feel impossible to keep up with these changes across countless industries and geographies. Whether they are in the midst of a merger or acquisition, ownership changes, personnel changes, or economy-based financial fluctuations, it can prove daunting for even the most well-versed sales and marketing professional to align data about that firm from various sources. A trusted third-party data provider can ease the strain on your sales and marketing professionals, establish a streamlined data sharing approach between them, and unlock valuable insights that help achieve your business objectives.

Aligning Data Helps to Create Essential Sales and Marketing Efficiencies and Acceleration

Sales and Marketing professionals need to identify new prospecting opportunities, tap into upsell opportunities for current clients, research new markets and regions around the world, create sales and marketing plans, pre-screen prospective customers' financial viability and update CRM data. These activities can be made more efficient, with streamlined data sharing between the sales and marketing functions.

By enriching your CRM database and business entity data with robust information on corporate firmographics, digital technographics, financial statements, VC funding, and M&A activity, your sales and marketing teams can access consistent, comparable data to inform their lead generation and nurturing campaigns. Without such data, your sales and marketing teams run the risk of wasting valuable time sourcing and validating the accuracy of prospect and client data.

We help you improve the quality of your sales and marketing decisions by giving you access to:



Information on over 448 million entities worldwide



Over 2.4 million M&A deals and rumors



News data that is processed, standardized, indexed, and delivered with near-zero latency



Corporate actions, earnings announcements, unanticipated news, and rumors

Harness the Power of Third-Party Data to Streamline Sales and Marketing Decision Making

Empower your sales and marketing teams with the information that they need to accelerate sales. That information might include corporate structure, officer and director names, pending M&A and private equity deals, corporate earnings, or digital presence. In addition to this critical data, the best third-party providers also deliver tools that make Sales and Marketing professionals more productive and efficient, impacting your bottom line. Together, these data and tools help Sales and Marketing professionals build a 360° view of your customers, so you can make more informed decisions about sales your opportunities.

Working With a Third-Party Provider to Inform Your Sales and Marketing Decisions Delivers Key Benefits:

- » A more holistic customer view
- » Insight into corporate entities and hierarchies
- » Up-to-date firmographics for better segmentation
- » Ability to monitor a company's public network activity to better identify marketing and sales opportunities
- » More timely and effective lead routing and prioritization

You will need a trusted third-party data provider to realize these benefits. The key elements you will need a firm to provide are:

- » Consistent, standardized firmographic and ownership data
- » Data on mergers and acquisitions, venture capital funding and private equity deals
- » Technographic digital data that includes digital entity resolution
- » Financial and credit pre-screening data including credit and default scores
- » News data that is usable and real-time

We Want to Be Your Trusted Third-Party Sales and Marketing Data Provider

We help you improve the quality of your sales and marketing decisions by giving you access to:

- » Over 384 million people with 1.7 billion ownership links
- » Globally standardized financial statements for 190 million entities worldwide, including detailed financials on 40 million private companies
- » Technographic digital data that includes digital entity resolution, 400+ million domains, up to 300+ technographic attributes, and up to 8 years of trends

You can access these resources directly through our web-based platforms, connect to them from your existing applications via our API's and connectors, or receive regular updates through data feeds. With our data and unifying tools and interfaces we can help you find the right solution, so you can accelerate your sales and marketing objectives.

No matter where you are on your sales and marketing journey, we can help.

For more information, please click [here](#) or alternatively call:

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