

# Data.com Product Comparison



## Instant access in Salesforce to the business data you need

Data.com unifies the industry's leading account and contact data, making it available directly in Salesforce so that your customer information is complete, accurate and up-to-date. It provides the data foundation your sales and marketing teams need to succeed by delivering the right data to effectively target the best opportunities and grow your business.

## Benefits of Data.com

- Gain critical insights with rich, relevant account information
- Increase sales and marketing productivity with clean, current data
- Grow pipeline with easy access to accounts and contacts

"We're deepening customer relationships with Data.com!"

- Bespoke Collection

## Pick your product for success

**Data.com Prospector** lets you search and add new accounts and contacts, and also lets you clean your customer records manually with Data.com account and contact data. **Data.com Clean** runs automatically in your Salesforce CRM to enrich your customer records, making them more complete and current.

Features	Data.com Prospector	Data.com Clean <sup>†</sup>
Search for a company or contact by geographic location, industry classification, company name/website, name/email, title*	●	
Saved searches *	●	
View company account card from search results	●	
View contacts' phone and email from search results*	●	
Import company and contact records into Salesforce or export to .csv file (300/month/user)	●	
Dun & Bradstreet company firmographic data and business details (including D-U-N-S® number) for account records	●	●
Hoover's call preparation information for account records	●	
Contact business card data for contact and lead records	●	●
Data.com record comparison screen*	●	●
Manual clean and update of leads, contacts, and accounts*, ††	●	●
List-based clean of leads, contacts, and accounts*		●
Real-time enrichment of leads with company details		●
Reporting available on Data.com usage*	●	●
Dun & Bradstreet Company object on lead and account records*	●	●
3 levels of corporate family linkages with associated D-U-N-S® numbers	●	●
Navigate full corporate structure with Company Hierarchy viewer	●	
Up to 6 levels of SIC/NAICS industry classification identifiers	●	●
Delinquency risk indicator	●	●
Schedule Clean synch and match jobs*		●
Data quality dashboards**		●
Salesforce Chatter notifications		●

\* Feature available in Salesforce Classic only, or limited capability in Salesforce Lightning.

\*\* Advanced data quality dashboard/reports, plus additional reporting for Prospector and Clean, available via the AppExchange.

† Data.com Clean must be purchased 1:1 for Sales Cloud and Service Cloud seats and requires Professional Edition or better.

†† Record comparison page available for all CRM users if organization has Data.com Clean, otherwise restricted to licensed users of Data.com Prospector.

## Data.com field comparison

**Data.com Prospector and Clean** give you the complete Dun & Bradstreet account data and Data.com Connect contact data you need to find new customers and grow your business. **Data.com** provides a comprehensive set of information to improve your sales and marketing processes – with advanced firmographics, delinquency risk, multiple industry codes, and upward parent linkages with Global Ultimate D-U-N-S® numbers, you can more effectively do sales territory planning, market penetration analysis, and reporting across corporate structures.

Contact Data:		
Contact First Name*, †	Contact Email*	Department*, †
Contact Last Name*, †	Contact Address*, †	Industry*, †
Contact Title*, †	Contact Phone*	Data.com Last Updated Date*
Account Data: °		
Account Name*, †	NAICS Code*, †	S&P 500 Flag
Location Type (HQ, branch, single loc.)	NAICS Description*, †	Fortune 1000 Ranking
D-U-N-S® Number	Second NAICS Code	Location Size
Account Source	Third NAICS Code	Location Ownership Indicator
Phone*	Fourth NAICS Code	Hoover's First Research Call Prep Questions**
Fax (non-US only)*	Fifth NAICS Code	Hoover's First Research Industry Association Websites**
International Dialing Code*	Sixth NAICS Code	Top Competitors Listing***
Website*, †	Second NAICS Description	Import/Export
Billing Address*	Third NAICS Description	Small Business Indicator (U.S. only)
Shipping Address	Fourth NAICS Description	Woman-Owned Indicator (U.S. only)
Industry*, †	Fifth NAICS Description	Minority-Owned Indicator (U.S. only)
Description*	Sixth NAICS Description	Location Ownership Indicator
Ownership Type*, †	Tradestyle (alternative business names)†	US Tax ID Number
Annual Sales Volume Indicator	Ticker Symbol*, †	National Identification Number
Local Currency Code	Year Started	National Identification System
Local Currency ISO Code	Employees (number)*, †	Geocode Accuracy
Stock Exchange**	Prior Year Employees**	Delinquency Risk
FIPS MSA Code**	Employee Growth**	Second Tradestyle
FIPS MSA Code Description	Annual Revenue*, †	Third Tradestyle
Out of Business Indicator	Prior Year Annual Revenue**	Fourth Tradestyle
Latitude	Annual Revenue Growth**	Fifth Tradestyle
Longitude	Fiscal Year End**	Marketing Segmentation Cluster
SIC Code^, *, †	Net Income**	Global Ultimate Business Name
SIC Description^, *, †	Hoover's First Research Industry Opportunities**	Global Ultimate D-U-N-S® Number
Second SIC Code^	Hoover's First Research Competitive Landscape***	Parent Company Business Name
Third SIC Code^	Number of Employees - Total	Parent Company D-U-N-S® Number
Fourth SIC Code^	Number of Employees - Total Indicator	Domestic Ultimate Business Name
Fifth SIC Code^	Number of Business Family Members	Domestic Ultimate D-U-N-S® Number
Sixth SIC Code^	Number of Employees - Location	Data.com Last Updated Date*
Second SIC Description^	Number of Employees - Location Indicator	
Third SIC Description^	Number of Employees - Global	
Fourth SIC Description^	Number of Employees - Global Indicator	
Fifth SIC Description^	Legal Structure	
Sixth SIC Description^	Subsidiary Indicator	

° Account-level fields are not guaranteed for all imported or cleaned company records. Data/content will vary based on availability from Dun & Bradstreet / Hoover's.

^ 4-digit is the default SIC code/description; SIC-8 also available for every level of SIC industry classification when configured to the D&B Company object page layout.

† Searchable or filter criteria on Data.com tab.

\* Exportable data fields for use outside of Salesforce CRM.

\*\* Available to Data.com Prospector users through the Prospecting Insights feature.

Learn more at [www.salesforce.com/data](http://www.salesforce.com/data) or call 1-800-667-6389.

