



Got patchy data in your CRM?



**Detox your
data with
Mint...**



The leading intelligence tool for sales and marketing teams

Mint is a database of all companies in the UK. Using it you can identify companies by size, growth, activity and a number of 'strategic searches' to help you find the companies who are most likely to buy from you.

And as well as offering lots of functionality, you can also pull its enriching data directly into your CRM records.



Mint



For sales teams who want to spend time selling

Mint helps you find the right companies to sell to – and it tells you valuable information about them.

Have more valuable conversations

Mint's intelligence means you can get a much better understanding of a company, its structure, its performance and any recent news. So you can make sure you're talking about the right things to the right companies.

Use comprehensive data

Mint has information on all companies in the UK, and you can filter it how you like, so you can be confident that you have access to information on all companies in a region or sector.

Source more efficiently

With Mint there's no more trawling the internet to find new target companies. You can use precise criteria to identify the right companies for your business – and get additional contacts at companies you already know.

Talk to companies at the right time

Mint's alerts send you sales triggers so you can approach companies when sales opportunities are occurring.

Enrich your CRM

Up-to-date, valuable sales intelligence directly in your CRM records - information that you don't have to source yourself and you don't have to keep up to date. That's the benefit of integrating Mint with your CRM system.

Create sales plans using facts

With information on millions of UK businesses, and international data also available, your sales plans can be based on facts, not assumptions.

Find more opportunities using your own data

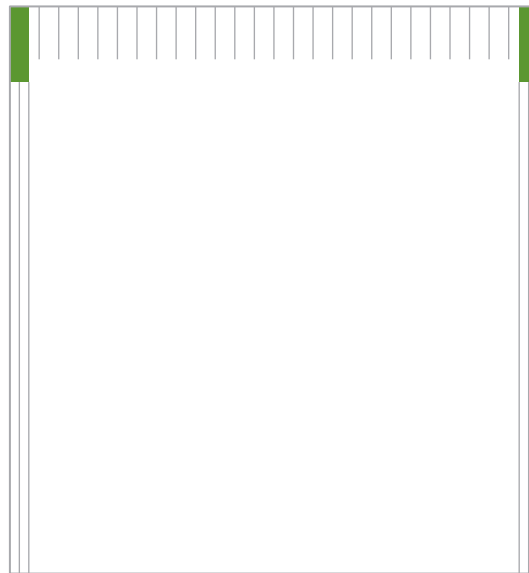
Use Mint's segmentation options to find patterns in your client data and profile your best customers. Mint will then show you more companies who look just like them.



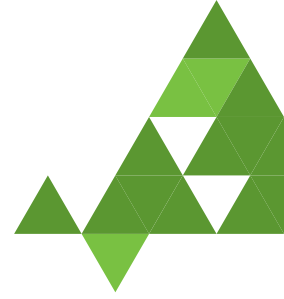
Detox your data with Mint

Mint is the ideal resource for both sales and marketing functions. It enriches your CRM with crucial content to help sales people understand who they're selling to and where the opportunities are. And it helps marketing teams target more effectively and nurture leads more accurately.

Use Mint and get fresher data, and richer data.



Mint



For marketing teams who want to deliver quality

Sort out your data legacy

Integrate Mint data into your CRM and you'll get a number of benefits. As well as enriching existing records and refreshing old content, you'll be able to identify duplicate records, companies no longer in business and companies in financial distress. And it's a simple project. We simply match your content against ours, help you interpret the results and pull in new content.

Deliver better leads

Using Mint you have more intelligence to help you score leads and decide where they are in the funnel. Send leads to sales at the right time, or nurture them for longer.

Target more effectively

You can create target lists of companies directly from Mint. It's simple to create very precise searches. Mint offers 'traditional' search variables such as size, activity and region, as well as 'strategic' searches including year-end, growth figures, companies who have just bought another company or companies with new directors.

Waste less – focus more

If you're targeting more effectively you'll waste less. Mint helps you remove those prospects who'll never buy from you because they're too small, in the wrong sector or about to go out of business.

Identify key traits and find more big deals

Help your sales teams replicate success by identifying key customers' traits using Mint's analysis options - and deliver leads with similar profiles.

Profile new regions or sectors accurately

Mint is ideal to help you plan or create feasibility analyses for new projects. With all data in the UK (and Europe and global options available), and simple-to-use 'SegMintation' options, you can assess potential markets and analyse your existing markets very effectively.



Mint

Mint is created and published by



BUREAU VAN DIJK

bvd@bvinfo.com

bvinfo.com

020 7549 5000