Build a Company List
Build a Company List

Let’s look at how to build a list of companies associated with ‘renewable energy’ using the Conceptual Search
How would you perform this search?

Consider who you might approach the same search using a search engine like Google or even another business database.

How would you determine which of the dozen or so types of ‘renewable energy’ you would include.
Getting Started: Desktop

- **Build a Company List**: Build a targeted list of companies using over 175 search and segmentation filters.
- **Find Contacts**: Build an actionable contact list using 200 search and segmentation filters.
- **Research Industries**: Understand the markets that are most important to your business.
- **Browse News**: Search news articles from over 18,000 regional and international publications.
- **Explore Triggers**: Monitor actionable business events that represent selling opportunities and significant developments.
- **Analyze Markets**: Read in-depth Market Research and Analysts' Reports providing forecasts, trends, and analysis on a regional and global scale.
D&B Hoovers Desktop

From the Desktop there number of ways to proceed.
Select a section to
- Build a Company List
- Browse News
- Find Contacts
- Research Industries
- Explore Triggers
- Analyze Markets

These selects will guide you through the process of assembling additional criteria for your search and return powerful and insightful results.
To search for a specific company, contact, news story, analyst report, SEC filing, trigger, industry or concept, use the drop down menu and select the appropriate category and populate the box.
Build a Company List

Get Started by selecting the Build a Company List frame.

Alternatively, you can select the BUILD A LIST option on the top of the page.
Build a Company List

Drop Down Menu
Build a Company List

The most frequently applied data points are then displayed front and center on the page.

- Location
- Company Size
- Industry

These categories can also be selected from the column of categories on the left side of the page.

The Additional Fields link expands to display more options in that category.

In this example, we are going to start with Conceptual Search.

Select Conceptual Search from the Menu.
Conceptual Search

Search Term
Enter a Conceptual Search to discover records that are related to your search term or use Keyword Search to find results that contain your search term. For more targeted results combine or exclude search terms by applying the Boolean Operators AND, OR and AND NOT. Place quotations around your search term to find documents that contain that exact phrase.

Business Signals
- Growth
- Does Business In...
- Media
- Operations
- Ownership
- Spending/Risk
Conceptual Search

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Place quotations around your search term to find documents that contain that exact phrase.

Select View Results

In the search box: enter the term ‘renewable energy’
The results are a global list of businesses engaged in with our search term
Add Additional Criteria

To add additional criteria to your search, select **Add Additional Criteria**.

This will return you to the selection page where you can apply additional criteria.

As you add or edit your criteria, your results total will adjust.

Select **Additional Fields** to access more options.

**Use these Search Criteria to refine your results**.
Business Signals

Search Companies  17,926 Results

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renewable energy

Business Signals

- Growth
- Does Business In...
- Media
- Operations
- Ownership
- Spending/Risk
- Technology
- Workforce
- Workplace

[Cancel] [View Results]
Business Signals

Business Signals are predictive indicators that give you the opportunity to further refine your results to find connections between the businesses in your results and a specific business activity or trait.

Select from
- Growth
- Does Business in ...
- Media
- Operations
- Ownership
- Spending/Risk
- Technology
- Workforce
- Workplace

Find a Field is available

Business signals narrow your results around specific business cases
Results Page

Each Business will link to a more extensive profile.

To View how the business related to your original Conceptual Search ‘renewable energy’ use the icon.

This will open a glimpse into the company profile – in the section labeled MORE you will find the links to stories that connect the company to your topic.

Use the FIND MATCHING CONTACTS link in the upper right to convert the list to key contacts at these companies.
Company Profile

The Company Profile contains all of the essential detail and links to additional information.

The columns on the left will display all the available detail and reports.

Useful links like Industry will contact to more information. The Industry link will open to an Industry Profile, Market Research reports and Analyst reports.

Other links include Corporate Family, Ticker symbol link to a stock snapshot and links to Parent/Ultimate Parent company profiles.
D&B Hoovers quick facts
aggregated data from dozens of sources
more than 140 million business listings
more than 100 million contacts
Company Financials
Corporate Family Trees
Industry Reports
Analyst Reports