

D&B Hoovers – Building a contact list – Video Transcript

This video will provide you with a quick overview on how to build a contact list in D&B Hoovers.

Right now, we're on the homepage of D&B Hoovers and we're going to select Find Contacts.

On the left-hand side we can see the high-level filters that we can apply to build a list of contacts. I recommend starting at the top and simply scrolling down to add the relevant criteria.

I'm going to do an example contact search to show you some of the criteria you are able to use.

If you have conducted a company search before you are likely familiar with most of these filter options. Under location, I'm going to add New Brunswick as a province. But you could add Fredericton under city or Canada under country depending on how narrow or broad you want your results. There are often additional fields that you can expand to see additional criteria you can filter upon so make sure to check those fields too. Up at the top here we can see that there are currently 6,106 results for New Brunswick contacts in the database.

Next, I'm going to the Industry section. This is where you can search for a specific industry by a name or code. The database defaults to using NAICS 2017 which stands for the North American Industry Classification System which was developed by the statistical agencies of Canada, Mexico and the United States. It was designed to provide common definitions of the industrial structures of the three countries to help understand industrial performance. At the highest level, NAICS divides the economy in 20 sectors, classified by their NAICS code, at lower levels the different economic activities are broken out by more specific NAICS codes.

As an example, let's do a search for wood. We can see the NAICS code for Wood Product Manufacturing is 321. Then as you narrow down the definition to Sawmills and Wood Preservation the code becomes 3211, Veneer, Plywood, and Engineered Wood Product Manufacturing is 3212 and so on. They are using the same root code of 321 but the code becomes more specific as the industry becomes more specific.

I recommend using leaving the industry classification system as NAICS 2017, unless you are familiar with the other industry classification systems listed here.

For the purposes of this example, let's use NAICS code 321 Wood Product Manufacturing. You can see that drops down our results to 49.

I'm not going to add any more criteria to my search but as I scroll down you can see the additional areas you can add criteria to narrow down your search results.

I also want to point out the Contact Type section where you can search based on a job title. However, because we only have 49 results I'm not going to add anything here.

I'm going to click view results to see our contacts list.

Right now, we're viewing our results as a list but you can navigate to the grid view option to the D&B Contact Grid. I find this makes it easier to view the results because now I can scroll over and compare the results in a table view.

Now we can easily see the contact's name, company they work for, their title, where they're located, there is even a phone number which will likely take you to the main reception for the company but it at least saves you from tracking down this information yourself.

If you want to modify your search criteria, rather than starting over, over here on the left-hand side by Search Criteria you can select Edit and it will return you to the full list of search criteria options. For example, we might want to go to the Contact Type section and edit the contact level to only include Vice Presidents which brings our results down to 1.

You are not able to export your search results from D&B Hoovers so you will have to work with the results in the database.

This video provided a quick overview on how to build a contact list in D&B Hoovers but please contact us at the library if you have any questions about using this database. We're more than happy to help.