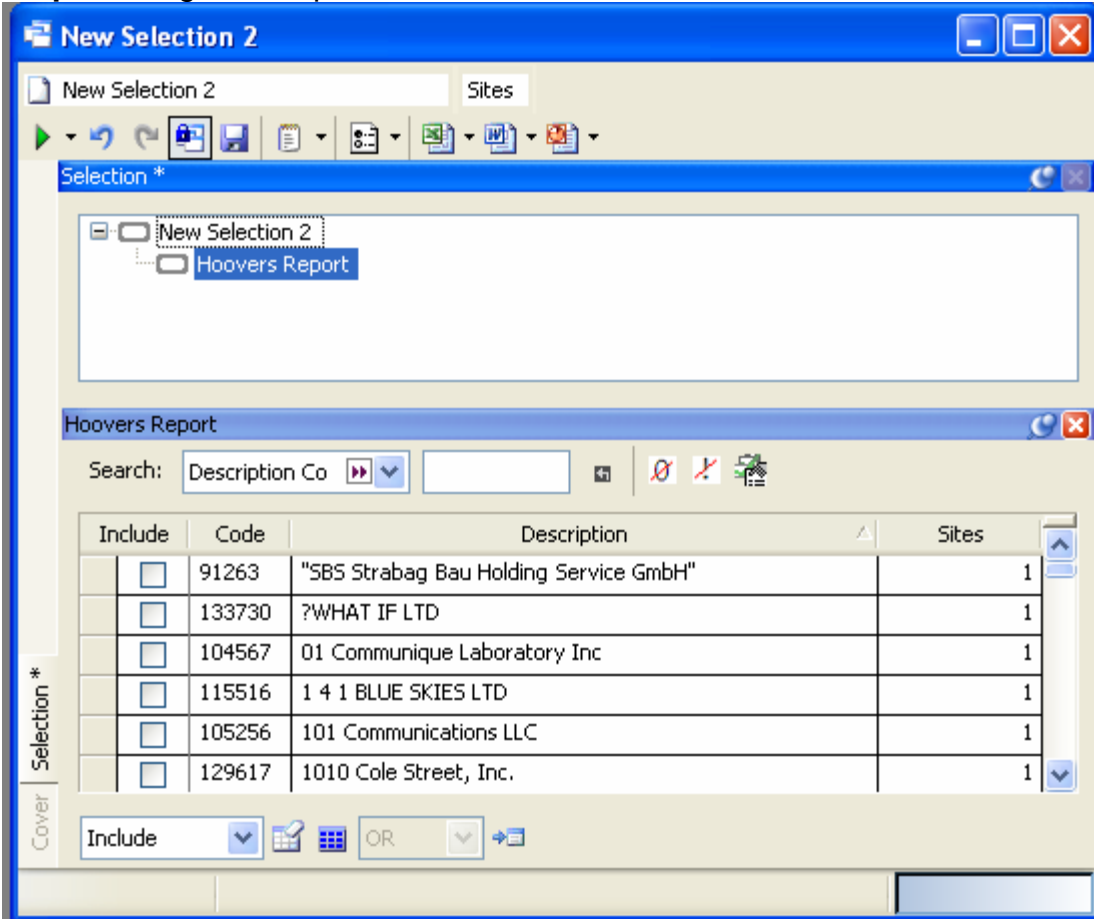




## Steps for Pulling a Hoover's Report in D&B Market Insight:

(Note: To Access this functionality you must have a Hoover's subscription and your Market Insight needs to be configured.)

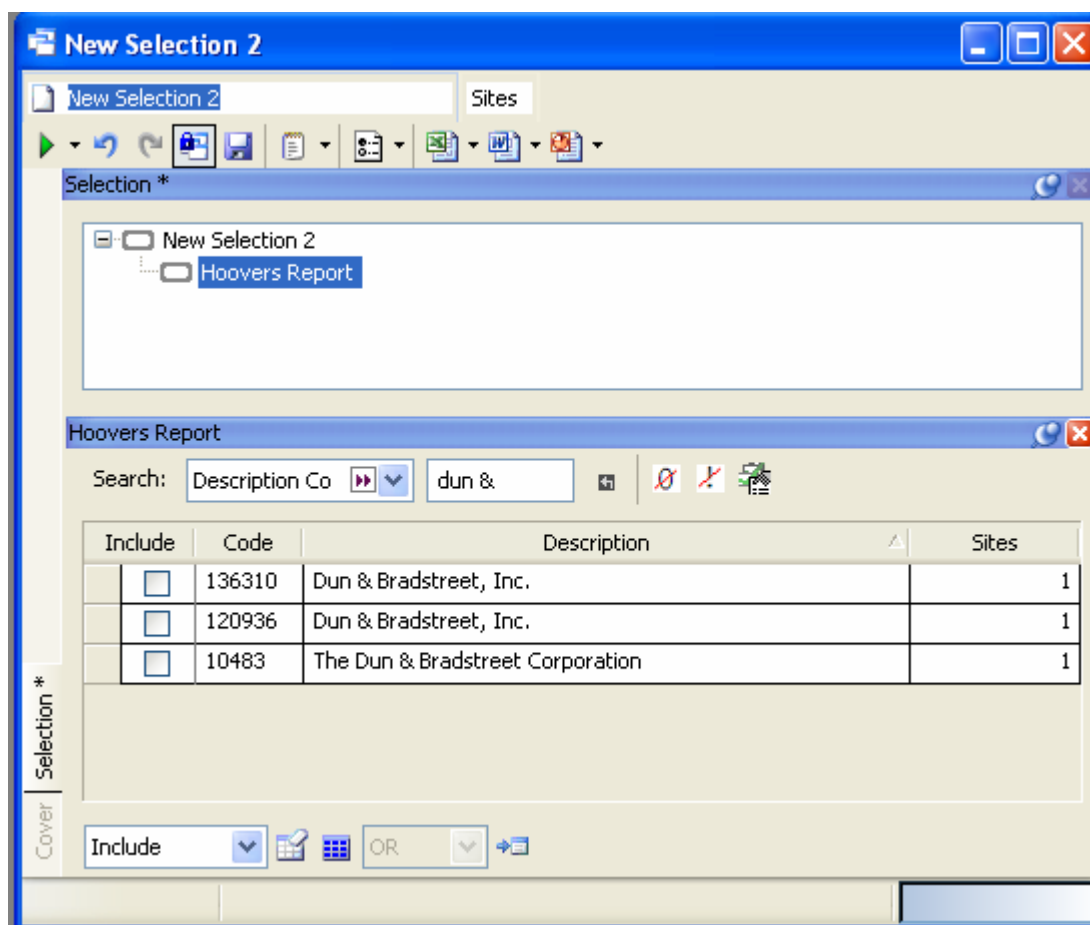
**Step 1:** Drag and drop the Hoover's variable   onto a selection



The screenshot shows the 'New Selection 2' window. The tree view on the left shows 'New Selection 2' with a sub-item 'Hoovers Report'. The main area displays a search for 'Description Co' with the following results:

Include	Code	Description	Sites
<input type="checkbox"/>	91263	"SBS Strabag Bau Holding Service GmbH"	1
<input type="checkbox"/>	133730	?WHAT IF LTD	1
<input type="checkbox"/>	104567	01 Communique Laboratory Inc	1
<input type="checkbox"/>	115516	1 4 1 BLUE SKIES LTD	1
<input type="checkbox"/>	105256	101 Communications LLC	1
<input type="checkbox"/>	129617	1010 Cole Street, Inc.	1

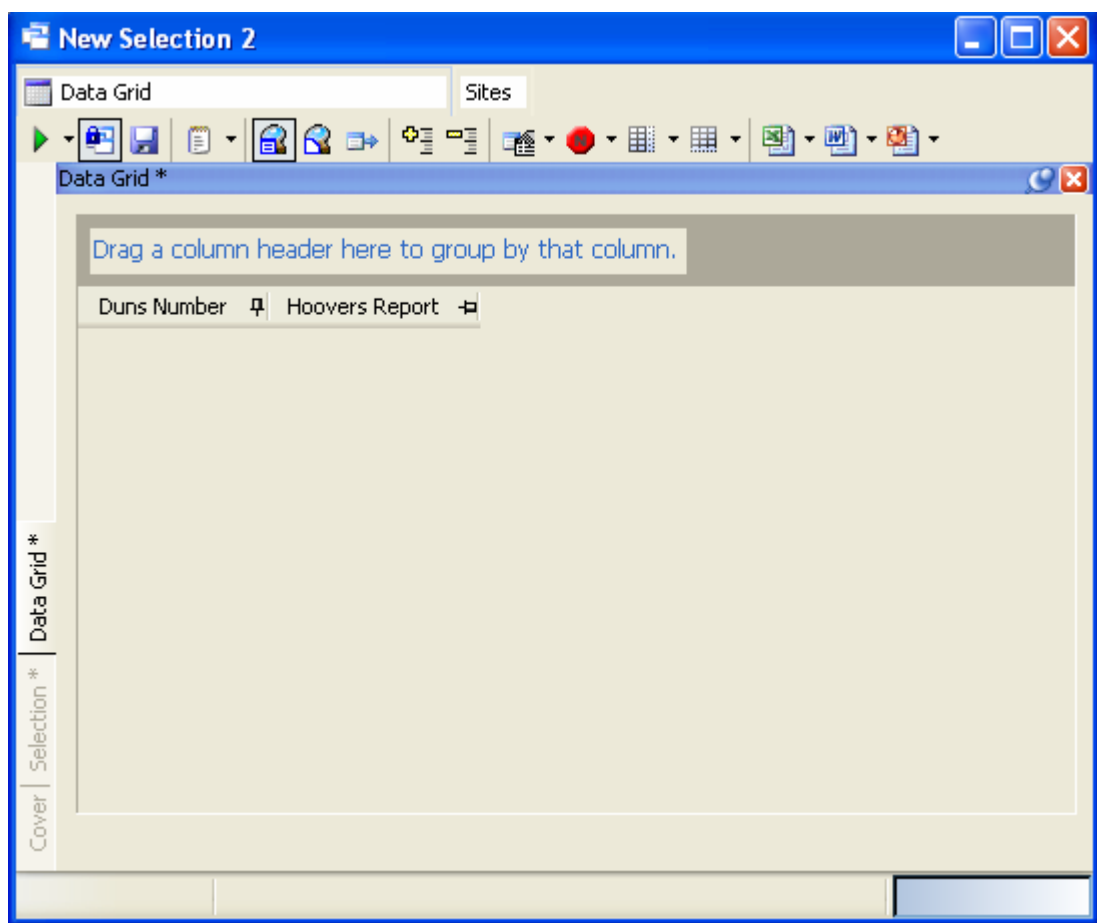
**Step 2:** Begin typing in the Business Name you are searching for. In this example, I'll use Dun & Bradstreet.



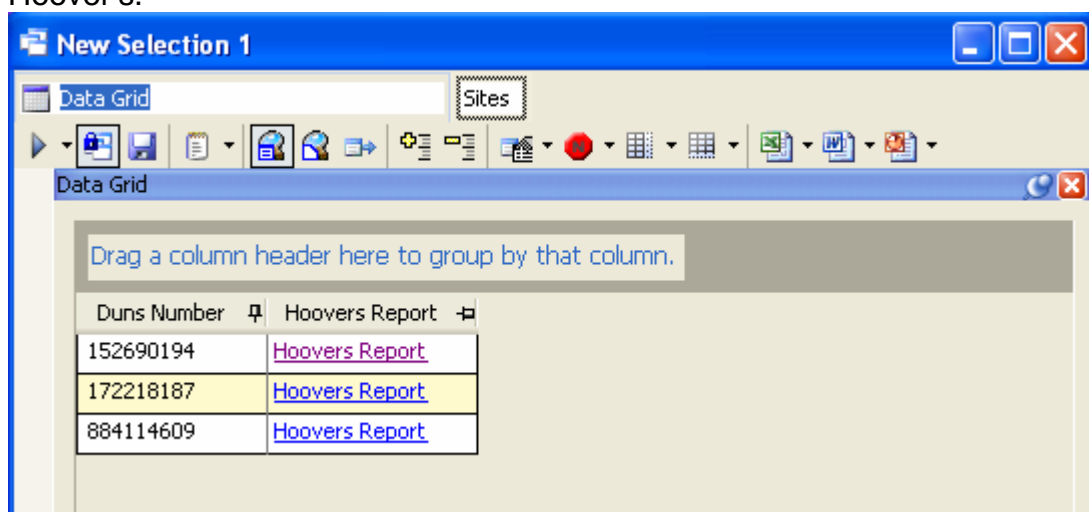
Notice that there are multiple options. As you type, the number of records that match will change. In this case, when I typed just Dun, I only got the first two records back, once I added the "&" I got the third record back.

I'll select all three.

**Step 3:** Drag a data grid on top of the selection and add the Hoover's Report variable to the data grid.



**Step 4:** Execute the build and you will now have live links to each of the three records in Hoover's.



**Step 5:** Click on the link and Hoover's will open directly to that record.



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**Note:** You need to find the business first in your selection, rather than just adding the Hoover's Report variable to your data grid. If you just add the variable to your data grid, you will get what looks like a live link for each record, but in reality there will only be Hoover's records for 41,795 records.