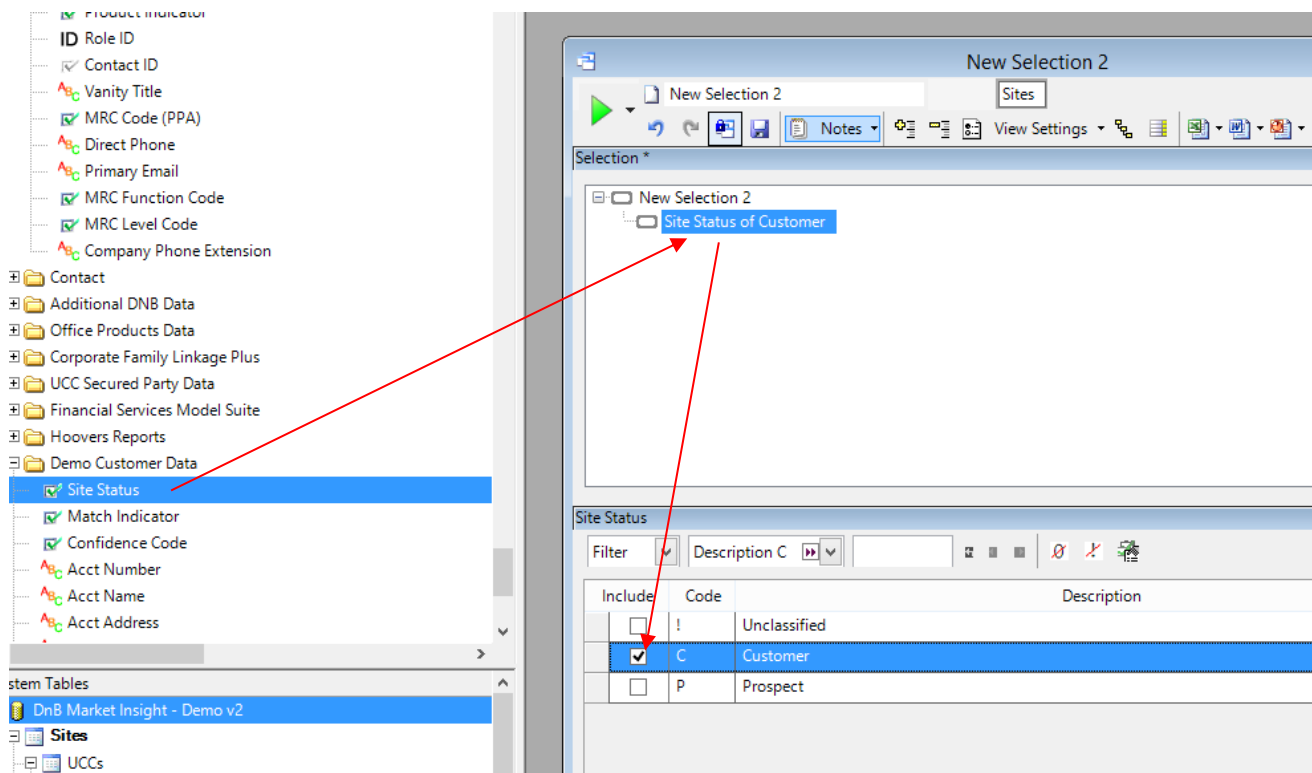


Recommendations for Selecting Customers with a Specific Confidence Code in Market Insight

There are times where you may want to create a selection with customer records in specific confidence codes.

Start by using the site status field to begin your selection and choose customer records.



The screenshot shows the 'New Selection 2' window in the Dun & Bradstreet Market Insight application. The left sidebar displays a tree view of data sources, with 'Site Status' selected. The main window shows a table of 'Site Status' data with columns 'Include', 'Code', and 'Description'. The 'Customer' row (Code C) is selected.

Include	Code	Description
<input type="checkbox"/>	!	Unclassified
<input checked="" type="checkbox"/>	C	Customer
<input type="checkbox"/>	P	Prospect

Next bring the confidence code field into your selection and choose confidence code of 7,8,9 and 10. This can be changed to whatever confidence codes you wish to include but typically to include the better confidence code records it is usually 7 to 10.

Left Panel (Field List):

- ID Role ID
- ✓ Contact ID
- Vanity Title
- ✓ MRC Code (PPA)
- Direct Phone
- Primary Email
- ✓ MRC Function Code
- ✓ MRC Level Code
- Company Phone Extension
- Contact
- Additional DNB Data
- Office Products Data
- Corporate Family Linkage Plus
- UCC Secured Party Data
- Financial Services Model Suite
- Hoovers Reports
- Demo Customer Data
- ✓ Site Status
- ✓ Match Indicator
- ✓ Confidence Code**
- Acct Number
- Acct Name
- Acct Address

Right Panel (New Selection 2):

Selection *

- New Selection 2
 - Site Status AND Confidence Code
 - Site Status of Customer
 - AND Confidence Code of High Confidence or 9 or ...**

Confidence Code Table:

Include	Code	Description
<input checked="" type="checkbox"/>	10	High Confidence
<input checked="" type="checkbox"/>	9	9
<input checked="" type="checkbox"/>	8	8
<input checked="" type="checkbox"/>	7	7

Next you still want to make sure you do not bring in any duns numbers that are all zeros. To do this bring the Site ID duns field into your selection and specify all zeros 000000000.

Left Panel (Field List):

- HQ Duns Number
- Parent Duns Number
- Parent HQ Name
- ✓ Parent HQ Country
- ✓ Parent HQ State
- Number Family Members Range
- Number of Family Members
- Family Update Date
- ✓ Hierarchy Code
- Site
- Unique Site
- ID Duns Number**
- Business Name
- Tradestyle
- Second Tradestyle
- National Identification Number
- Geography
 - Country Name
 - US City
 - State
 - CA City
 - Province
 - State Name

Right Panel (New Selection 2):

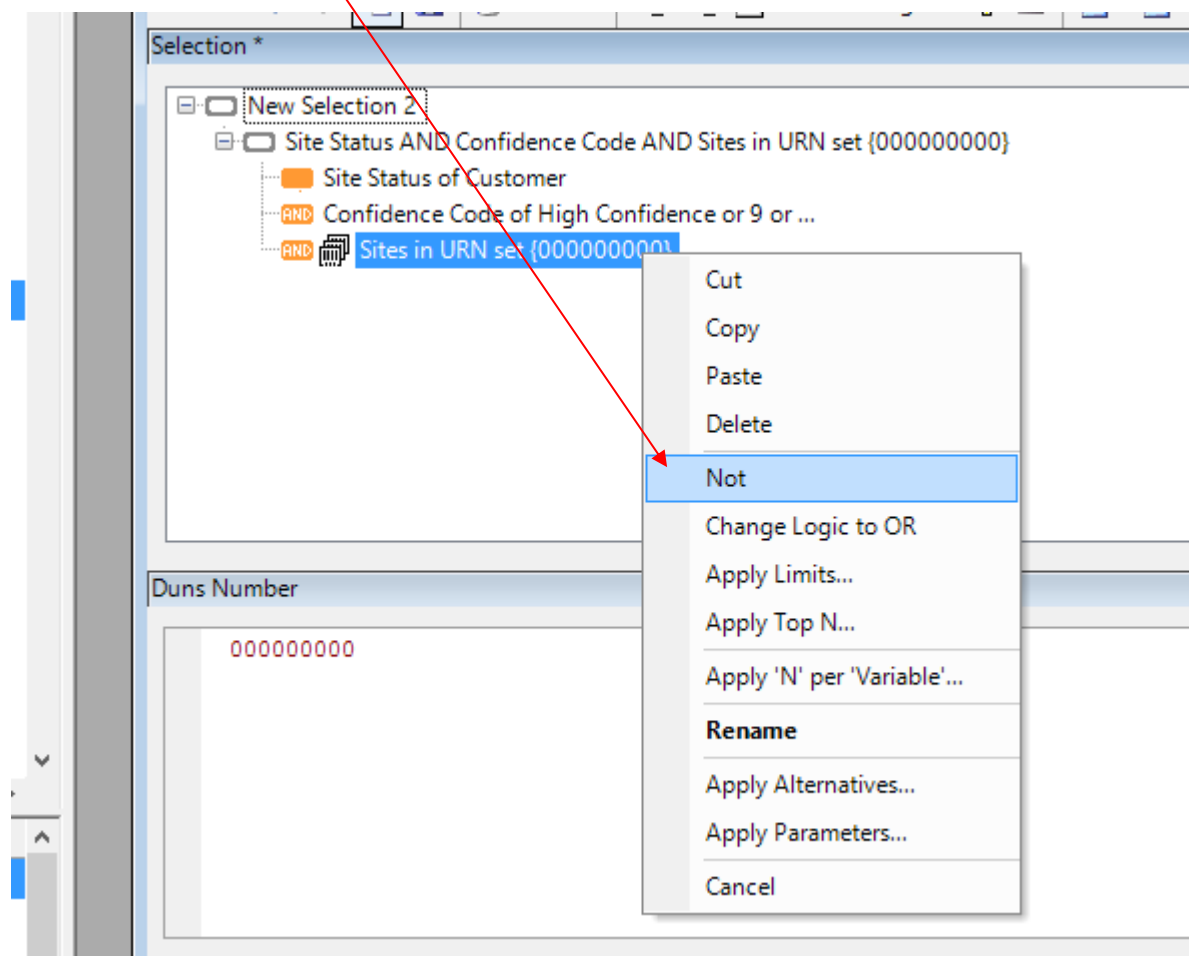
Selection *

- New Selection 2
 - Site Status AND Confidence Code AND Sites in URN set {000000000}
 - Site Status of Customer
 - AND Confidence Code of High Confidence or 9 or ...
 - AND Sites in URN set {000000000}**

Duns Number Input:

000000000

Now you will want to put your mouse over the sites in URN set 000000000 and right click with your mouse and choose NOT.



You can now run your selection by clicking on the green triangle. This will return customer records only with a confidence code of 7,8,9 or 10.

