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PRESS RELEASE

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## **TradeDoubler signs new agreement with Dun & Bradstreet Sweden in order to integrate D&B business insight into Microsoft CRM**

**TradeDoubler has chosen to extend their co-operation with Dun & Bradstreet Sweden. The new two year contract means that D&B Sweden will help TradeDoubler to automate the pre-sales process with qualified leads, realize the value of the integration to Microsoft CRM and automate the credit process. The agreement strengthens Dun & Bradstreet Sweden's position as the leading provider of qualified global business information.**

With millions of transactions passing through TradeDoubler each month and each transaction earning a revenue for their publisher network, it was imperative that TradeDoubler could ensure payment from advertisers to publishers. This historically involved a manual credit check which, whilst accurate was time consuming and in a business that is very fast moving the company recognized the need to try and optimize this process.

The D&B Data Integration Toolkit allows TradeDoubler to run credit checks directly from their own CRM system, receiving a D&B Rating with automated approval within a couple of seconds.

“By using the D&B Toolkit directly in our CRM system, we've dramatically improved our sales process time to market whilst maintaining the same level of security around publisher payments. This has enabled us to focus more time on matching the best advertisers for our publishers, says Marcel Chaudron, Director of Operational Excellence at TradeDoubler.”

Working with an integrated process is important for TradeDoubler. The co-operation with Dun & Bradstreet Sweden first started in 2006 and has developed and expanded ever since. After taking the decision to implement Microsoft CRM together



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with the IT consultant firm Kentor, the three parties jointly worked on creating an integrated process and solution that would fulfill TradeDoublers needs.

“The co-operation with Tradedoubler once again shows that D&B are a leading content management provider, in the forefront when it comes to data-as-a-service, enabling global data integration and a higher level of automation and efficiency for our customers business needs, says Bernt-Olof Hellgren, Sales Manager at Dun & Bradstreet Sweden.”

### **Dun & Bradstreet Sweden**

D&B is the world's leading source of commercial information and insight on businesses, enabling companies to decide with Confidence for 170 years. D&B's global commercial database contains more than 200 million business records. The database is enhanced by D&B's proprietary DUNSRight® Quality Process, which provides our customers with quality business information. This quality information is the foundation of our global solutions that customers rely on to make critical business decisions. D&B provides solution sets that meet a diverse set of customer needs globally. Customers use D&B Risk Management Solutions™ to mitigate credit and supplier risk, increase cash flow and drive increased profitability; D&B Sales & Marketing Solutions™ to increase revenue from new and existing customers. For more information, please visit [www.dnbsweden.se](http://www.dnbsweden.se)

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### **TradeDoubler**

TradeDoubler helps companies improve their online results, both by increasing sales and by increasing brand awareness. The core business is performance-based online marketing. With a network of over 138,000 web publishers, TradeDoubler helps more than 1,900 advertisers worldwide to reach their business goals. The company has a unique reach being able to address around 75 per cent of Europe's e-commerce consumers. Among the advertisers are Apple, American Express, Dell, Disney, Expedia, lastminute.com and Nokia. The share is listed on Nasdaq OMX. More on on [www.tradedoubler.com](http://www.tradedoubler.com).

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**Kentor**

We are IT consultants who take responsibility for the delivery of all parts of a complete IT system delivery, from business analysis to deployment. Kentor is since 2007 a company within the TeleComputing Corporation with approximately 700 employees and 800 customers in the Nordic region. Kentor's business is IT specialists. We're specialized in the industry of health care, real estate, membership organisation and Telecom where we have a market-leading position as the supplier of Triple Play operators. Our business model is built on a combination of profound technical IT-expertise, business understanding and partnership with leading software suppliers. Kentor was founded in 1983 and has approximately 270 employees in Stockholm, Göteborg, Oslo and St. Petersburg.

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