

Orbis for Sales and Marketing

Our extensive data and analytical tools help business leaders make better decisions.

Orbis provides insights for sales, marketing and corporate strategy through its powerful comparable company data resources. The award-winning Orbis database contains information on over 489 million entities in countries all around the world, including an industry-leading selection of private companies.

Our expert team can help you resolve existing data issues by highlighting duplicate records and companies that are no longer in business. We can also help you harmonize different datasets across your business, and add data, like activity codes, company size, company growth, corporate group details and financial strength metrics that will help your salespeople to sell more effectively.

You can target companies that are:

- growing or solvent
- in your sweet spot for size and maturity
- in the right industry
- under new management
- have just hired one of your advocates
- private equity backed and likely to have expansion plans

And avoid companies that:

- don't look like they can pay you
- are shrinking
- are the subject of negative news stories
- look like they've just invested in something like your offering

Strategic searching for business development

We make creating strategic searches easy. You can combine as many search steps as you would like to find companies with very specific profiles. Our simple-to-use software means you can start searching quickly.

So, you can find companies with:

- consistent growth rates
- new owners
- private equity backing, that are likely to have expansion plans
- accelerating growth
- specific services or products

And once you've identified a group of companies by your chosen profiles you can set alerts to see when new companies join your group.

Get sales triggers

Watch companies and get alerted to changes that may create, or remove, an opportunity for you. These include:

- new financials filed
- a change in management or ownership
- rumor of M&A activity
- news about a company – you can filter for negative news
- a change in a company's financial strength – positive or negative or status (active/inactive/rescue plan etc.)
- that a company now fulfills, or no longer fulfills, a profile you've created