

# Get the Complete Picture

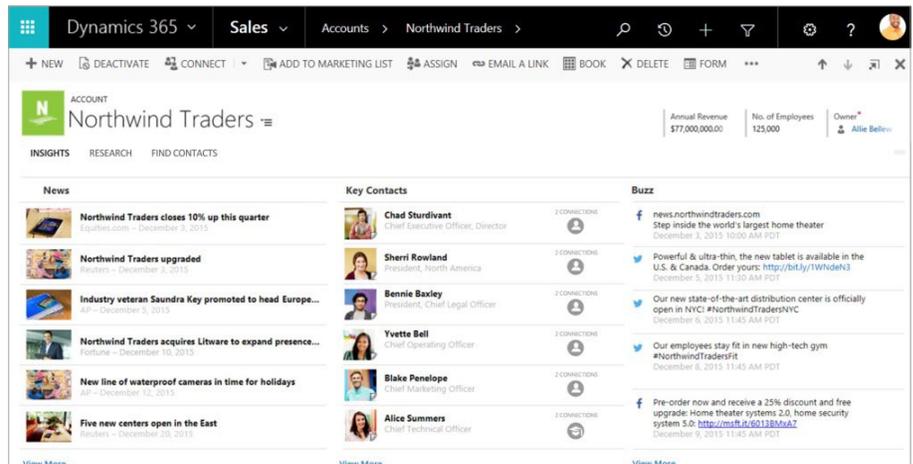


**Trying to decide between LinkedIn and InsideView Insights?** Why choose? Together, they're a powerful combination that gives you the most comprehensive view of your sales targets. LinkedIn is useful for researching and connecting with business professionals, while Insights provides the deep account intelligence needed to fully understand your prospects and customers. And with Insights, you never need to manually enter account and contact data into your CRM. Check out the chart below to see how they complement one another.

	USE LINKEDIN FOR:	USE INSIDEVIEW INSIGHTS FOR:
Researching	Deep contact research based on user-contributed content	<p>Deep account research based on content from more than 40,000 editorial, financial, news, and social sources</p> <p>Researching senior executives who don't use or regularly update their LinkedIn profiles</p> <p>Quickly identifying other decision-makers who may be part of an account's buying "committee"</p>
Connecting	LinkedIn connections network InMail	<p>LinkedIn connections, PLUS connections from other sources (Outlook, Gmail, work &amp; education networks, partners, reference customers, business affiliations)</p> <p>Direct email addresses</p> <p>Direct links to LinkedIn, Facebook &amp; Twitter</p>
Data Hygiene		<p>Adding companies and contacts to CRM/365</p> <p>Updating your CRM/365 accounts and contacts to improve data quality</p>

## KNOW YOUR PROSPECTS AND CUSTOMERS INSIDE AND OUT

Today's targeted prospecting starts with focusing on the right accounts. InsideView Insights fuels deep account research with data, insights, and connections gathered from more than 40,000 trusted sources and validated using InsideView's proprietary technology.



You'll see relevant and timely news within accounts, contacts, leads, and opportunities categorized by key business topics, so you can craft targeted messages that break through to unresponsive buyers. You'll find social buzz, family trees, similar accounts, and industry profiles, which include industry trends and challenges that are key to understanding your prospect or customer. And for public companies, you'll find financial statements and SEC filings. It's everything you need to do your account research...within Dynamics 365.

**KNOW WHEN TO ENGAGE**

Knowing when to engage is just as important as knowing what to say. With InsideView Insights, you can keep tabs on key accounts, prospects, and competitors simply by adding them to watchlists. You'll receive daily email news alerts so you know exactly what to say and when to reach out.

**ACCOUNT**  
Northwind Traders

Annual Revenue: \$77,000,000.00 | No. of Employees: 125,000 | Owner: Alle Belen

**Similar Accounts**

**Fabrikam**  
Public Company (NYSE: FBK)  
Primary Industry: Consumer Electronics  
Revenue: \$51,000,000.00  
Employees: 40,000  
Fabrikam wants to be the best consumer electronics outlet in the US and beyond. The multinational retailer sells both products and services through three primary channels: about 1,700 retail stores, online, and call centers. Its branded store banners include Fabrikam, Fabrikam Express, and Fabrikam Mobile.  
Its stores sell a variety of electronic gadgets, movies, music, computers, mobile phones, and appliances. On the services side, it offers installation and maintenance, technical support, and subscriptions for mobile phone and internet services.

**A. Datum**  
Public Company (NYSE: ADTM)  
Primary Industry: Consumer Electronics  
Revenue: \$22,000,000.00  
Employees: 48,000  
A. Datum's products run the gamut of cool: from ultra HD TVs, to hip wearable digital cameras, and household air conditioners. A. Datum sells consumer products (home appliances, camcorders, DVD's, VCR's, men's shavers), business products (copiers, fax machines, printers), and industrial electronics products (computer components, semiconductor, appliance motors).

**Financials**  
INCOME STATEMENT: ANNUAL DATA  
All numbers in Millions of USD (except per share items)

Year	Revenue	Net Income	Profit margin (%)
2014	~3000	~1000	~33%
2013	~2500	~800	~32%
2012	~2000	~600	~30%
2011	~1800	~500	~28%
2010	~1500	~400	~27%

12 Months Ending: 2014-12-31, 2013-12-31, 2012-12-31

Metric	2014-12-31	2013-12-31	2012-12-31
Total Revenue	149,000	95,000	58,000
Gross Profit	149,000	95,000	58,000

**NO NEED TO BUY LISTS**

With InsideView Insights, you can search from more than 13 million companies and 34 million executives around the world to find and add prospects to Dynamics 365. Then keep your data up-to-date in just two clicks.

**Contact**  
Marian Henc

Microsoft | InsideView®

Check All / None

Entity Image	Microsoft	InsideView
First Name	Marian	Marian <input type="checkbox"/>
Last Name *	Henc	Henc <input type="checkbox"/>
Job Title	COO	COO <input type="checkbox"/>
Email	marianhenc@northwind.com	marianhenc@northwind.com <input type="checkbox"/>
Business Phone		+1 614 333 4444 <input checked="" type="checkbox"/>
Website		northwind-traders.com <input checked="" type="checkbox"/>
Address 1: Street 1		1 Northwind Trader Way <input checked="" type="checkbox"/>
Address 1: City		Columbus <input checked="" type="checkbox"/>
Address 1: State/Province		OH <input checked="" type="checkbox"/>
Address 1: ZIP/Postal Code		47736 <input checked="" type="checkbox"/>
Address 1: Country/Region		United States <input checked="" type="checkbox"/>

Source(s):

Update account and contact data in two clicks.

**GET THE WHOLE PICTURE**

Today, it's not enough to know just who to target. You also need to know who else is in the buying group, why and when to reach out, and how to engage through shared connections. Get the complete picture of your prospects and customers - both contacts and companies - to be fully informed and win more often.

Visit [our website](http://our website) for more information or contact [microsoft@insideview.com](mailto:microsoft@insideview.com) to get started.