

## Compare Premium Subscriptions

	Level 1 Researcher	Level 2 Prospector	Level 3 Relationship Mgr.
<b>Company Profiles</b> Search more than 32 million public and private companies worldwide for information like a company's history and overview, products and operations, and key financial data. All in one place.	Included	Included	Included
<b>Key People</b> Find information about more than 37 million key people in the Hoover's database. C-suite to self-listed, Hoover's gives you access to an individual's title, biography, job history, contact information, and much more.	Included	Included	Included
<b>Industry Profiles</b> Reference more than 600 industry records including industry description, SIC, NAICS, Hoover's industry codes, and links to related Web resources.	Included	Included	Included
<b>List-Building</b> Build targeted lists using more than 40 search criteria to streamline your prospecting efforts, make the most from research and pre-call planning, and find new clients that look just like your best customers.	Included	Included	Included
<b>LinkedIn</b> Combine comprehensive business information with a powerful social network and you have everything you need to get business done. Fast. Just look for the LinkedIn icon below self-listed profiles to get started making new connections.	Included	Included	Included
<b>Downloads</b> Keep your database fresh and up-to-date by downloading the information you need. Available in		10K/year	250K/year

both CSV and Excel format, data and lead lists can be imported directly into your workflow for quick, easy access.

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**ConnectMail**

25/month 50/month

Find and e-mail key decision makers with targeted messages directly to their inbox. Simply look for the "Send E-mail" icon next to a contact's name in the Hoover's database to get started saving time and speeding up the sales cycle.

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**Family Trees**

+ + Included

Uncover new cross-sell and up-sell opportunities through corporate hierarchies using this powerful tool that maps the connections between a company's parent organization, branch locations, and subsidiaries.

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**First Research**

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Open doors and close more deals with Industry Intelligence from First Research. Designed to do the "heavy lifting" for you, First Research Industry Profiles makes it easy to ask the right questions, understand a customer or prospect's obstacles, and become a value-added advisor.

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+ *Add-on functionality*

## All Subscriptions Also Include:

**News**

Stay up-to-date about companies and industries you choose with breaking news from more than 2,000 news sources, including leading global sources, local publications, trade publications, and market journals.

**Competitive Financial Analysis**

Compare an organization's key numbers with those of its competitors for quick side-by-sides of annual sales, net growth, profitability, valuation, and much more.

**Build Custom Reports**

Build and export customizable, presentation-ready reports in just a few clicks. Include only

the criteria you want and choose from either PDF or HTML format for quick and simple distribution to your entire team.

### **Watch Lists & Alerts**

Customize your settings to monitor specific organizations and receive e-mail alerts through your My Hoover's access point. Think of this tool as a "my favorite companies" folder enabling you to access and organize in one central area.

### **Targeted Search Capabilities**

Get started finding prospects right away with a targeted Search of Companies, People, Industries, and News. You can then further refine your search using criteria such as location, sales, number of employees, and more.

### **Saved Searches**

Go straight to the information you need and use most by saving search criteria when building prospect lists. In fact, you can save up to 20 searches within the Build A List tool for simple, single-click access.

### **Find Similar Companies**

Find new opportunities with companies that look like current customers using the Find Similar Companies tool. You can choose from criteria ranging from company type and location to financial data and industry information.

### **Self-Listing Tool**

Get noticed, build your network, and find additional contacts with Hoover's Self Listing Tool. Just look for the "Add yourself to this company record" icon and you can add your name, biography, work history, and more, directly to your company's profile.