

D&B Hoovers – Building a company list – Video transcript

This video will provide you with a quick overview on how to build a company list in D&B Hoovers.

Right now, we're on the homepage of D&B Hoovers and we're going to select Build a Company List.

On the left-hand side we can see the high-level filters that we can apply to build a list of companies. I recommend starting at the top and simply scrolling down to add the relevant criteria.

I'm going to do an example company list search to show you some of the criteria you are able to use.

Under location I'm going to add New Brunswick but you could do a search for Fredericton or Canada depending on how broad or narrow you would like your results. There are often additional fields that you can expand to see additional criteria you can filter upon so make sure to check those fields too. Up at the top here we can see that there are currently 43,202 results for New Brunswick in the database.

Under company size I'm going to require that the companies have 1 to 50 employees and click Add. As I add criteria my number of results adjust up here which tells me how much adding a new criterion affects the number of companies in my list.

Under industry is where you can search for a specific industry by a name or code. The database defaults to using NAICS 2017 which stands for the North American Industry Classification System which was developed by the statistical agencies of Canada, Mexico and the United States. It was designed to provide common definitions of the industrial structures of the three countries to help understand industrial performance. At the highest level, NAICS divides the economy in 20 sectors, classified by their NAICS code, at lower levels the different economic activities are broken out by more specific NAICS codes.

As an example, let's do a search for restaurant. We can see the NAICS code for Restaurants and Other Eating Places is 7225. Then as you narrow down the definition of Restaurants and Other Eating Places to Full-Service Restaurants the code becomes 722511, Limited Service Restaurants is 722513. They are using the same root code of 7225 but the code becomes more specific as the industry becomes more specific.

I recommend using leaving the industry classification system as NAICS 2017, unless you are familiar with the other industry classification systems listed here.

For the purposes of this example, let's use NAICS code 722511 Full-Service Restaurants. You can see that drops down our results to 941.

I'm not going to add any more criteria to my search but as I scroll down you can see the additional areas you can add criteria to narrow down your search results.

I'm going to click view results to see our company list.

Right now, we're viewing our results as a list but you can navigate to the grid view option to the D&B Company Grid. I find this makes it easier to view the results because now I can scroll over and compare the results in a table view.

If you want to modify your search criteria, rather than starting over, over here on the left-hand side by Search Criteria you can select Edit and it will return you to the full list of search criteria options.

You are not able to export your search results from D&B Hoovers so you will have to work with the results in the database.

This video provided a quick overview on how to build a company list in D&B Hoovers but please contact us at the library if you have any questions about using this database. We're more than happy to help.