

Dun & Bradstreet Million Dollar Total

How to search for individual companies or build sales and marketing lead lists.

About

Dun & Bradstreet Million Dollar Total contains over twenty-three million records for domestic and international companies. D&B company profiles include company contact information, executive names and biographies, annual sales estimates, corporate family trees, and industry classification codes.

Basic Search

The Basic Search option is the first page displayed when the database is opened. Use this option to search for individual companies.

Use the following tips to make basic searches more effective:

- The **Company Name** field automatically truncates search terms. For example, a search for the word "afford" will also return results with "affordable" in the company title.
 - Use the location fields only when searching for a company in a very specific location.
 - Try different variations of company names: add or remove punctuation (such as apostrophes) and words (such as "corp" or "inc") from the company title.
 - Search by telephone number if the **Company Name** field fails to return results. Use this phone number format: XXX-XXX-XXXX.
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Advanced Search

Access this option by clicking on the Advanced Search link on the Basic Search page. Use Advanced Search to search for companies using over thirty criteria.

- Click on individual search fields.
- Enter or select criteria.
- Click the **Add to Criteria** link.
- View added criteria on the right side of the screen, under the **Current Search Criteria** heading.
- To remove criteria from a search, click on the criteria under the **Current Search Criteria** heading.
- After selecting all desired criteria, click on the **Run Search** link.
- View a list of results.
- Click on individual company names to view detailed profiles.
- Click **Build Files** link to export search results.


For detailed explanations of Advanced Search criteria:

- Click on the **Help** link, located in the top right of the screen.
 - In the new window, click on **Search Criteria**, located in the left column.
 - Click on criteria labels for explanations and more search tips.
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Search Results

View, sort and download search results.

Results List

- Click on company names to view full profiles.
- If available, click on the Corporate Family icon  to view a complete corporate family tree for that company.
- To view multiple pages of search results, click on the **Next** and **Prev** links at the top or bottom of the page.
- Use the drop-down menus and **Sort** button, located directly above the results list, to sort results by

- name, location, size or industry code in ascending or descending order.
 - Change how results are displayed by selecting the **Change View** link, located near the top center of the page.
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Download Search Results

- Choose to download a range of records or checked records using the radio buttons under the **Download Records** heading.
- The database allows downloads of up to 250 records at one time.
- Click the **Build Files** link.
- Choose **Table** format to download a file that can be imported into a table, spreadsheet or database program, such as Excel or Access.
- Choose **Report** format to download a PDF or HTML file for immediate printing or viewing.
- Click the **Build File** link.
- When the file is ready, select the **Click here to download your file** link.