

MOODY'S

**Moody's for Growth
and Strategy**

From data chaos to sales clarity

THE GROWTH CHALLENGE

Too much data, not enough clarity

Sales and marketing teams have more data than ever — but it's fragmented, outdated, and hard to trust. Instead of driving action, it creates noise.

- **No single source of truth** leads to inconsistent account views and poor prioritization.
- **Sellers waste time** validating data and piecing together context instead of engaging customers.
- **Signals lack context**, making engagement reactive rather than strategic.

As AI adoption accelerates, these issues can compound. Without governed, consistent data, teams face misaligned strategies, lower productivity, and missed revenue opportunities.

A data-driven GTM approach

A data-driven go-to-market approach gives modern growth teams a clear way to translate insight into action across the revenue lifecycle. By bringing market intelligence, customer insight, and operational signals together, commercial teams can:

- Gain a clearer view of markets and companies
- Prioritize the most promising opportunities
- Allocate resources more effectively
- Align sales and marketing around shared objectives

With access to high-quality data, contextual signals, and analytics, this approach helps teams move beyond reactive engagement toward more intentional, insight-led execution—supporting a more consistent and scalable path to growth.



The solution – Moody’s for Growth and Strategy

DATA CLARITY MEETS SALES CONFIDENCE

We bring together decision-grade data, effortless CRM integrations, and agentic technology to help sales teams act on contextualized and timely insights so they can identify and prioritize deals.



Build on quality data

by creating one clean, consistent, continuously refreshed view of every company – deduped, enriched, and aligned to Moody’s authoritative data model and rigorous governance.



Target with precision

with information on growth rates, new ownership, M&A activity, private equity backing, etc., to help pinpoint target companies, shape territories, refine segments, and areas of strategic focus.



Unlock conversations

by understanding the prospect before engaging with intelligence on structural changes, ownership moves, financial indicators, risk factors, and external signals.



Accelerate the deal cycle

by prioritizing the right opportunities, guiding next best actions, and focusing seller time where deals are most likely to help shorten cycles and increase win rates.

With Moody’s for Growth and Strategy, the Moody’s Data Estate helps you move from guesswork to informed decisions by containing coverage on 625M entities. This includes:

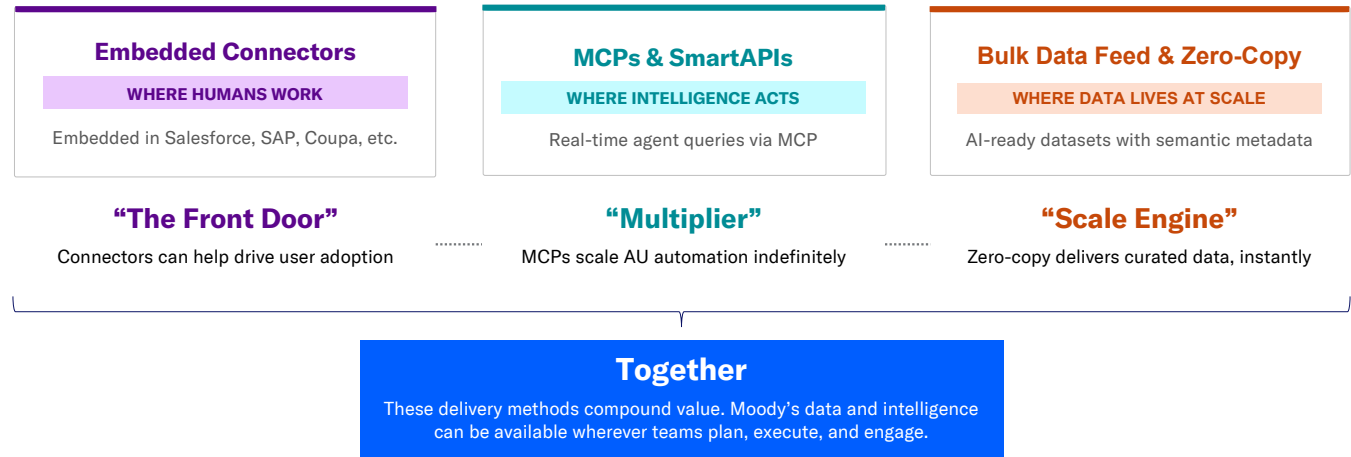
- Firmographic details: (Moody’s ID, tax identifiers, revenue/# of employees, industry,
- Hierarchies: configurable, operational vs legal
- Contact profile: Role, phone number, email
- Technographics: IP address, device IDs
- Location, address, type
- Trends / scores / indicators
- Change management (deltas, alerts/ monitoring)
- News and alerts
- And more...



The solution – Moody’s for Growth and Strategy

BRINGING DATA AND INSIGHTS TO WHERE PEOPLE WORK

We deliver decision-grade, contextual intelligence via multi-channel delivery across the ecosystem



MOODY’S AND SALESFORCE

In partnership with Salesforce, our integrated solution seamlessly embeds Moody’s global data and advanced AI capabilities directly into CRM workflows.

By enriching your CRM with Moody’s data, enabling real-time integrations, and leveraging advanced AI within Salesforce, Sales teams can accelerate deal cycles, enhance targeting precision, and drive more effective engagement.

Our solutions in Salesforce AppExchange and AgentExchange:

→ **Moody’s for Salesforce**

As part of Salesforce AppExchange, Moody’s apps provide seamless integrations that enrich Salesforce records with powerful company data, news alerts, and compliance assessments from [Orbis](#), [NewsEdge](#), and [Maxsight](#).

→ **Moody’s Sales Acceleration Agent (coming soon)**

As a partner Agentforce solution, Moody’s Sales Acceleration Agent surfaces contextual insights, automates meeting prep, and recommends next actions, helping sellers prioritize accounts, engage promptly, and craft more strategic outreach.

Moody's apps on Salesforce

→ **Enrich and refresh: Orbis for Salesforce**

Enriches and populates Salesforce accounts with quality data on company firmographic and ownership to reveal full corporate hierarchies to prioritize and expand accounts

→ **Identify and prioritize: NewsEdge for Salesforce**

Delivers real-time company and market news inside forecast and flags timely events and sentiment shifts to trigger smarter outreach

→ **Onboard and align: Maxsight for Salesforce**

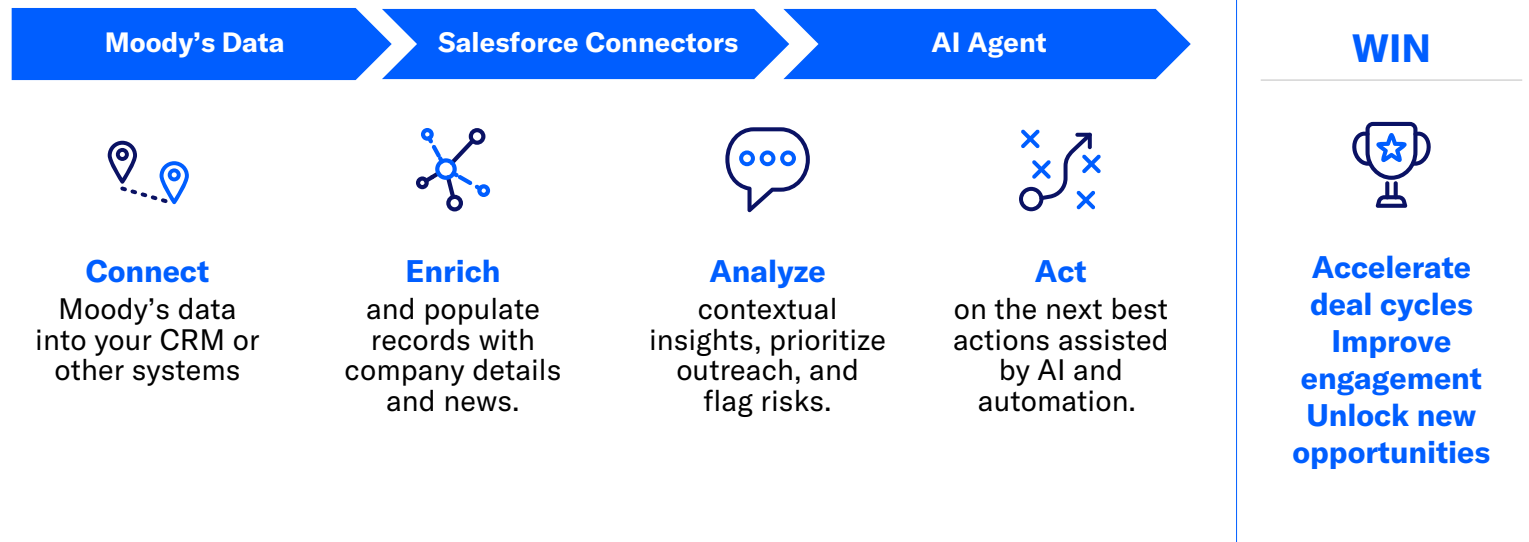
Surfaces early compliance and onboarding risk in Salesforce; reduce handoff delays and align sales and compliance teams before deals progress

→ **Automate and assist: Moody's Agent**

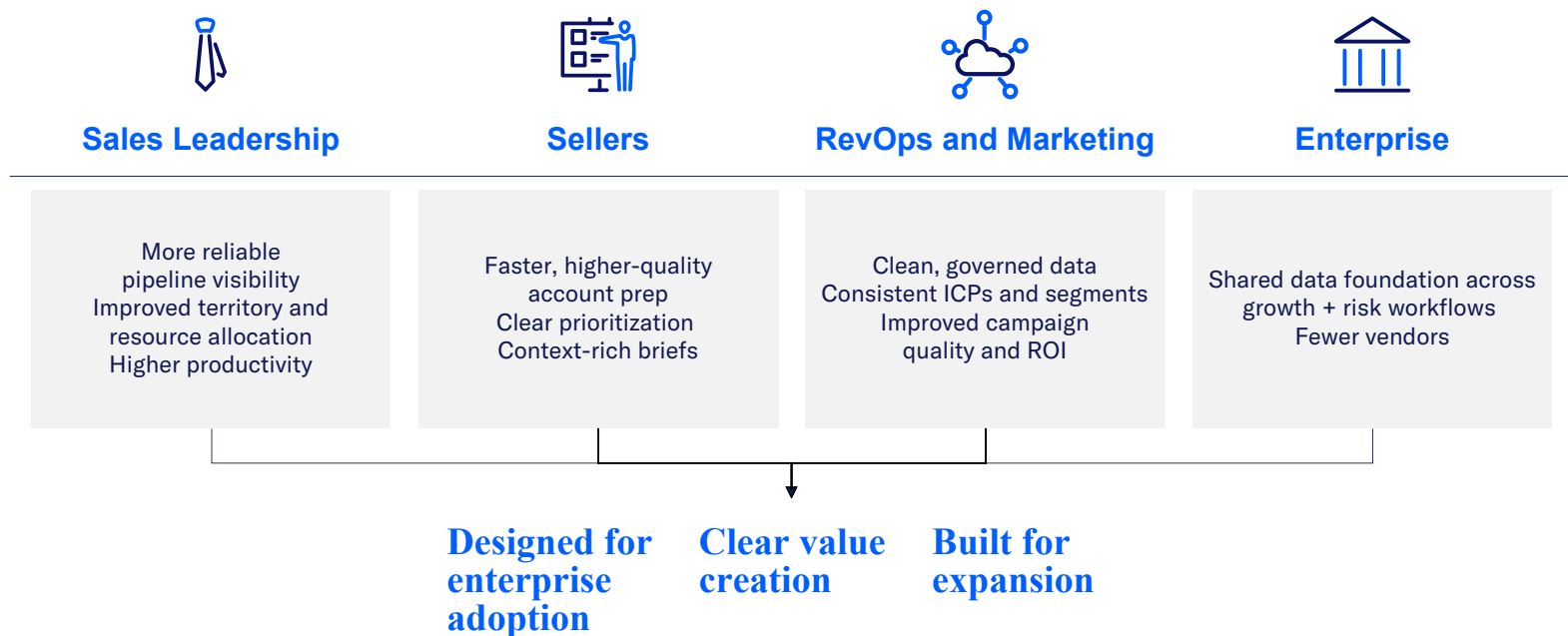
Unifies data, signals, and history into the workspace; turns signals into AI-assisted meeting briefs, outreach and next best actions; reduces prep time while improving relevance and deal velocity

BRINGING IT ALL TOGETHER

Moody's combines unified account truth with AI-driven sales intelligence to help you win.



WE DELIVER VALUE FOR SALES AND MARKETING TEAMS



Why choose Moody's for Growth and Strategy

→ **Our data is comprehensive**

Our unmatched breadth of coverage, including over 600 million company records worldwide, helps provide visibility across global markets where our competitors may have blind spots.

→ **Our solution is embedded**

Seamlessly integrates Moody's data and insights via native Salesforce connectors and other data delivery channels to help teams embed enriched data and actionable insights into their CRM.

→ **Built for your AI ecosystem**

Moody's delivers enriched, contextualized data with broad coverage and long-standing consistency. Our AI-ready data is available through flexible delivery options.

→ **Enterprise-grade trust**

Built on Moody's century-long legacy of developing solutions that deliver insights to financial markets, we bring the analytical rigor for growth and strategy teams.

MOODY'S

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