



#### About Client:



**INDUSTRY**  
Software Development



**EMPLOYEES**  
51-1000

#### Benefits Realized:



**IMPROVED  
DATA QUALITY**



**ACHIEVING SINGLE  
SOURCE OF TRUTH**



**DRIVING NEW  
EFFICIENCIES  
(I.E., PREDICTIVE  
MODELING)**

#### Key Products Used:

**D&B Connect™**

**D&B Hoovers™**

**D&B Rev.Up™**

## Algolia and D&B: Data Transformation to Sustain Growth

Algolia is a search-as-a-service company that refers to itself as “the world’s only end-to-end AI search solution.” This one-stop shop for AI search, which currently helps more than 17,000 businesses optimize their site searches, earned a spot on Inc. Magazine’s 2023 list of the 5,000 fastest-growing private companies. It was recently named a Leader in the inaugural 2024 Gartner® Magic Quadrant™ for Search and Product Discovery.

Dun & Bradstreet is helping Algolia sustain this positive momentum. As Algolia’s transformational data partner, D&B has helped the company remake its internal data infrastructure, revitalize its go-to-market strategy, and institute a data governance framework to help underpin future expansion.

### The Starting Point: Data Quality

Like many burgeoning businesses, Algolia was experiencing growing pains. Its leaders realized that if they wanted to maintain the pace of their fast growth, they had to ensure that their internal data and systems could keep up.

According to Geert Wirtjes, Algolia’s vice president for systems and process transformation, the company realized that it had “no time to waste” to address its data challenges.

“Within our business, time to market is key. And we started to realize that our CRM data in particular was in a state that was actually hindering productivity.”

Over time, Algolia had accumulated a large prospect data set from an assortment of vendors. “There was a lot of inconsistency in our data set,” said Wirtjes. “And if you talk about having a ‘single source of truth’ — there was a lot of doubt about any of it.”

Algolia’s data set had been essentially static for three or four years. “We were trying to determine which of those records were relevant to us, which records could be merged or purged, and how we could clean up our database as we went along,” said Wirtjes. “And at the same time, how we could acquire new data that would be relevant to our business model.”

## New Capabilities: Dynamic Account Scoring and Buyer Intelligence

Wirtjes and his colleagues envisioned a data transformation that went much farther than just cleaning and standardizing CRM data. They set a larger goal: a data set that would be dynamic, rather than static. They wanted to improve their data quality and achieve a “single source of truth” — especially for the large volume of their account and customer data in Salesforce. But they also sought to acquire predictive analytical capability to score prospects and home in on those with the highest relevancy and propensity to buy.

To cap off the transformation, Algolia wanted to institute a culture of continuous improvement and create a “learning organization,” as Wirtjes described it — an environment where people were empowered to dive deeper into their data, use it to formulate hypotheses, see what succeeded and what didn’t, and gain knowledge.

“It was a truly strategic partnership that worked well and it’s still working well,” said Wirtjes.

## A Comprehensive, Multi-Component Program

Over the course of its journey with Dun & Bradstreet, Algolia used a toolkit comprising several components from Dun & Bradstreet’s portfolio of sales and marketing solutions. D&B Connect was at the core for data matching and standardization; D&B RevUp supplied account scoring models to help focus sales efforts on accounts with greater relevancy and propensity to purchase. And every sales representative was provided with D&B Hoovers access to enable them to gather intelligence on their segments and territories, and to add that data directly into Salesforce with the click of a button.

“Dun & Bradstreet is enormously open and transparent in how they do things, where their data comes from, how their models work,” said Wirtjes.



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— Geert Wirtjes

Vice President for Systems and Process Transformation at Algolia

To hear the fuller story and progress to date of Algolia's sales data transformation, watch "Powering an AI Firm's Data-Fueled Growth Engine" — a conversation between Wirtjes and Gurpinder Dhillon, Dun & Bradstreet vice president of Sales & Marketing Solutions at Forrester's B2B Summit North America 2024.

Watch: Forrester B2B Summit Session —  
Powering an AI Firm's Data-Fueled Growth Engine

[Watch now →](#)

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