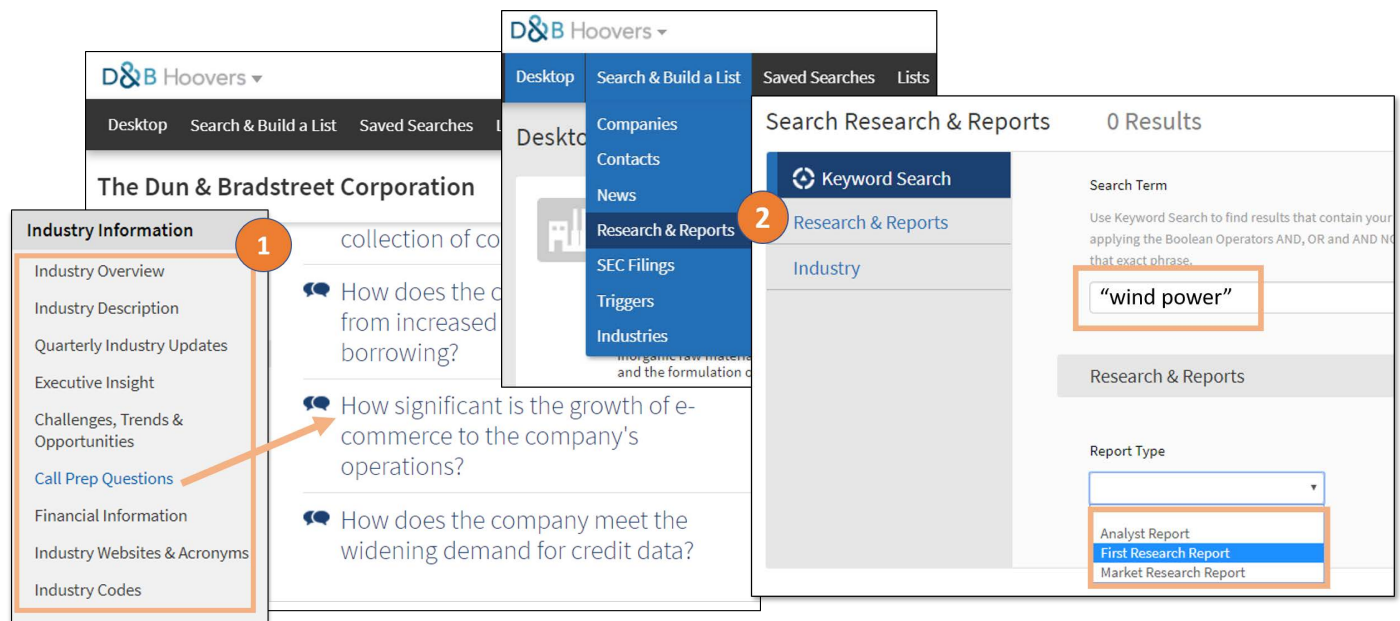


First Research Industry Profiles

First Research provides access to more than 500 in-depth industry profiles that are written and regularly updated by Dun & Bradstreet's First Research editorial team. Each report is written from a business perspective so that business professionals understand target markets without time-consuming or expensive research. Quickly engage your target markets with relevant industry intelligence. Prepare for sales calls, create tailored messaging, understand decision maker concerns, and stay on top of trends, opportunities, and challenges. Check out our [First Research Videos](#) in the Learning Center for a deeper dive.

How to Access First Research

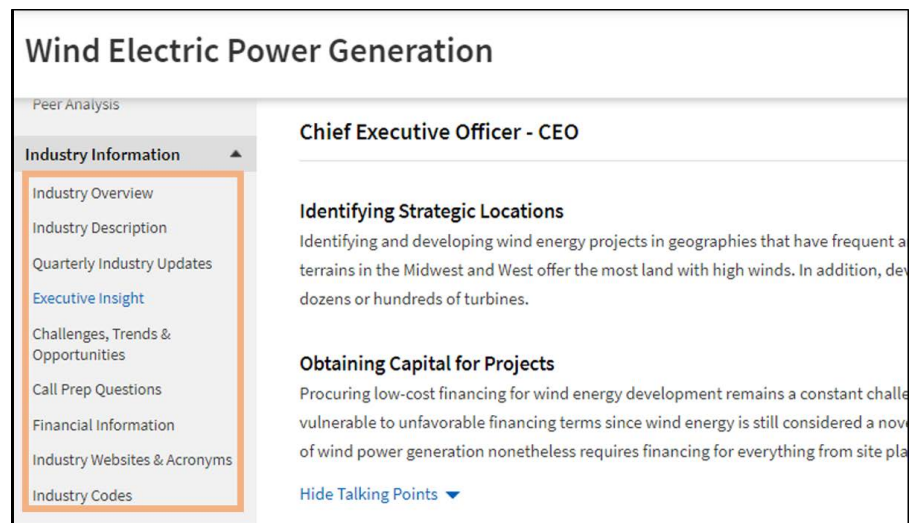
1. Open a **Company Profile** and go down to the **Industry Information Section**, which provides access to the nine reports that comprise a First Research Industry Profile, **or...**
2. Under **Search & Build a List**, choose **Research & Reports**, then use the **Report Type** filter to search for First Research Profiles and add a **Search Term** to narrow the results. For example, enter **"wind power"** and select the **First Research Report Type** to find First Research Reports that contain wind power.



The screenshot illustrates the navigation process. On the left, a company profile for 'The Dun & Bradstreet Corporation' is shown with the 'Industry Information' section highlighted by a red box and a '1' in a red circle. An arrow points from this section to the 'Research & Reports' filter in the search results on the right, which is also highlighted by a red box and a '2' in a red circle. The search results show a search term of 'wind power' and a 'Report Type' dropdown menu with 'First Research Report' selected.

Use First Research to...

- Prepare for Sales Calls
- Create Tailored Messaging
- Leave Compelling Voicemails
- Build Consultative Emails
- Create Relevant LinkedIn Invites
- Perform Business Valuations
- Support Insurance Investigations
- Conduct Legal Research
- And more...



The screenshot shows a detailed report for 'Wind Electric Power Generation'. The 'Industry Information' section is highlighted with a red box. The report includes sections for 'Chief Executive Officer - CEO', 'Identifying Strategic Locations', and 'Obtaining Capital for Projects'. The 'Identifying Strategic Locations' section discusses identifying and developing wind energy projects in geographies with frequent winds. The 'Obtaining Capital for Projects' section discusses procuring low-cost financing for wind energy development.