

Step to apply for your D-U-N-S number

1. Determine if your region is supported

Not all regions are supported. Use the region selector and then look at their navigation to see if they offer a DUNS number product. It should always be free. Buying a DNB product does not help your approval process.

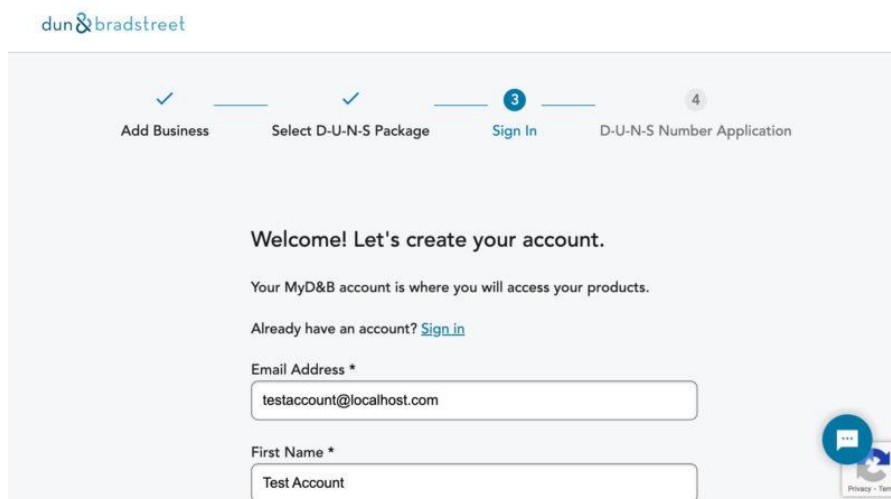
If your region is not supported, you must register a legal company entity in a region that is. You must have a physical mailing address to make this work. P.O. boxes will not work.

Pro Tip

If you need a physical address, several small packaging and shipping companies or co-working spaces offer physical addresses to receive mail.

Go here to change your region: <https://www.dnb.com/choose-your-country.html>

2. Create your account



This is straightforward. Here are some handy links to create your account quickly.

United States businesses:

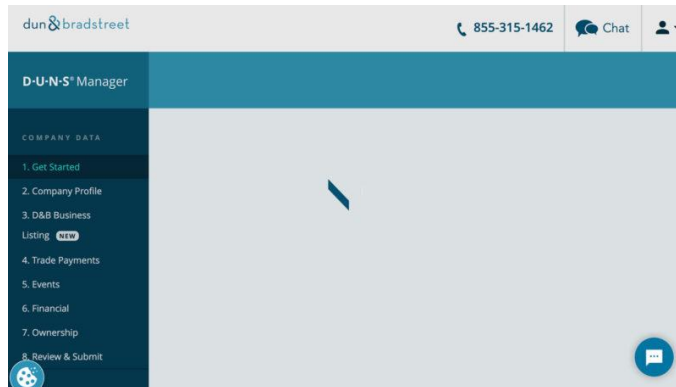
<https://www.dnb.com/duns/get-a-dnb-duns-number.html#search>

Canadian businesses: <https://www.dnb.com/ca-en/duns-number/get-a-duns.html>

UK businesses: <https://www.dnb.co.uk/duns-number/lookup/request-a-duns-number.html>

If you are in a different country, follow the steps from step 1 and see if there's a "get a D-U-N-S number" navigation item in your region.

3. Fill out your application



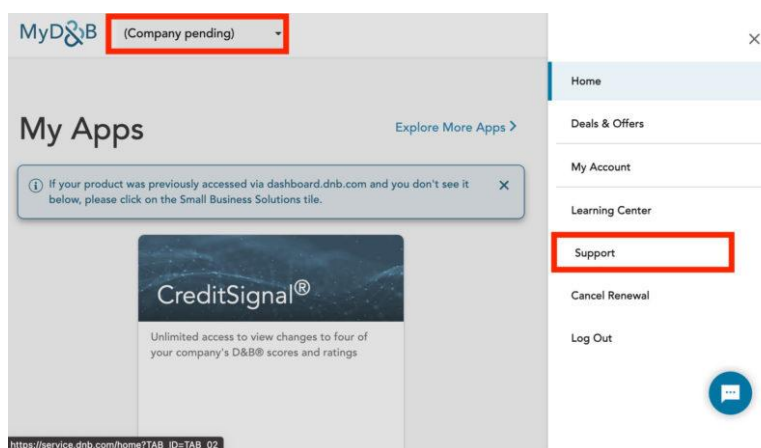
Make sure the phone number is valid and active. DNB will need to call you to verify your identity and legal operation.

4. Wait for a call from DNB

Two types of calls will come through:

- A. Business verification call. Do not miss this. If you do, you may have to restart the whole process.
- B. DNB sales upsell call. Answer this so you can get a name within sales. This can help because they can't really sell you on their credit products without a valid DNB number and the sales associate has a direct link with DNB customer support.

5. Open a support case 7 days after the call



Open up a support case ticket if you still see “Company Pending” on your company name after 7 days of your verification call.

Some note around this stage of the process.

After you log in, your company name will actually say “Company pending”. If it remains like this after your verification call, you need to open a support ticket



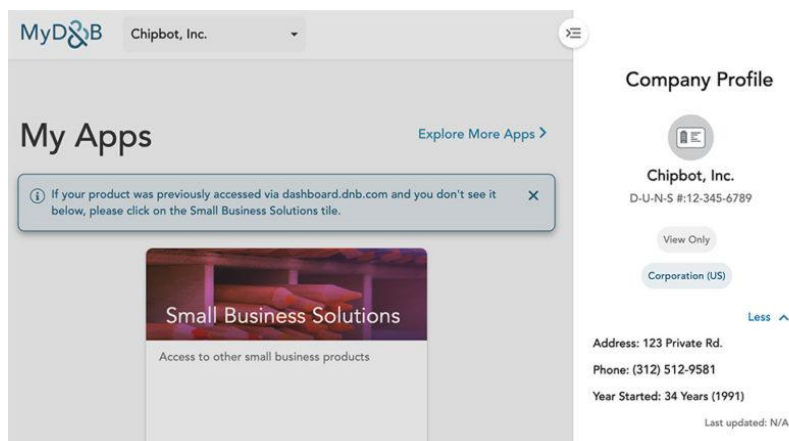
Failure to open a support ticket moves your account into limbo, and often need to restart the process.

6. Login at least every 7 days and check the status

DNB will not notify you promptly when you receive your D-U-N-S number. So, you should log in frequently to the dashboard and check the status. Use the case number within their live chat system to reference the status periodically.

This entire process is human-workflow driven. Mistakes can occur on the DNB side. Be vigilant in the process.

7. Receive your DUNS number



If you check your dashboard frequently, you should see this under your company profile. Sometimes the dropdown on the top left will have two items (pending company) and the new registered company.

If it's there, congrats, you're complete on the DNB side.

But wait, there's more waiting!

It will take up to 7 days for Apple and Google to receive the D-U-N-S number. They receive manifest every so often from DNB, and it's not a live connection. I found it helpful to go through the Apple side first, as their developer support is extremely helpful.