

# AI that drives real B2B outcomes.

Smarter. Simpler. Provenly more effective.



## Drive pipeline with AI that knows your buyers.

Demandbase Advertising brings intelligence to every stage of the buying journey—using real-time data, predictive modeling, and agentic automation to make every impression count.

No more manual campaign management or static targeting. Just AI that adapts to your buyers, aligns your spend, and delivers measurable outcomes.

## AI-powered advertising that's built for B2B.

Unlike generic DSPs, Demandbase keeps accounts and buying groups at the core of every decision—so every dollar goes toward generating real pipeline, not wasted impressions.

With embedded AI across the platform, advertisers can:

- ✓ **Target smarter:** Identify and reach in-market accounts and active buyers.
- ✓ **Optimize automatically:** Adjust targeting, bidding, and budgets as journeys evolve.
- ✓ **Prove impact:** Tie every ad to pipeline movement and revenue.

## Reach more buyers, in more places

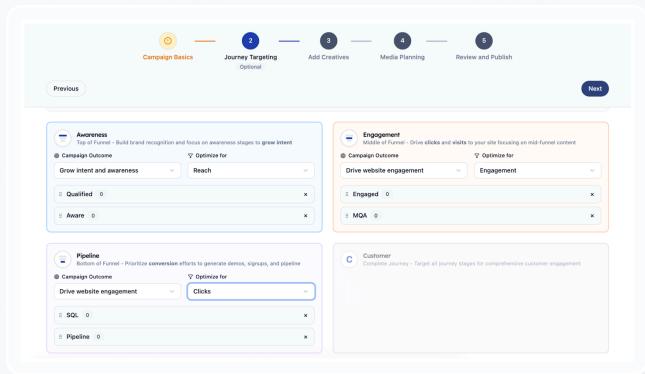
From signal to sale, Demandbase AI connects every impression, click, and conversion to real revenue—so you can finally see how advertising drives business outcomes, not just engagement metrics. This is full-funnel advertising—without the friction.

**Join the GTM leaders who choose smarter advertising.**

# See it in action.

## JourneyIQ

Journey-aware campaign intelligence



Full-funnel advertising, made frictionless. JourneyIQ uses real-time account stage awareness to align creative, targeting, and budget dynamically across top, middle, and bottom-of-funnel stages.

- Journey-aware targeting ensures precision at every stage.
- AI-driven creative rotation and spend allocation optimize performance automatically.
- Connects campaign metrics directly to pipeline outcomes.

## AdsIQ

Account-mapped targeting technology

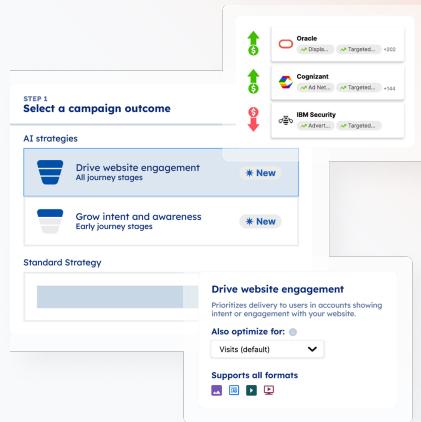


AI at the core of your DSP. AdsIQ is Demandbase's proprietary bidding technology that keeps accounts central to targeting, activation, and reporting.

- Prioritizes people in high-intent buying groups.
- Optimizes across and within accounts—balancing delivery to avoid overspend and shifting budget where nurture is needed most.
- Bids intelligently using real-time intent and CRM signals.
- Connects ad engagement directly to deals and revenue.

## Campaign Outcome Agents

Autonomous optimization

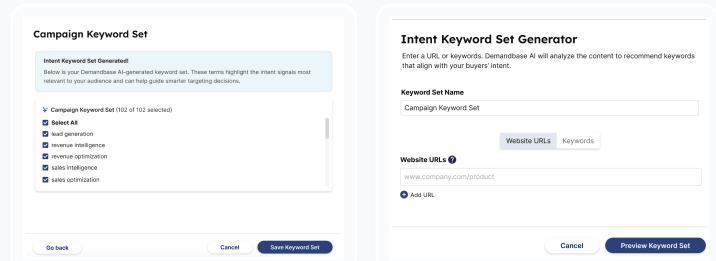


Your co-pilot for campaign success. Campaign Outcome Agents continuously monitor performance and apply AI-driven recommendations to improve results

- Identify underperforming creative or audiences and auto-optimize delivery.
- Predict pipeline contribution and adjust bid strategy in real time.
- Free your team from manual optimizations so you can focus on strategy.

## Intent Keyword Set Agent

Precision starts here



Accelerate setup. Elevate targeting. The Intent Keyword Set Agent generates high-quality intent-based keyword sets in seconds.

- Simplifies setup with “Suggest from URL” and “Suggest from Keyword” workflows.
- Improves campaign accuracy with AI-guided recommendations.
- Builds confidence with prompts, feedback loops, and recommendations.