

# DEMANDBASE

## Data Stream



Data Stream delivers Demandbase's rich account-level data—including intent, engagement, campaign, and predictive insights—directly into your cloud environment. No manual exports. No API polling. Just a daily, pre-structured and automated file delivery that's always ready for analysis, dashboards, modeling, or activation. With Data Stream, your teams get all core Demandbase metrics in your own tools.

With Data Stream, you'll have access to the following Demandbase One data:

Account scores  
(Pipeline Predict,  
Qualification)

Website visit  
data by account  
and URL

Campaign  
performance metrics  
(impressions, clicks,  
CTR, etc.)

Keyword intent  
signals over time

Account and  
campaign-level  
engagement rollups

### Solving the biggest B2B data activation challenges

**Disparate systems:** Unite CRM, ad, and web data with unified Demandbase signal sets.

**Manual data pulls:** Get automatic daily delivery of structured data—no manual downloads.

**Limited insights in DB1 UI:** Build dashboards and models on top of raw account-level data.

**Lagging activation:** Enable real-time targeting and personalization with always-fresh data.

### Activate intelligence across your tech stack

**Marketing analytics:** Measure campaign impact, engagement trends, and keyword lift by account.

**Sales enablement:** Identify high-potential accounts based on engagement or Pipeline Predict scores.

**ABM measurement:** Prove performance by surfacing downstream impact in your BI stack.

**Data science models:** Feed account-level data into propensity or churn models across your GTM stack.

### What Demandbase Data Stream offers

**Cloud-native data delivery:** Automatically delivers up to 17 pre-defined data tables daily to your preferred cloud storage. Or, allow us to host your data, saving you money while giving you access to the data you need.

**Full-funnel data sets included:** Get campaign performance, site analytics, keyword intent, account lists, engagement metrics, and more—all rolled up by account, day, and campaign

**Historical depth & granularity:** Access up to 24 months of daily-level historical data for trending, modeling, and forecasting.

**Easy integration:** No custom development needed. Connect to your BI or CDP tools via native cloud connectors.

**Built for data teams:** Ideal for orgs with data infrastructure and teams who want to build advanced reports, dashboards, or models.

### Impact you can expect

- Save 100+ hours/month by replacing manual data extraction with automated feeds.
- Accelerate BI reporting with direct access to full-fidelity data.
- Unlock deeper GTM analytics by combining Demandbase data with internal CRM, MAP, or CDP data.
- Enable self-service insights across teams with dashboards tailored to your business questions.