DEMANDBASE

SOLUTION SHEET

Demandbase One

Unify your GTM. Drive higher quality pipeline.

Demandbase One is the AI-powered account-based platform for modern B2B GTM teams. It unites sales, marketing, customer success, and ops with shared intelligence, precise targeting, and coordinated plays. Unlike disconnected tools, it adapts to your business, accelerates execution, and delivers the outcomes your GTM needs.

Unified data in one GTM hub

Demandbase One brings together every source of GTM insight—1st, 2nd, and 3rd-party data—enabling full-funnel targeting, engagement, and measurement. Your team gets a single pane of glass to:

- Discover pipeline-ready accounts and buying group members faster
- Align teams on unified, high-quality data
- Activate orchestrated plays across every GTM function
- Automate workflows with trustworthy AI

Build a future-proof GTM engine

No more one-size-fits-all GTM tools. Demandbase One gives you full flexibility to:

- Start simply and scale as your GTM needs grow

- Integrate with existing systems (CRM, MAP, CDP, BI tools) through an in-product ever-expanding Marketplace of   ready integrations and an open API ecosystem

- Use our embedded CDP or enrich your own

- Use AI and Agents to streamline your GTM

Demandbase One meets you where you are
and grows with you—no rip and replace required.

Sell smarter, not harder

Sales teams waste time on accounts that aren't buying.
Demandbase flips the model:

- Use intent + engagement data to prioritize real opportunities

- Identify and engage active buying group members, not just job titles

- Trigger outreach based on real-time signals and pipeline gaps

- Let AI recommend contacts for your buying group and next best actions to accelerate opportunities through the pipeline.

Market with unmatched precision

Marketing teams can execute targeted campaigns across every touchpoint:

- Dynamic audience segmentation using intent, CRM, firmographics, and technographics

- Personalize ads, emails, and web content at scale

- Orchestrate cross-channel experiences, automatically

- Get performance analytics across the journey funnel tied to pipeline and revenue.

Expand with confidence

Your current customers hold your biggest growth opportunities:

- Surface upsell and cross-sell signals from customer behavior
- Monitor drops in engagement to flag churn risks early
- Use intent to see competitive intent before it's too late
- Align Customer Success with marketing and sales around a unified customer view

Extend LTV, reduce churn, and turn renewals into revenue accelerators.

Cherry-pick the right accounts

Use AI to zero in on the accounts that matter most:

- Leverage predictive models and engagement scores to identify the most likely buyers
- Focus budget on accounts actively in-market
- Dynamically update account lists as engagement evolves
- Get AI-powered insights to save you time on what to do next

With Demandbase, there's no guesswork—just insight-driven execution.

From signal to sale

Demandbase One powers the entire B2B revenue journey—from anonymous signal to closed-won. AI is embedded across the platform to:

- Eliminate silos
- Drive outcomes faster
- Remove manual work
- Deliver higher quality pipeline, faster

And because the AI is explainable and configurable, your team can trust the outputs and tune it to fit your GTM strategy.
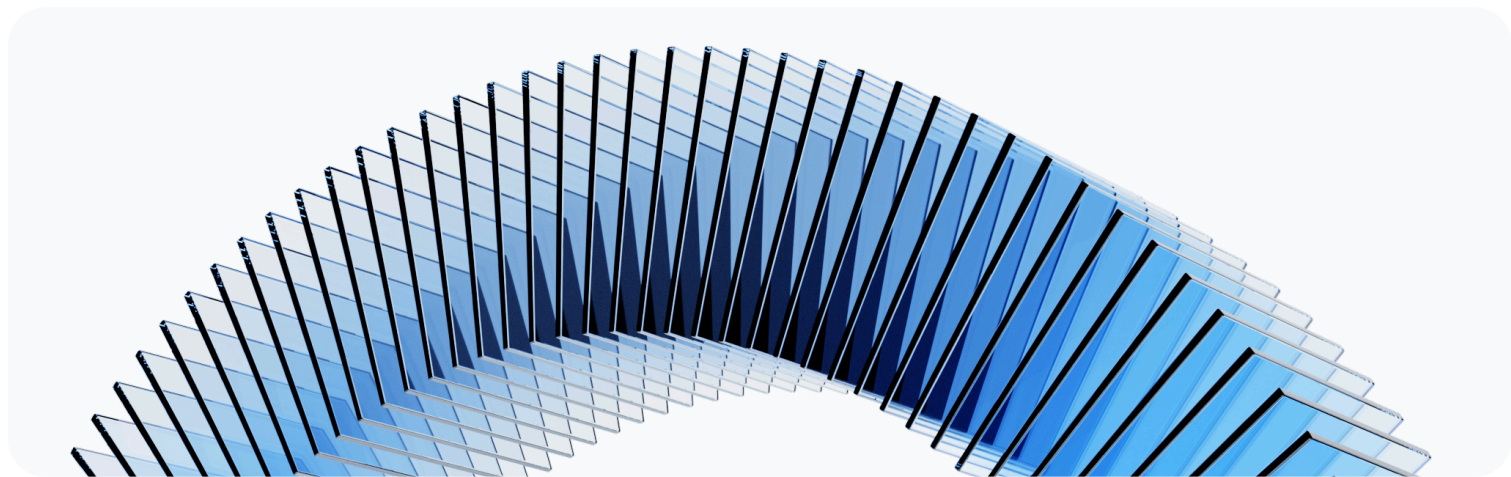
Join the GTM leaders who choose Demandbase

" We'd go back to bits and pieces — go to this system and grab this, go to that system and grab that. It's just not scalable. We're simply smarter, better, people because of Demandbase."

" This was not just a product implementation for me. This was about really driving a fundamental change in our go-to-market motion. For me, it's been an absolute win!"

" Demandbase offered a complete ABM platform to support our strategy and was the only platform with the flexibility and configurability to support an organization like ours."

Theresa Woodiel
Director ABM & Integrated Marketing, Deep Instinct

Sandra Moran
CMO,
Schoox

Matthew Miller
Global ABX Principal,
Workday

See how we help B2B leaders go from effort to outcomes, fast.

Schedule demo