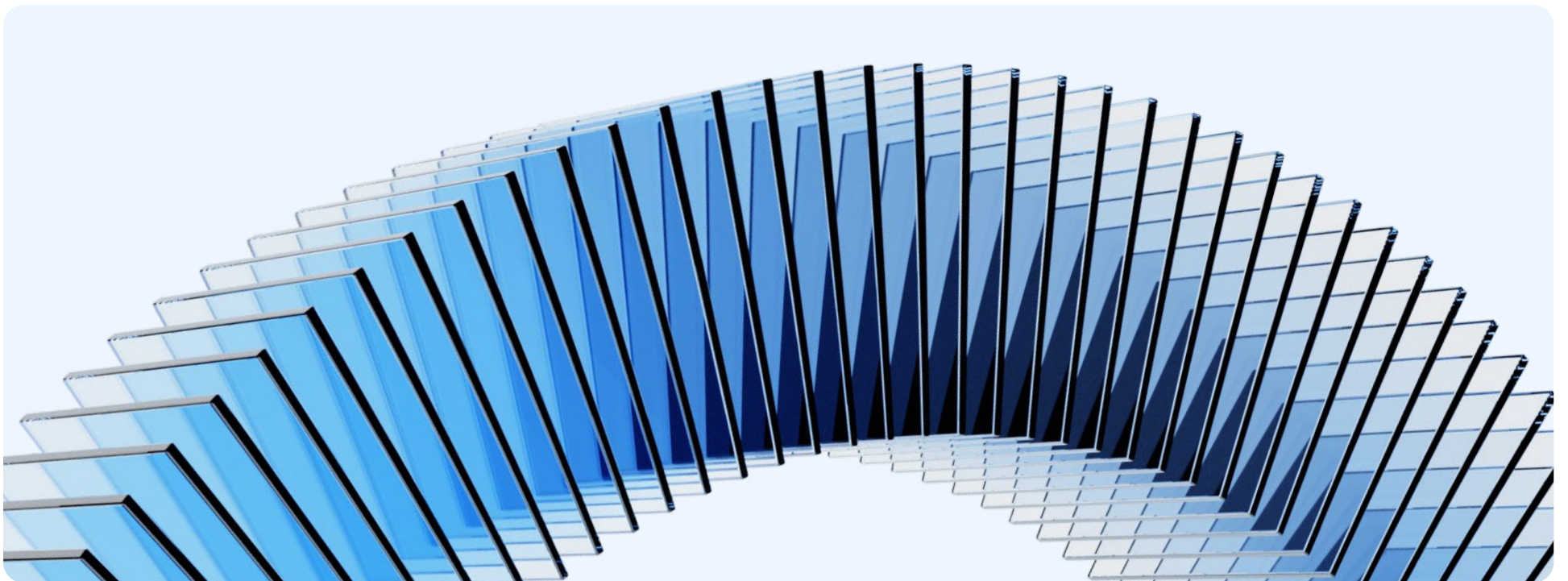


DEMANDBASE

Better together

Your guide to Demandbase partners



Introduction

Welcome to your guide for leveraging Demandbase partners. If you're looking to boost your account-based marketing or simplify tech integrations, you're in the right place. We'll explain who our partners are, why they matter, and how they integrate with your team and tech stack.

Think of Demandbase partners as an extension of your own team: hand-picked agencies, technology innovators, and consultants who've been vetted, trained, and tested in the field. Whether you need a full campaign playbook, a custom API integration, or on-demand managed services, these experts step in at just the right moment to accelerate your results.

You'll learn:

- Who Demandbase partners are (spoiler: they're more than vendors, they're strategic allies in account-based marketing and tech enablement).
- Why and when to bring them in, from discovery and design through launch and optimization.
- Common challenges they solve, like local market nuances, specialized skills, and staffing gaps.
- How we select and enable them, ensuring every partner meets our Ideal Partner Profile, completes rigorous certification, and delivers proven ROI.
- The benefits you unlock, including faster time-to-impact, risk management, and continuous innovation.

By the end of this guide, you'll know exactly how to tap into our marketplace of best-in-class agencies, technology vendors, and managed services teams.

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01

What are Demandbase partners?

Demandbase partners are a hand-picked community of agencies, technology vendors, and consultants who plug directly into our platform and into your team. Each partner has been vetted, trained, and worked alongside on our own GTM initiatives.

These partners include:

- Agencies who know account-based marketing. These firms live and breathe account-based marketing. They help you build strategies, craft campaign playbooks, and manage every detail from kickoff to optimization.

- Technology innovators. These partners develop the integrations and APIs that make Demandbase One even more powerful and ensure your data flows seamlessly across your stack.
- Consultants & managed-services teams. Whether you're scaling a big campaign, covering a team member's leave, or just want hands-on support, these experts step in to execute, troubleshoot, and amplify your results.



02

Why should you bring in a partner?

Partners bring strategic planning and implementation know-how, helping you map out complex solutions and fit every piece together. They reduce trial-and-error, optimize resource allocation, and help avoid costly missteps.

By tapping into specialized agency and technology partners, you accelerate time-to-market, reduce risk, and ensure every piece of your strategy is built on deep expertise.

Here are some common challenges our partners help you tackle:

- Solution design and rollout. Service partners can help you map out and build complex ABM programs end-to-end, so you know exactly what to do and how each piece fits.
- Local market expertise. Need to navigate new regions or tricky regulations? Partners may have an established presence in a particular geography and can help you understand and adapt to the nuances of local markets and/or new regulatory environments.
- Specialized skills. Partners might have specialized and solution-relevant expertise in a certain technology (e.g., generative AI), market segment (Mid-Market vs Enterprise, for example), or a particular industry vertical such as Finance or Healthcare.

- Tech-stack integration. Partners may have expertise that can address current issues customers face related to integration of their tech stack and executing automation.
- On-demand managed services. Need extra support? Partners can step in for campaign launches, platform maintenance, or staffing gaps. execute, troubleshoot, and amplify your results.

“Go-to-market success is always a team sport where good partners, the ones who can help our customers address their specific needs and use cases, can help drive success. We partner in order to extend the value proposition we offer to our customers. In short, we know that effective partnering helps drive the best solutions and customer success, which is why we do it.”



Vanessa Willett
VP Partners, Channels
Demandbase

By tapping Demandbase partners, you get:



Instant expertise

You don't have to recruit, train, or trial-and-error your way to proficiency. Our partners arrive battle-tested with proven playbooks.



Risk managed for you

We handle partner vetting, certification, and onboarding. You get trusted specialists who follow best practices and minimize costly mistakes.



Faster time to impact

With pre-built integrations and strategic services, you hit the ground running, launching campaigns and integrations in weeks, not months.



Continuous innovation

Partners bring fresh ideas, new methodologies, and lessons from dozens of similar engagements—so you stay ahead of the curve.

Beyond skills and scale, partners foster innovation. They bring fresh perspectives, creative ideas, and proven methodologies that spark new growth opportunities. Sharing best practices across engagements, they help you learn faster and drive continuous improvement.

At Huble, we work with ambitious businesses navigating increasingly complex sales and marketing environments. That's why our partnership with Demandbase is so valuable. Their platform helps our clients go beyond generic targeting, enabling truly intelligent and account-specific GTM activity. Whether we're consulting on ABM strategy or delivering campaign execution, Demandbase gives us the insight and control we need to deliver results. It's a great partnership—and one that empowers us to better serve our clients every day."



Matthew Creswick
Chief Marketing Officer
Huble

Hubspot Elite Agency Partner and 2024 Partner of the Year
Demandbase Premier Agency Partner

03

When to bring in a partner



We recommend partners if and when they can unlock extra value for you. That could be at different stages, depending on your goals, challenges, and the nature of your business. We may not recommend a partner at all, if it doesn't make sense. Here are points at which we might recommend partners:

Early on, during qualification and discovery. As we learn about your goals and unique challenges, we may recommend a partner if their industry insights, regional know-how, or technical expertise can jump-start your strategy.

When we're designing your solution. If your ideal setup needs a partner's tool or integration, we loop them in at proposal time. That way, we can validate feasibility, align on technical requirements, and build a seamless joint solution.

At implementation and go-live. Some partners excel at rolling out complex campaigns or integrations. We'll tap their implementation muscle to make sure everything—from data connections to campaign launches—runs smoothly, beyond our core services team.

After launch, for ongoing support. Once you're live, partners can help you:

- Build and optimize ABM campaigns when you need fresh strategy or creative support
- Fill staffing gaps or tackle competing priorities with managed services
- Accelerate your use of new tech (like AI-driven personalization) with hands-on expertise

No matter the stage, our role is the same: advocate for your success. We'll recommend the right partner at the right time so you get exactly the skills and resources you need.

04

Types of Demandbase partners

Here's a brief overview of the types of partners in our ecosystem and how they deliver customer value:

D Demandbase Partner Program Technology Partner

We team up with the leading martech and revtech providers: think content syndication, attribution tools, generative AI assistants, personalization engines, and more. These partners build apps, APIs, and integrations that plug right into Demandbase One, including embedding our account and intent data directly into the tools you already use (for example, feeding Demandbase Intent signals into Salesforce Prospecting Center so you never have to leave your CRM).

Technology or data partners might include platforms like CRMs (Salesforce, Dynamics, Hubspot CRM), marketing automation systems (Adobe Marketo Engage, Hubspot, Eloqua, or others), sales engagement platforms (Gong, Outreach, SalesLoft), content syndication platforms, personalization platforms, chatbots, and many more.

The payoff = You get your data activated in minutes, automate complex workflows without extra hand-offs, and keep every system in sync.



Premier

Demandbase Partner Program Service Provider Partner

These partners help our customers plan, optimize, and scale their go-to-market strategies by offering consulting and managed services. These partners often specialize in B2B GTM and typically offer a dedicated practice in Account-Based Marketing.

Service partners include experts and agencies who specialize in solving go-to-market strategies.



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How we select and enable partners

Every partner we work with must prove they'll drive real value for you. Here's our simple, customer-first process:

We start with an Ideal Partner Profile (IPP)

We use an Ideal Partner Profile to select our partners. The profile tracks partner qualities and characteristics that lead to their ability to effectively help our customers. We use it to vet both service partners and technology partners.

Service partners must fit our ICP and your tech stack

We look for partners that already serve companies like yours, know the platforms you rely on (think Marketo, HubSpot, etc.), and bring industry-specific chops where you need them most.

Tech partners are best-in-class innovators

We scan the martech and revtech landscape to find tools that complement Demandbase One. Only forward-thinking, reliable technologies make the cut.

Certification & real-world proof

Every partner completes our ABM GTM Certification and ongoing training. Then we dig into their case studies, customer feedback, and performance metrics to confirm they deliver.

Ongoing collaboration builds trust

Many of these partners are the same teams we hire for our own Demandbase marketing and go-to-market efforts. Years of co-hosted events and shared campaigns means we only recommend partners we know and trust.

“Our partnerships have become a critical component and extension of our go-to-market strategy at Demandbase. In a complicated and fast-evolving technology landscape, the companies that can master partnering and integration will be well-positioned to play an important role for their customers. At Demandbase, we seek to take the complexity and friction out of the partnering process, which is why we've purpose-built our partnership ecosystem to drive value for our customers.”



Kim Tremblay

Partner Program Director, Channels,
Demandbase

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The benefits you get from Demandbase partners

Every joint solution is unique, but here are some common benefits that partnerships can help drive for our joint customers:



Deeper insights

Our partners live and breathe data and they know exactly how to turn it into personalized engagement that drives revenue. You'll get expert advice on which signals matter, how to act on them, and how to measure what works.



Truly seamless integrations

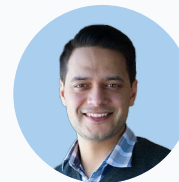
Nobody wants surprises when you plug new tools into your stack. Our technology partners test every integration end to end before you ever see it. And our service partners know how to weave complex systems together so you end up with one source of truth and a clear playbook for running your programs.



Higher ROI

Customers who tap our partners hit milestones sooner and stick around longer.

“A core part of our work is helping B2B growth leaders realize greater value from their martech investments. Our partnership with Demandbase supports that mission—equipping clients with rich account and buyer intelligence to drive smarter segmentation, targeted activation, and personalized omnichannel engagement. Our team is uniquely positioned to guide strategy and ensure seamless implementation, accelerating impact across the revenue engine.”



David Chirakal

VP, Marketing Technology & Operations,
Marketbridge

Demandbase Certified Agency Partner

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How you can find partners

Demandbase helps connect our customers with the right partner(s) in a few different ways:

Marketplace

The Demandbase Marketplace is an in-product hub within the Demandbase One platform, designed to help B2B go-to-market (GTM) teams easily discover, evaluate, and activate integrations with other GTM tools and service providers. It simplifies the process of connecting your tech stack to Demandbase One and streamlines operations by providing customers with a centralized location for finding and activating integrations.

Marketplace thus makes our partnerships easily searchable and accessible to our customers in a transparent manner, with full details on partner capabilities.

One-to-one recommendations

We sometimes identify the need for a partner integration or service support in various stages of the customer lifecycle. In this scenario, we'll decide which partners would be best suited to the customer's specific need, and will typically recommend 2-3 best-in-class partners who meet the customer needs while ensuring equitable allocation of opportunities for partners across our ecosystem.

We partner to help customers improve in multiple ways, including activating their data, connecting their tech stack, and driving better business results. We connect GTM teams with our trusted integration and service partners so they can integrate without friction and quickly get value from our platform. Service partners include experts and agencies who specialize in solving go-to-market strategies.



08

How partnerships work

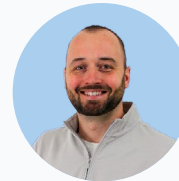
Managing partnerships across a broad ecosystem is critical to your success with Demandbase, so we've built a process that keeps everything transparent, coordinated, and focused on your goals. It all starts with a Mutual Action Plan (MAP) that we write together with your chosen partner. This shared roadmap spells out exactly what we're trying to achieve, which milestones matter most, who owns each task, and when it will get done—and then we revisit it every other week to celebrate progress, tackle any hiccups, and make sure we're moving in lockstep toward your objectives.

Behind the scenes, we power that collaboration with best-in-class platforms. PartnerStack gives us one place to store partner profiles, communications, and performance data, so your partner always has the latest info on your priorities. We use Crossbeam, an ecosystem intelligence platform, to align with our partners on shared customers.

Demandbase also trains, onboards, and communicates regularly with partners. Our Partner Academy delivers ongoing training on new product features, roadmap updates, and best practices for working with Demandbase One. And for those deeper technical questions, our partners can jump into weekly Technical Office Hours on Slack, where our experts walk them through advanced integrations, troubleshoot in real time, and share insider tips.

All of this means that when you bring a Demandbase partner on board, they're not starting from scratch. They're already certified, plugged into your strategy, and backed by the processes and platforms that keep your projects running smoothly, so you can focus on driving results, not managing the details.

“At PartnerStack, we've always believed that the future of go-to-market isn't about doing more alone—it's about doing the right things, together. The strongest ecosystems aren't just built on integrations, but on intention—on partners aligned to deliver outcomes that matter. We're proud to be part of Demandbase's partner ecosystem, and even prouder to see what can happen when companies prioritize collaboration over silos.”



Bryn Jones
CEO
PartnerStack

Demandbase Partner

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7 ways we help you partner

We help our customers every step of the way by providing an easy-to-use and searchable [Marketplace](#) of partner integrations in various categories such as CRM, Content Syndication, Advertising, Conversational Marketing and Chat, Email and Calendar, Intent and data, Sales Engagement, and Workflows.

Our customers can easily find the technologies they already work with in their tech stack and, once those partners are engaged for a specific need, we show customers how to integrate tools with easy, step-by-step guidance. If there is a technology they're considering for their tech stack, but don't yet own, they can see which best-in-class technologies Demandbase already has integrations with – and then reach out to our partners directly through our Marketplace.

Throughout the partnering process, we help foster the partnership in multiple ways to make life easier for customers and our partners. Here's what we do:

- 1 Establish clear expectations and roles**
We help define each partner's responsibilities, KPIs, and communications protocols and ensure partner accountability to customer needs.
- 2 Joint customer onboarding**
We collaborate with partners to create a unified onboarding process for shared customers, ensuring that customers clearly understand how to effectively use partner solutions and services.
- 3 Regular communication and check-ins**
We schedule frequent meetings with partner teams to discuss shared customers and how to meet their needs.
- 4 Data sharing and visibility**
We share relevant customer data between/among partners to gain insights into customer behavior, thus creating opportunities for better engagement. We also work to proactively identify and troubleshoot issues before they cause challenges for customers.
- 5 Aligned customer success goals**
We work toward pre-defined and shared customer success metrics with our partners, so everyone is on the same page (with the headline of "driving customer success").
- 6 Proactive issue resolution**
We quickly identify and address customer concerns that involve partner teams to minimize impact on the customer experience.
- 7 Customer feedback loop**
We collect and share customer feedback with our partners, ensuring continuous improvement based on customer needs. Again, the focus here is on optimizing customer opportunities for growth while limiting any potential downside risk.

Partnering is the faster way to success

No single vendor can solve every B2B challenge across every industry, region, or buyer segment.

That's exactly why we built the Demandbase partner ecosystem. We've hand-picked and rigorously vetted each agency and technology provider so you don't have to spend time guessing who to trust. And we don't just point you in their direction; we actively help you manage those relationships, align on joint value, and track real business impact.

By looping in the right experts at the right moments—whether you need a technology integration or market-specific know-how—you shave complexity off your roadmap, close capability gaps, and speed up time to value. At the end of the day, your success is our success (and our partners' too). That's the triple win we're after. With Demandbase, you get more than a go-to-market platform, you get a trusted network of specialists, all working together to help you deliver better results.



Find your perfect partner today in our Marketplace

[Explore](#)



Better together

Your guide to
Demandbase
partners

Demandbase is the leading account-based GTM platform for B2B enterprise sales and marketing teams, designed to make every moment and every dollar count. When the stakes are high, aligning revenue teams to act with precision and confidence is the difference between crushing the quarter or falling short. Since creating the category in 2013, Demandbase continues to revolutionize the way B2B companies go to market with AI-powered insights and industry-leading impact.

DEMANDBASE