Brand messaging

## About us

Over a decade ago, we pioneered a new way for B2B teams to go to market. Our AI-native technology helped define account-based marketing (ABM) and changed what was possible. That reshaped go-to-market for a generation.

The next leap is here. We are pushing beyond the limits of account-based solutions to address how decisions are being made today. Now buying groups are the operational bridge from ABM to pipeline. We make every decision-maker visible inside every account, interpret their behavior, and connect every signal to your next best move, across the entire go-to-market stack. This is Pipeline AI, the operating system for modern B2B growth.

The future of growth is measurable and repeatable. We’re here to help you get there.

## Mission

To be the world’s most trusted pipeline AI platform.

## Position

Demandbase is the only pipeline AI platform that empowers go-to-market teams to automate growth at scale.

## Our impact

GTM is broken. We unify it.

Growth is hard. We automate it.

Data is fragmented. We orchestrate it.

Teams are siloed. We connect them.

Buyers are overwhelmed. We simplify the experience.

## Our promise

To turn complexity into clarity and make growth feel automatic.

Demandbase connects people, processes, and platforms — automating the mechanics of growth, so teams can focus on strategy, not spreadsheets.

## 

## Core value propositions

Precision meets adaptability.

AI isn’t a feature. It’s the foundation.

Intelligence that moves, not just informs.

Open where it matters. Automated where it counts.

More than a product. A partner in go-to-market transformation.

## Sample brand taglines

This is growth on autopilot.

Growth, guaranteed.

Growth shouldn’t be guesswork.

Clarity, from first click to qualified.

The engine behind the world’s smartest go-to-market teams.

Let your data do the driving.

The fastest path to pipeline.

# Press Kit

## Boilerplate

Demandbase is the only pipeline AI platform that empowers GTM teams to automate growth at scale. With a unified view of data, insights, actions, and outcomes, B2B enterprises can seamlessly align and execute their account-based GTM strategies with confidence. Thousands of businesses trust Demandbase to maximize revenue, minimize waste, and consolidate their data and tech stacks – all in one platform. For more information about how Demandbase can help you accelerate your pipeline at scale, visit www.demandbase.com.