

Demandbase is the only ad platform built for long-cycle, multi-stakeholder B2B deals

Adtech built for B2C won't help you sell an enterprise solution.

The problem = Most “B2B” ad tech was built for consumers, not B2B. Consumer ad tech can't see, reach, or move buying committees (6-10 stakeholders). Demandbase can.

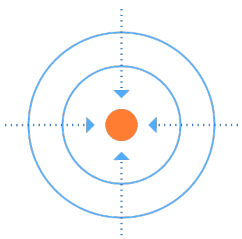
Retrofitted ad tech

- Targets random cookies, missing the committee
- Measures form fills and clicks
- One-size ads miss multi-role messaging
- Impression goals ignore revenue

Built for B2B

- Targets the entire account and buying group
- Personalizes ads by role and stage
- Optimizes for pipeline impact
- Measures real-time revenue influence

Purposely built for B2B



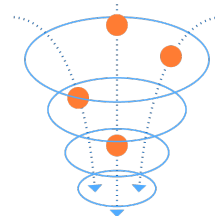
Account intelligence

See who's in-market and who matters with trillions of monthly intent signals.



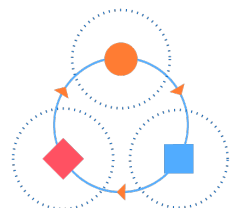
Orchestrated advertising

Reach the full buying group across every channel.



Funnel-aware activation

Real-time intent plus stage awareness triggers the right message at the right moment.



Unified GTM platform

Marketing, sales, and ad strategy finally speak the same language.

Reach every buyer, on every channel, automatically



Demandbase makes omnichannel simple—targeting the same people across LinkedIn, Meta, Google, CTV, and more—powered by real-time intent and behavioral signals.

Stop wasting budget on the wrong people



Account-level frequency caps

prevent overspend on hot accounts.



AdslQ

moves spend toward signals and away from noise



People plus account targeting

reaches decision makers inside ICP accounts only.



JourneyIQ

optimizes creatives and campaign budget to match where your targets are in the buying journey.

Report on what matters

Track ad influence on opportunities directly inside your CRM. See the impact of every impression at account and contact level in real time.

Demandbase Advertising: Built for B2B.
Built for what's next.

[Schedule demo](#)