



# Data export API

Data Export API is a powerful solution that gives you complete control over how you extract your Demandbase One data—via secure, programmatic requests. Extract records for accounts, people, opportunities, activities, campaigns, and Buying Groups with full granularity, filtered to your exact needs. Complementing Data Stream’s daily push model, Export API lets you pull specific data sets on your schedule and surface them in your CRM, CDP, or analytics workflows.

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



Accounts, opportunities, people, buying groups, activities



Campaign and creative performance



Account engagement and activity



Keyword intent, firmographics, technographics

## Solving the biggest B2B data activation challenges

### **Manual CSV Exports:**

Replace downloads with scalable API integrations.

### **One-Size-Fits-All Data Models:**

Filter by object type, fields, and criteria that matter to you.

### **Lack of Granular Historical Context:**

Access up to 25 months of historical records.

### **Limited Flexibility in Dashboards:**

Power your internal dashboards and tools with customized feeds.

## Build custom workflows with API-level precision

### **Buyer dynamics & journeys:**

Combine Buying Group persona/role insights with CRM and MAP data to visualize journey progress and identify missing stakeholders.

### **Campaign analytics:**

Enrich dashboards with insights across channels and audiences.

### **Account hygiene:**

Sync with internal systems for ongoing record validation and enrichment.

### **Custom models:**

Feed attribution, prioritization, churn risk, and scoring models with flexible data pulls.

## What Demandbase data export API offers

### **Asynchronous, configurable exports:**

Export records for Accounts, Opportunities, People, Campaigns, Activities, and Buying Groups using custom filters and field selections.

### **Field-level control:**

Only pull what you need. Choose fields such as account scores, keyword intent, campaign performance, Buying Group roles, personas, and calculated fields like Journey Stage.

### **Flexible scheduling:**

Automate exports daily, weekly, or via event-based triggers within your internal systems.

### **Bulk data access:**

Export files up to 10GB/day, delivered as downloadable CSVs.

### **Buying group intelligence:**

Export Buying Group entities—including group composition, roles, personas, and completeness—to power CRM workflows, ABX dashboards, and pipeline analysis.

### **Integration-ready:**

Use Export API to populate the tools you already use:

- Data Warehouses (e.g., BigQuery, Snowflake)
- Sales Dashboards (e.g., Power BI, Tableau)
- Data Lakes
- Customer Portals or Internal Apps

## Impact you can expect

1

Boost operational efficiency by eliminating manual data handling

2

Customize GTM reporting based on your team's specific KPIs

3

Unify data sources across platforms with flexible, API-based access.

4

Gain persona-level visibility across target accounts, enabling more accurate forecasting, prioritization, better targeting, personalization, and pipeline attribution.