

How Demandbase Buying Group AI will change the game

Leads are too narrow. Accounts are too broad.
Buying Groups are just right.

Buying Group marketing is the next big thing in B2B and Demandbase is on top of it.

Gartner and Forrester have both gone on the record about the size of buying groups and the participation of purchase influencers in committee buying scenarios, respectively. The research has spoken, and numbers don't lie: buying groups will have the greatest impact on go-to-market strategies since account-based marketing.

What are Buying Groups?

Buying groups are the people at an organization that make purchase decisions. They consist of champions, influencers, and decision makers.

The screenshot shows the Demandbase interface. At the top, there are tabs for 'Account', 'People', 'Engagement', and 'Insights'. Below this, a section titled 'Top Buying Groups' lists three groups: 'Sales Intelligence' (10 confirmed members), 'Advertising' (8 confirmed members), and 'Data' (3 confirmed members). To the right, a contact profile for 'Sally Smith' is displayed, showing her title as 'Marketing Director' and 'Decision Maker (Sales) +1'. It also lists her activity: 'Visited 166 webpages', 'Attended Meeting - Webinar - 2023 B2B Sales', and 'Viewed Content - AllTime-Blog-How-to-Use...'. A button 'View Account Details' is at the bottom.

So how do Demandbase Buying Groups work?

Leveraging data and AI, Demandbase actually finds buying group members across both 1st party and 3rd party data so you can target and influence them to win more deals.

- Identify potential opportunities.
- Optimize campaigns.
- Personalize touches.

And track the progress of discrete buying decisions throughout the customer lifecycle.

The result?

Unlocking a competitive advantage that will result in more revenue.

That's the TL;DR. Now let's get into some details.

The Goldilocks approach: moving from too narrow to just right



Too narrow

Think of the MQL as simply too narrow to go after. Focusing only on individual leads provides limited insights into what is happening during the buying process. Why? With leads: it's hard to distinguish between individual browsers and decision makers with purchasing power; buying signals are overlooked due to lack of monitoring engagement levels across individuals; and it crowds the funnel with individuals who may not even be linked to any target account.



Too broad

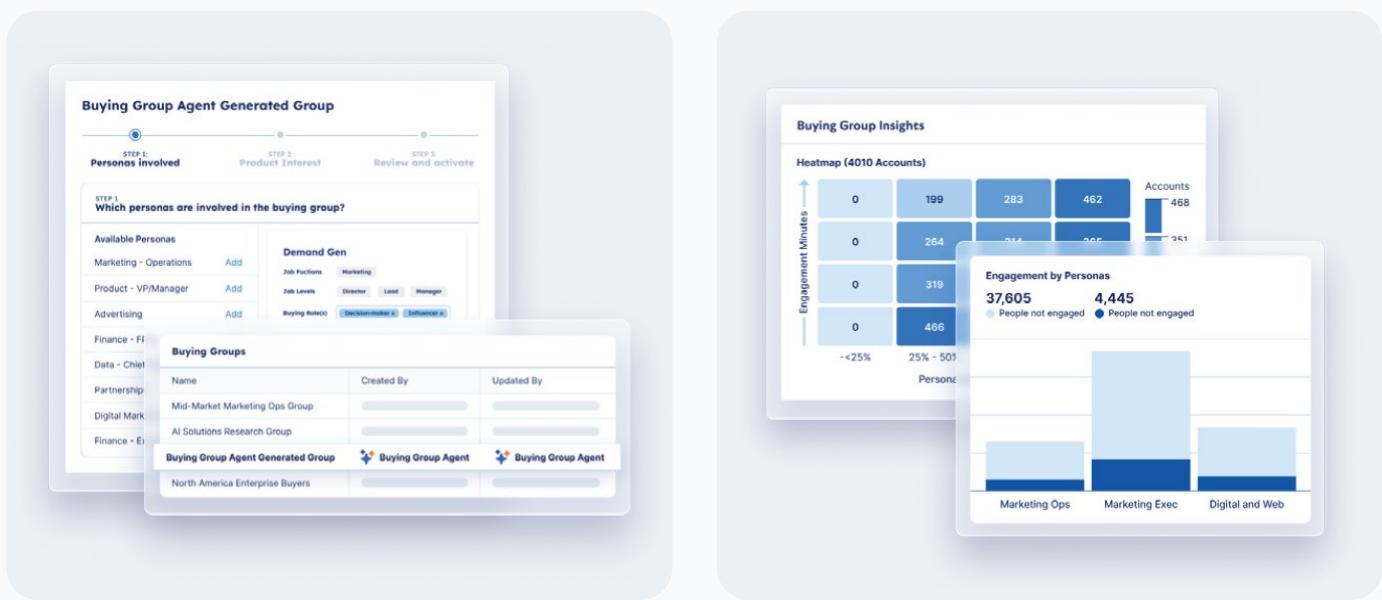
Think of accounts as too broad to pinpoint the right contact to reach out to. Not every person at an account participates in every buying decision. Accounts are especially a problem if a prospective account presents multiple selling opportunities. Treating everyone at an account as a "customer" risks alienating potential members of prospect buying committees with wrong nurture tracks, disjointed messaging, etc.



Just right

Think of buying groups as just right. Why? Because B2B purchases are rarely made by individuals acting alone, but rather by groups of stakeholders, all of whom have a say in the process. In short, a B2B buying group is a collection of individuals (often six to 10) within an organization who are involved in the decision making process to purchase a product or service. The "just right" approach for B2B marketing is to focus on all of the potential opportunities and the buying groups associated with them.

The evolution of Buying Groups as the framework to scale outcomes



From guesswork to intelligence

Identifying every member of a buying group has long been a challenge—manual work, incomplete data, and guesswork made it difficult to capture the full decision-making committee. Demandbase changes that by making the buying group core to how the platform organizes data. Today, with AI-generated Buying Groups and intelligence-driven recommendations, Demandbase automatically analyzes CRM and behavioral data to create and update persona-based groups in real time. The result is a more smarter, data-backed approach that aligns GTM strategy efforts with how companies actually buy. Unlocking a new level of precision and competitive advantage.

Seeing, knowing, and acting

With this evolution, Demandbase Buying Groups no longer stop at visibility—they empower action. A Buying Group dashboard and AI-powered agents deliver instant insight into persona completeness, buying group engagement levels, and multithreading gaps. Sellers can quickly engage decision-makers based on role, activity, and buying signals—whether they exist in CRM or are sourced from Demandbase’s third-party data. The Action Agent enables marketers and sellers to move fast: triggering outreach, launching campaigns, updating workflows, and exporting data—without manual effort. This dynamic capability boosts operational efficiency and accelerates pipeline while reducing deal loss from missed stakeholders.

Precision at scale in a resource-constrained world

In today's high-pressure environment, where teams are expected to achieve more with less, Demandbase Buying Groups deliver the precision needed to succeed. By leveraging AI to identify and prioritize high-value personas—even those previously unknown—across your most strategic accounts, teams can ensure they focus time and budget on the right people. Buying Groups are no longer just an ideal—they're

now a reality. Powered by setup, filter, and action agents, Demandbase provides a full intelligence layer over your GTM motions. This means better targeted campaigns, stronger multi-threading, and smarter sales execution—all at scale.

For more information on this upcoming release, check out our [Buying Group page](#).

Demandbase is the leading account-based GTM platform for B2B enterprises to identify and target the right customers, at the right time, with the right message. With a unified view of intent data, AI-powered insights, and prescriptive actions, go-to-market teams can seamlessly align and execute with confidence. Thousands of businesses depend on Demandbase to maximize revenue, minimize waste, and consolidate their data and technology stacks - all in one platform.

For more information about how Demandbase can help you scale your GTM strategy, visit www.demandbase.com