

Agency Partner Program

Bring ABX to Clients by **Partnering with Demandbase**



Account-Based Marketing has become the strategy of choice for B2B companies looking to drive revenue for their organizations through account-based experiences (ABX). For agencies looking to bring a full funnel ABX strategy to their clients, the Demandbase Agency Partner Program is the right choice for you. Providing education and certification, product

information, referral incentives, co-selling and co-marketing opportunities, and discounted solutions for internal use, Demandbase is a true partner who wants you to be the ABM hero to your clients with our comprehensive program and complete B2B Go-to-Market suite of solutions.

► **Why Partner with Demandbase?**

As the first mover in ABM, Demandbase defined the category and is the leader in account-based advertising, with the only DSP purpose-built for B2B. We offer a complete B2B Go-to-Market suite of solutions along with a team of experts to support you and your clients on their ABX journey.

Your customers and prospects are looking for strategic and tactical solutions around Account-Based Marketing. As an agency partner with Demandbase, you will get access to the Demandbase B2B GTM Ecosystem which provides the following tools to help you make the most of ABM strategies and provide the most value to your clients:

- ✓ Open API Documentation
- ✓ Product training and documentation
- ✓ ABM certification
- ✓ Enablement and co-marketing programs

Program at a Glance

Partnership Level		Emerging	Strategic
Partner Investment	Agency Value Prop 1 pager	✓	✓
	Demandbase Academy and ABM Certification	Resource Enablement	Agency-wide Enablement
	Joint Mutual Customers/Active Prospects	1 or more	3 or more
	Closed Opportunity from a Referral per year	-	1
Program Benefits	Partner Directory Listing on Demandbase.com	✓	✓
	Customer/Partner Newsletter	✓	✓
	Partner Center: <ul style="list-style-type: none"> • ABM Knowledge Center • Demandbase Product Info • Training Videos, Case Studies 	✓	✓
	Access to Demandbase Academy and ABM Certification	✓	✓
	Referral Fees	✓	✓
	Partner Manager Support		✓
	Joint Marketing Opportunities		✓
	GTM and Account Planning Opportunities		✓
	Discounted Platform Pricing for Agency Use		✓