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Ask any data analyst, and they will tell you, if not so poetically, APIs can be the source of frustration or the glowing light that shines from your applications.

Choose wisely. Use the checklist below to consider the characteristics that matter most when selecting your APIs.

Company A:	Company B:		API Feature
			Performance: Quick response time
			Reliability: Minimal downtime
			Credibility: Provided by a true solutions partner, not a data provider
			Security: Data is secured based on the highest standards
			Data integrity: Access to the cleanest, richest, most reliable data in the world
			Account Intelligence: Rich insights provided by Account Intelligence
			Customer support: Access to an experienced, responsive data team to ensure continued API integration success
			Customer support: World-class technical support with 99% customer approval rating
			Ease of use: Detailed, user-friendly documentation to ensure easy API integration
			Ease of use: REST-based APIs that are easy to use and optimize
			Satisfaction: 2-week free trial period
			For Demandbase partners: Customized API pricing to align with your GTM strategy

Craving more insights on how to keep your data squeaky clean?
Check out [The Demandbase Data Cloud Playbook](#).