![Demandbase™]

G2 Leader FALL 2023

G2 Easiest Setup — Enterprise — FALL 2023

G2 Leader — EMEA — FALL 2023

G2 Mid-Market Leader — Americas — FALL 2023

G2 Best Usability — Enterprise — FALL 2023

G2 Leader — Asia — FALL 2023

G2 Best Relationship — Enterprise — FALL 2023

COMPETITIVE REPORT

Demandbase Leads the Market

Includes side-by-side comparison of Demandbase vs 6sense

Table of Contents

Demandbase.

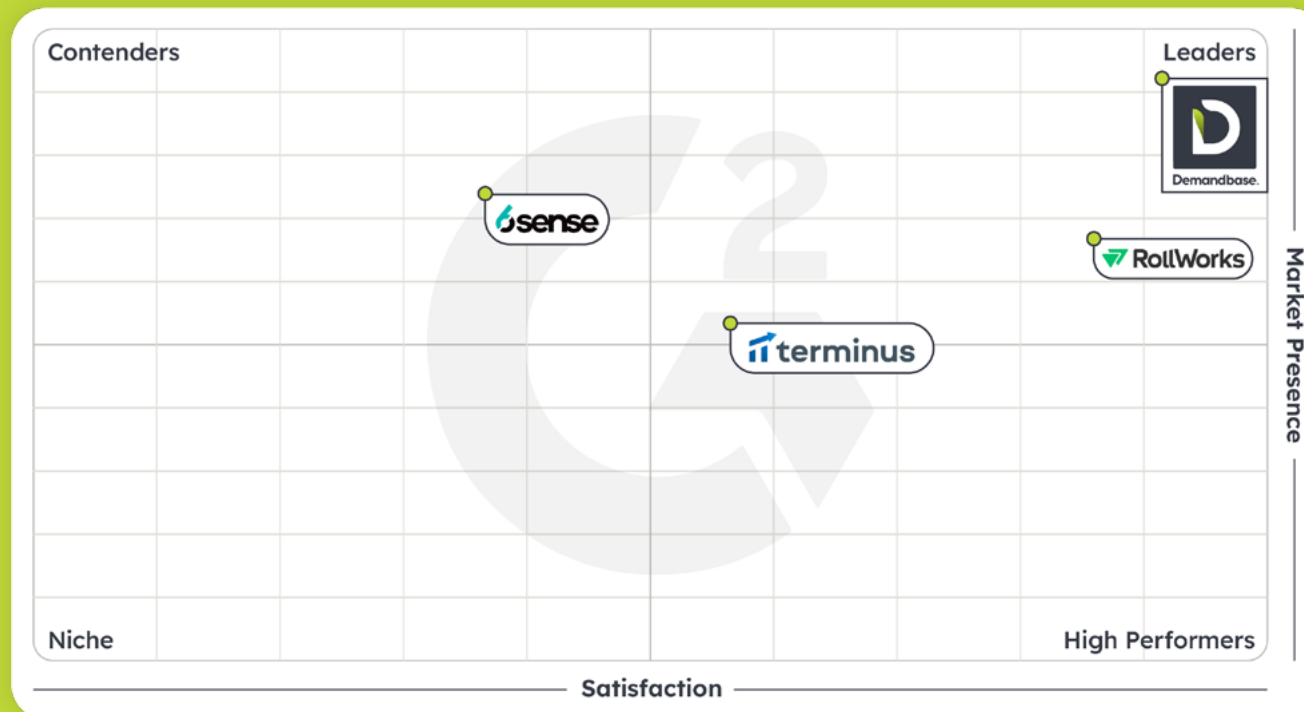# Demandbase Ranks #1 Overall, #1 for Satisfaction and #1 for Market Presence by Enterprises for Account-Based Advertising

Demandbase received the highest overall score (96/100), highest satisfaction score (95/100), and highest market presence score (97/100) among all account-based advertising competitors.

Fan favorite features:

Attribution	**89%**
Buyer Intent Data Integration	**88%**
Sales Activation	**88%**

G2 Grid® Scoring

Source: Fall 2023 Enterprise Grid® for Account-Based Advertising

Satisfaction & Market Presence Scores

Leaders	# of Reviews	Satisfaction	Market Presence	G2 Score
Demandbase One	89	95	97	96
RollWorks Account-Based Platform	56	89	69	79
Terminus ABM Platform	25	57	54	55
Contender				
6sense Revenue AI for Marketing	66	36	76	56

Source: Fall 2023 Enterprise Grid® for Account-Based Advertising

Satisfaction Rating Details

Satisfaction Ratings:

Quality of Support	92%
Ease of Use	82%
Meets Requirements	88%
Ease of Admin	87%
Ease of Doing Business With	92%
Ease of Setup	80%

Source: Fall 2023 Enterprise Grid® for Account-Based Advertising

★★★★★

Demandbase is a great B2B intent and programmatic advertising tool!

"Demandbase is capable of helping B2B marketers with keyword intent for accounts, getting their journey in funnel, and running successful advertising program."

Read full review on G2 >

Verified User in Information Technology and Services
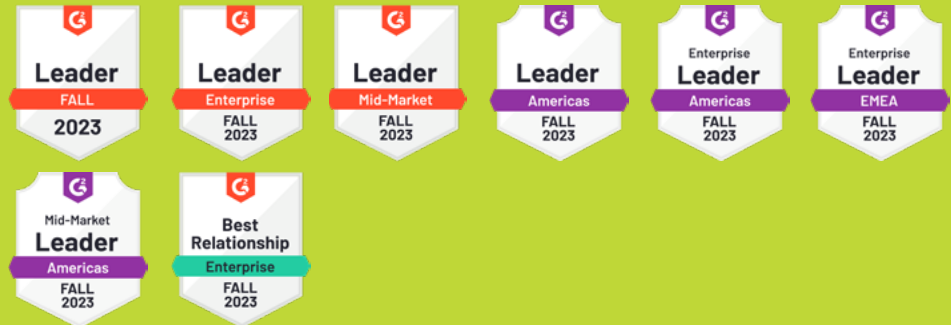
Enterprise (> 1000 emp.)

Demandbase Also Earned Recognition Across These Categories, Segments, and Regions

"Demandbase solves the classic conundrum of how to best target accounts - the which, who, and how. Through its Orchestration product and easy-to-use selectors, the user can create complex, engagement-driven audiences in a matter of minutes and port them out to every channel needed."

Read full review on G2 >

Evan D.
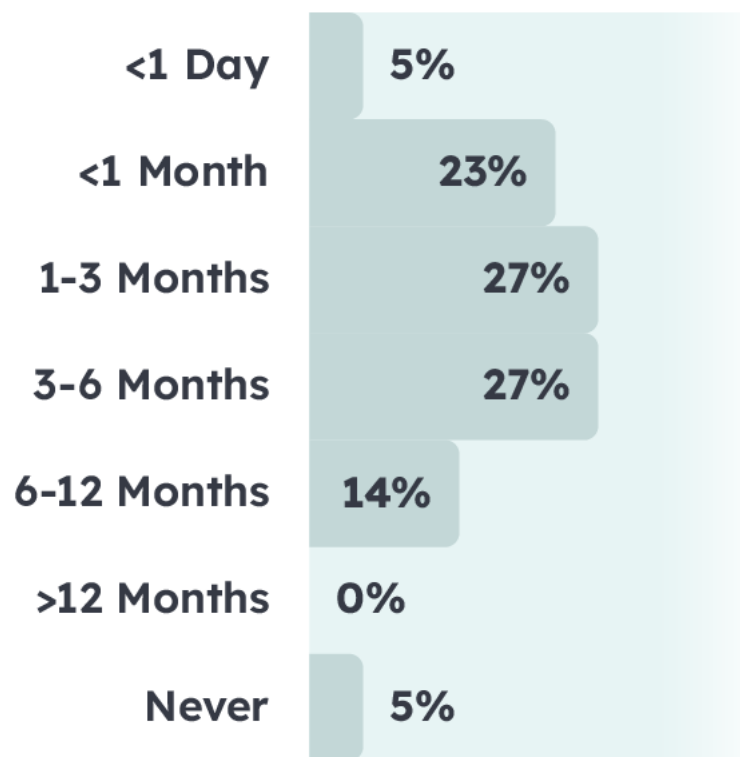**Director, Marketing Technology Strategy**
Enterprise (> 1000 emp.)

Demandbase.

Demandbase vs 6sense

A side-by-side comparison

Demandbase.

Go Live Faster with Demandbase

Demandbase

<1 Day	16%
<1 Month	32%
1-3 Months	25%
3-6 Months	21%
6-12 Months	2%
>12 Months	<1%
Never	2%

Average: 2 Months

6sense

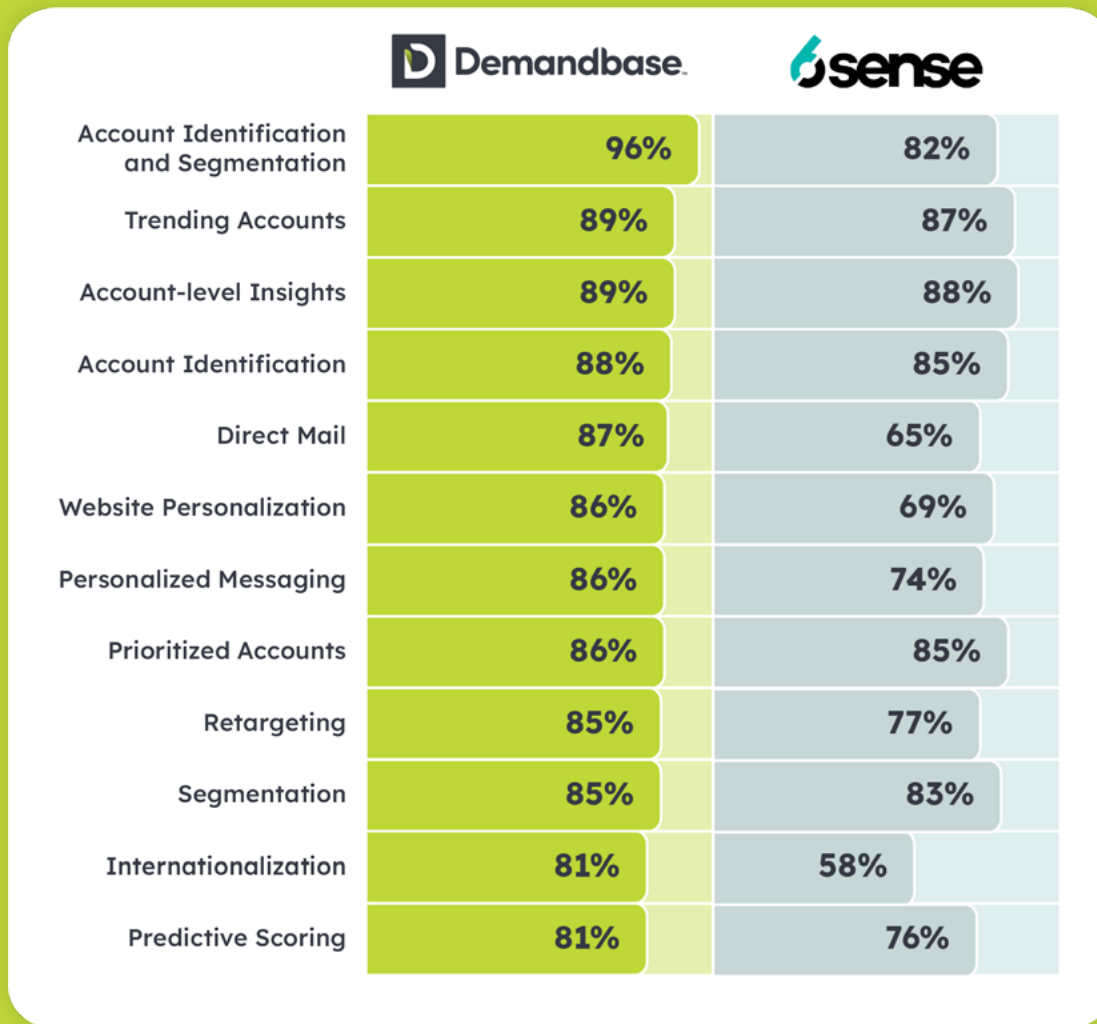|	
<1 Day	5%
<1 Month	23%
1-3 Months	27%
3-6 Months	27%
6-12 Months	14%
>12 Months	0%
Never	5%

Average: 4 Months

Source: G2 Demandbase One and 6sense Revenue AI for Marketing Compare Report

Demandbase

Target More Precisely with Demandbase

	Demandbase	6sense
Account Identification and Segmentation	96%	82%
Trending Accounts	89%	87%
Account-level Insights	89%	88%
Account Identification	88%	85%
Direct Mail	87%	65%
Website Personalization	86%	69%
Personalized Messaging	86%	74%
Prioritized Accounts	86%	85%
Retargeting	85%	77%
Segmentation	85%	83%
Internationalization	81%	58%
Predictive Scoring	81%	76%

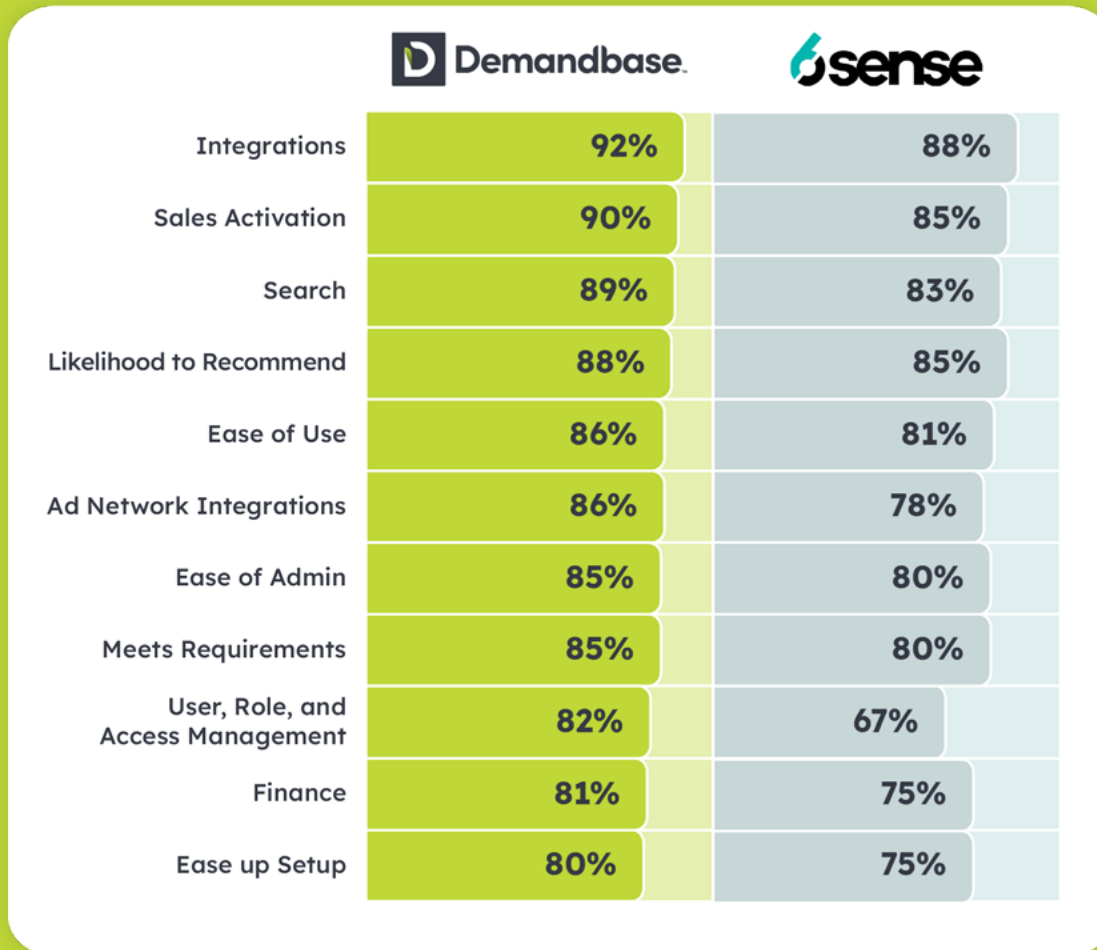Source: G2 Demandbase One and 6sense Revenue AI for Marketing Compare Report

"Seeing the revenue potential scores helps me focus on the accounts that matter most"

Read full review on G2 >

Vertified User in Computer Software
Mid-Market (51-1000 emp.)

Make Your Life Easier with Demandbase

	Demandbase	6sense
Integrations	92%	88%
Sales Activation	90%	85%
Search	89%	83%
Likelihood to Recommend	88%	85%
Ease of Use	86%	81%
Ad Network Integrations	86%	78%
Ease of Admin	85%	80%
Meets Requirements	85%	80%
User, Role, and Access Management	82%	67%
Finance	81%	75%
Ease up Setup	80%	75%

Source: G2 Demandbase One and 6sense Revenue AI for Marketing Compare Report

★★★★★

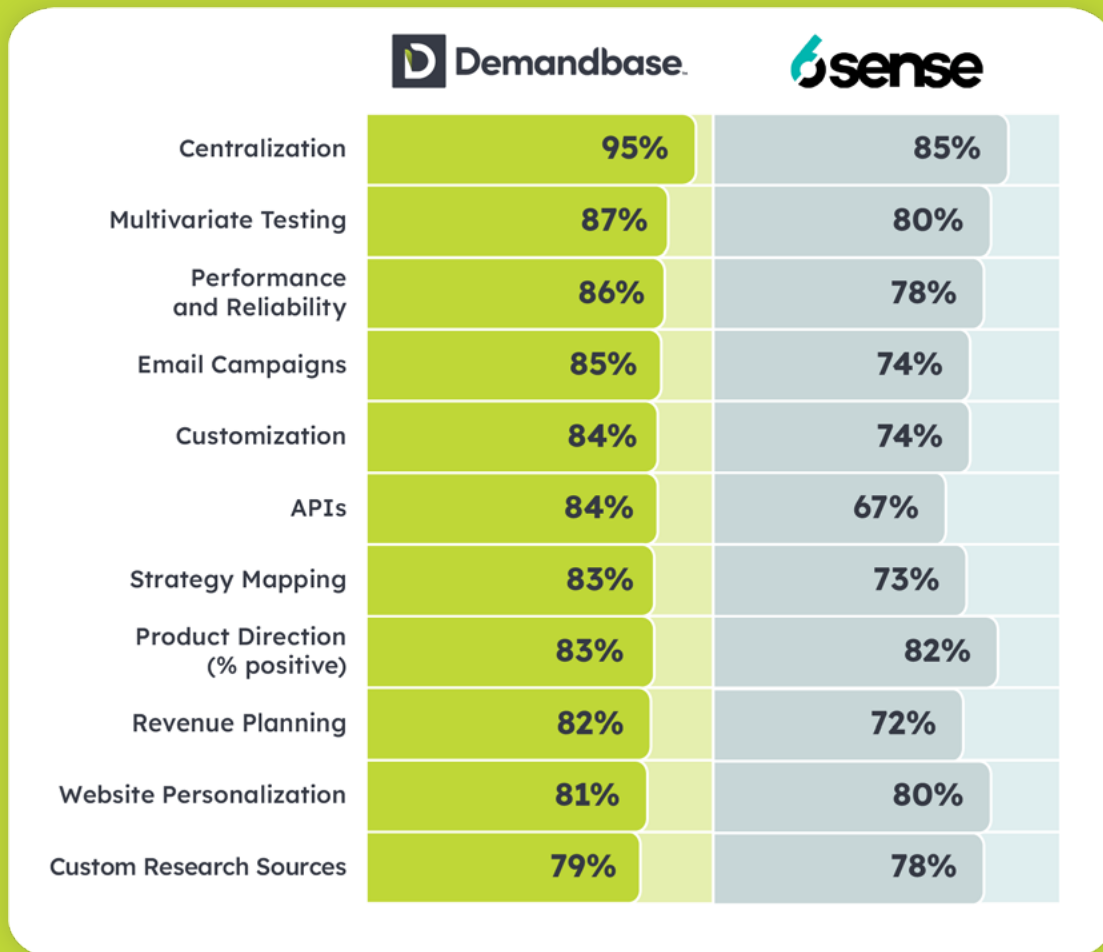"Their support is super quick with responding whenever we need them. Their account executives are amazing with the way they treat us. Their documentation is thorough and detailed and they allow you the best training possible to master this tool and its capabilities."

Read full review on G2 >

Tzvi V.
Demand Generation Manager
Enterprise (> 1000 emp.)

Get More Power with Demandbase

	Demandbase	6sense
Centralization	95%	85%
Multivariate Testing	87%	80%
Performance and Reliability	86%	78%
Email Campaigns	85%	74%
Customization	84%	74%
APIs	84%	67%
Strategy Mapping	83%	73%
Product Direction (% positive)	83%	82%
Revenue Planning	82%	72%
Website Personalization	81%	80%
Custom Research Sources	79%	78%

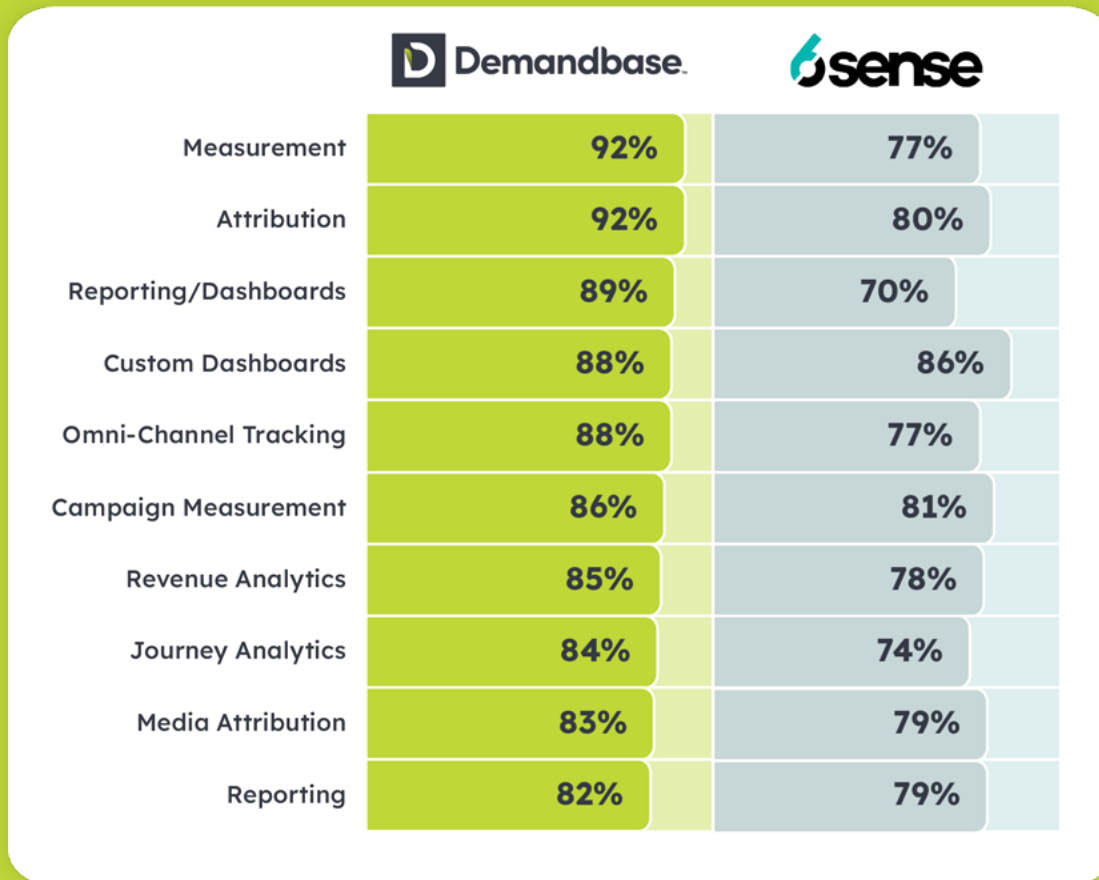Source: G2 Demandbase One and 6sense Revenue AI for Marketing Compare Report

★★★★★

"I have implemented and used Demandbase in multiple organizations. I have also used their competitors for several years. I can tell you without a shred of doubt that Demandbase is an amazing company and their product has been impactful to our GTM organization. I have been impressed with their DSP capabilities, our advertising has never been better. Compared to competitors that use a third party B2C, Demandbase has a proprietary B2B DSP that is highly effective. Their interface is intuitive and easier for marketers and sellers to understand. The quality of their intent data is solid and I have used it to power entire Outbound motions."

Read full review on G2 >

Manager, Marketing Operations
Enterprise (> 1000 emp.)

Demandbase

See More Clearly With Demandbase

	Demandbase	6sense
Measurement	92%	77%
Attribution	92%	80%
Reporting/Dashboards	89%	70%
Custom Dashboards	88%	86%
Omni-Channel Tracking	88%	77%
Campaign Measurement	86%	81%
Revenue Analytics	85%	78%
Journey Analytics	84%	74%
Media Attribution	83%	79%
Reporting	82%	79%

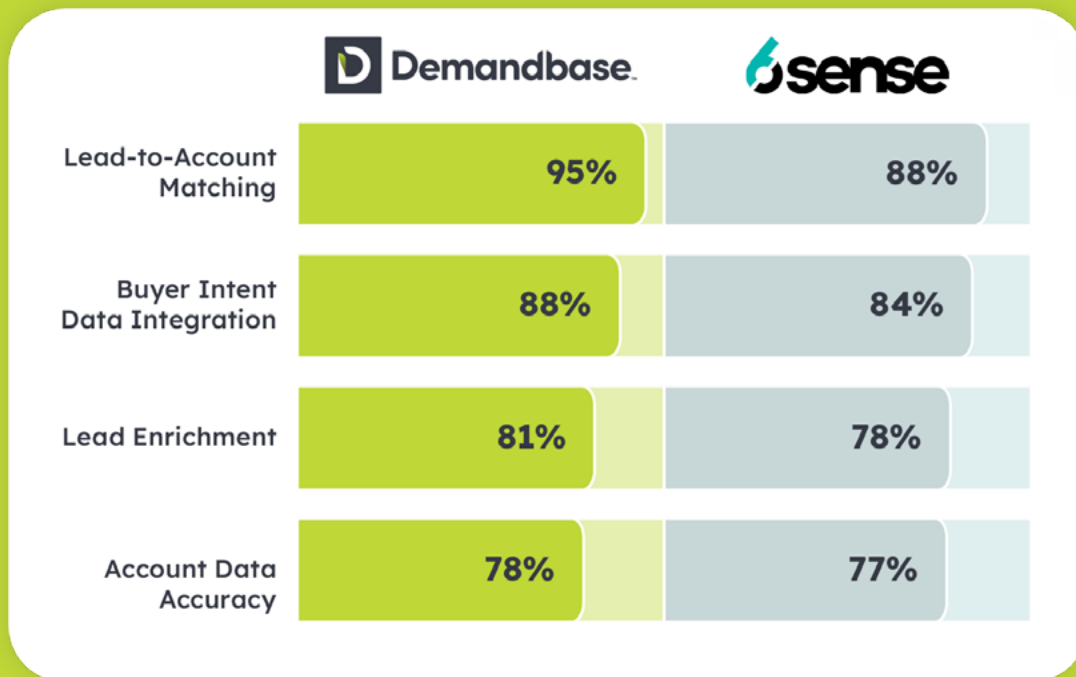Source: G2 Demandbase One and 6sense Revenue AI for Marketing Compare Report

★★★★★

"We have millions of accounts in our CRM and Demandbase gives us the insight via machine learning to prioritize accounts and focus our sales and marketing teams on the accounts showing the most intent."

Read full review on G2 >

Luke W.
Enterprise (> 1000 emp.)

Trust Your Data Again with Demandbase

Source: G2 Demandbase One and 6sense Revenue AI for Marketing Compare Report

★★★★★

"Demandbase One has made a major difference for us by improving: - sales and marketing alignment by providing a single source of trust - visibility into the unknown (anonymous website visits, intent data, campaigns impact...) - business intelligence on accounts that are in-market - marketing spent efficiency with targeted adverts campaign and orchestration functionality for alignment across all platforms"

Read full review on G2 >

Elsa T.
Enterprise (> 1000 emp.)

Demandbase

Demandbase helps B2B companies hit their revenue goals using fewer resources. How? By using the power of AI to identify and engage the accounts and buying groups most likely to purchase. We combine your sales and marketing data with our validated B2B data to create what we call Account Intelligence. Better data makes better AI. That's Smarter GTM™. For more information about Demandbase, visit www.demandbase.com.