Demandbase™

Demandbase Leads the Market

Includes side-by-side comparisons of Demandbase vs ZoomInfo MarketingOS

Leader
FALL
2023

Easiest Setup
Enterprise
FALL
2023

Leader
EMEA
FALL
2023

Mid-Market Leader
Americas
FALL
2023

Best Usability
Enterprise
FALL
2023

Leader
Asia
FALL
2023

Best Relationship
Enterprise
FALL
2023

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Demandbase Ranks #1 for Account-Based Advertising and is a Leader in 62 G2 Reports.
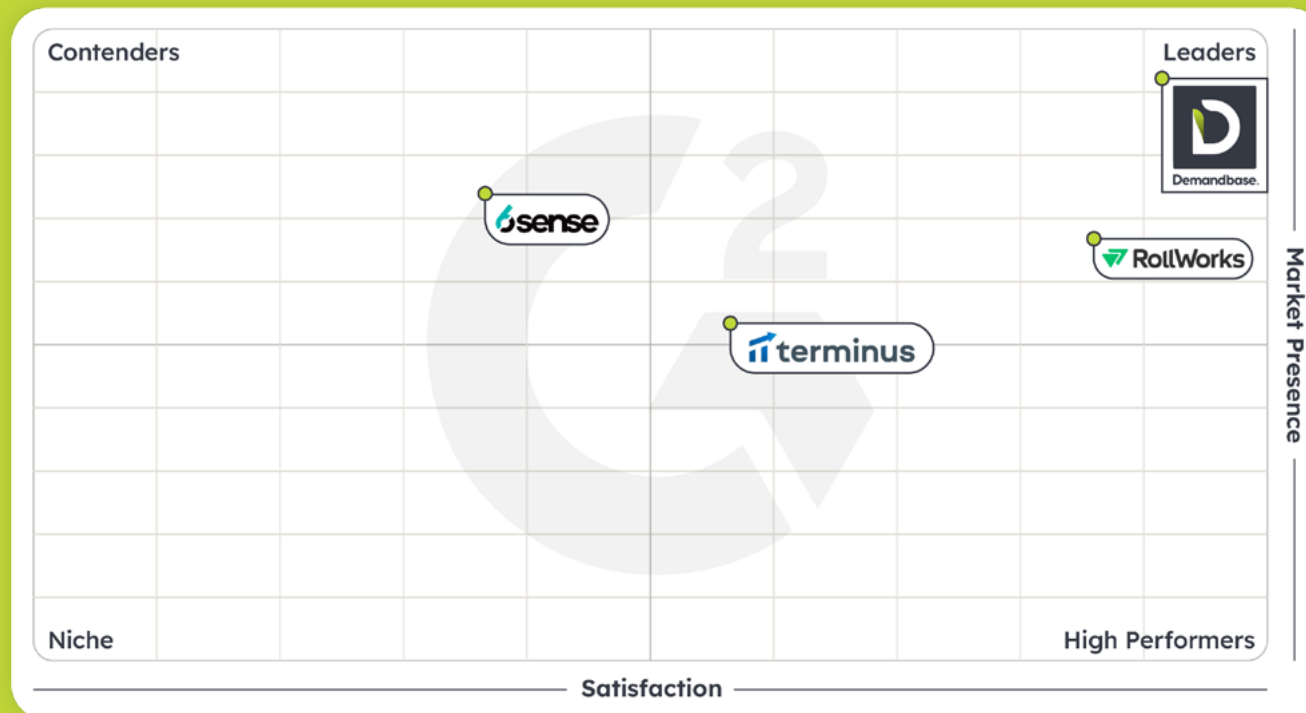
Demandbase

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

Contenders — Leaders

6sense

RollWorks

terminus

Market Presence

Niche — High Performers

Satisfaction

D Demandbase.

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

Leader FALL 2023

Leader Enterprise FALL 2023

Leader Mid-Market FALL 2023

Leader Americas FALL 2023

Enterprise Leader Americas FALL 2023

Mid-Market Leader Americas FALL 2023

Best Relationship Enterprise FALL 2023

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

Demandbase

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%

★★★★★
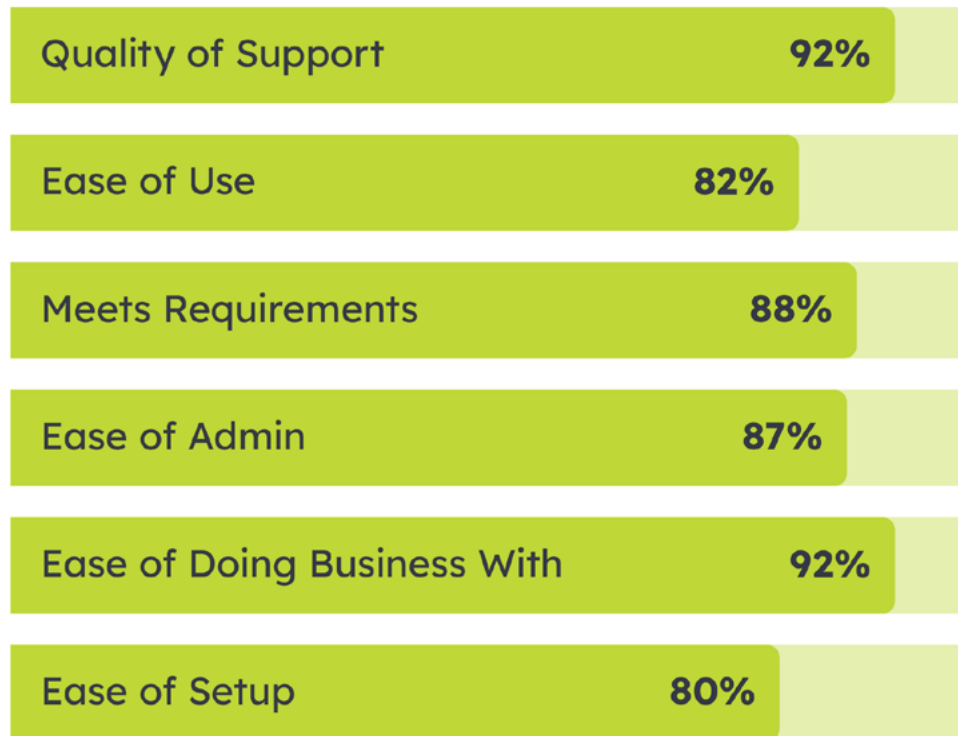
Demandbase is a great B2B intent and programmatic advertising tool!

"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 >

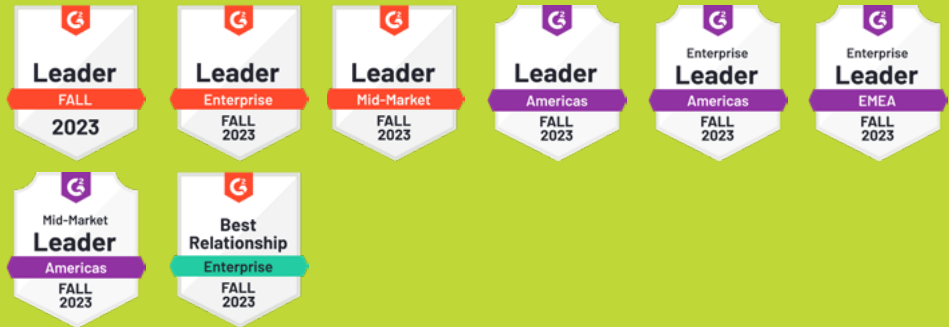**Verified User in Information Technology and Services**

Enterprise (> 1000 emp.)

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

D Demandbase.

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

Account-Based Analytics

Leader — FALL 2023
Leader — Enterprise — FALL 2023
Leader — Mid-Market — FALL 2023
Leader — Americas — FALL 2023
Enterprise Leader — Americas — FALL 2023
Mid-Market Leader — Americas — FALL 2023
Best Relationship — Enterprise — FALL 2023

Account-Based Orchestration Platforms

Leader — FALL 2023
Leader — Enterprise — FALL 2023
Leader — Mid-Market — FALL 2023
Leader — Americas — FALL 2023
Enterprise Leader — Americas — FALL 2023
Enterprise Leader — EMEA — FALL 2023
Mid-Market Leader — Americas — FALL 2023
Best Relationship — Enterprise — FALL 2023

Account-Based Web & Content Experiences

Leader — Enterprise — FALL 2023
Leader — Americas — FALL 2023
Mid-Market Leader — Americas — FALL 2023
Enterprise Leader — Americas — FALL 2023

Account Data Management

Leader — FALL 2023
Leader — Enterprise — FALL 2023
Leader — Americas — FALL 2023
Enterprise Leader — Americas — FALL 2023
Mid-Market Leader — Americas — FALL 2023
Enterprise Leader — EMEA — FALL 2023

Attribution

Leader — FALL 2023
Leader — Enterprise — FALL 2023
Leader — Mid-Market — FALL 2023
Leader — Americas — FALL 2023
Enterprise Leader — Americas — FALL 2023
Mid-Market Leader — Americas — FALL 2023
Easiest To Do Business With — Enterprise — FALL 2023
Easiest Setup — Enterprise — FALL 2023
Best Usability — Enterprise — FALL 2023
Easiest Admin — Enterprise — FALL 2023
Easiest To Use — Enterprise — FALL 2023
Best Meets Requirements — Enterprise — FALL 2023

Buyer Intent Data Providers

Leader — FALL 2023
Leader — Enterprise — FALL 2023
Leader — Mid-Market — FALL 2023
Leader — Americas — FALL 2023
Enterprise Leader — Americas — FALL 2023
Mid-Market Leader — Americas — FALL 2023

Marketing Account Intelligence

Leader — Asia Pacific — FALL 2023
Leader — Asia — FALL 2023

Sales Intelligence

Leader — EMEA — FALL 2023
Leader — Europe — FALL 2023

Demandbase

"

"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."
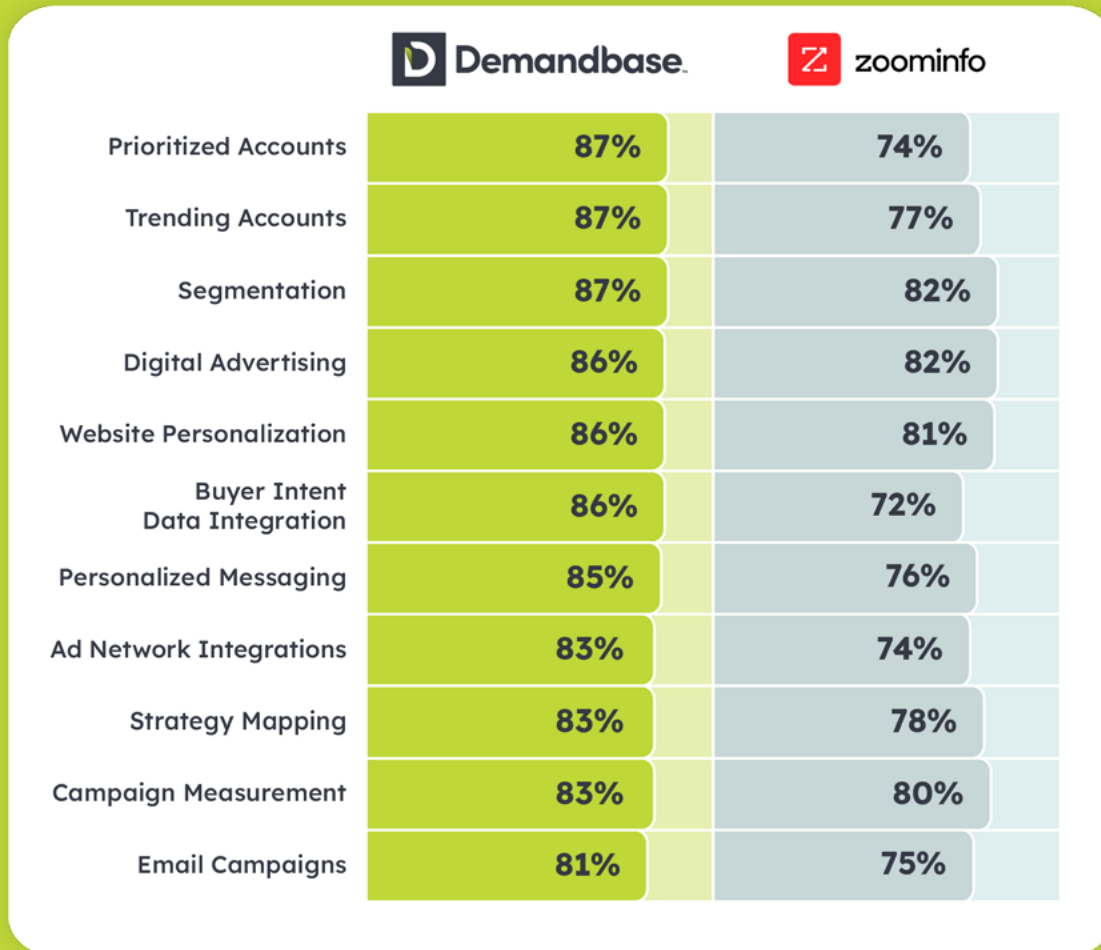
Read full review on G2 >

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

Demandbase.

Demandbase vs ZoomInfo MarketingOS

A side-by-side comparison

Demandbase.

Choose the Leader in Account-Based Advertising

	Demandbase	zoominfo
Prioritized Accounts	87%	74%
Trending Accounts	87%	77%
Segmentation	87%	82%
Digital Advertising	86%	82%
Website Personalization	86%	81%
Buyer Intent Data Integration	86%	72%
Personalized Messaging	85%	76%
Ad Network Integrations	83%	74%
Strategy Mapping	83%	78%
Campaign Measurement	83%	80%
Email Campaigns	81%	75%

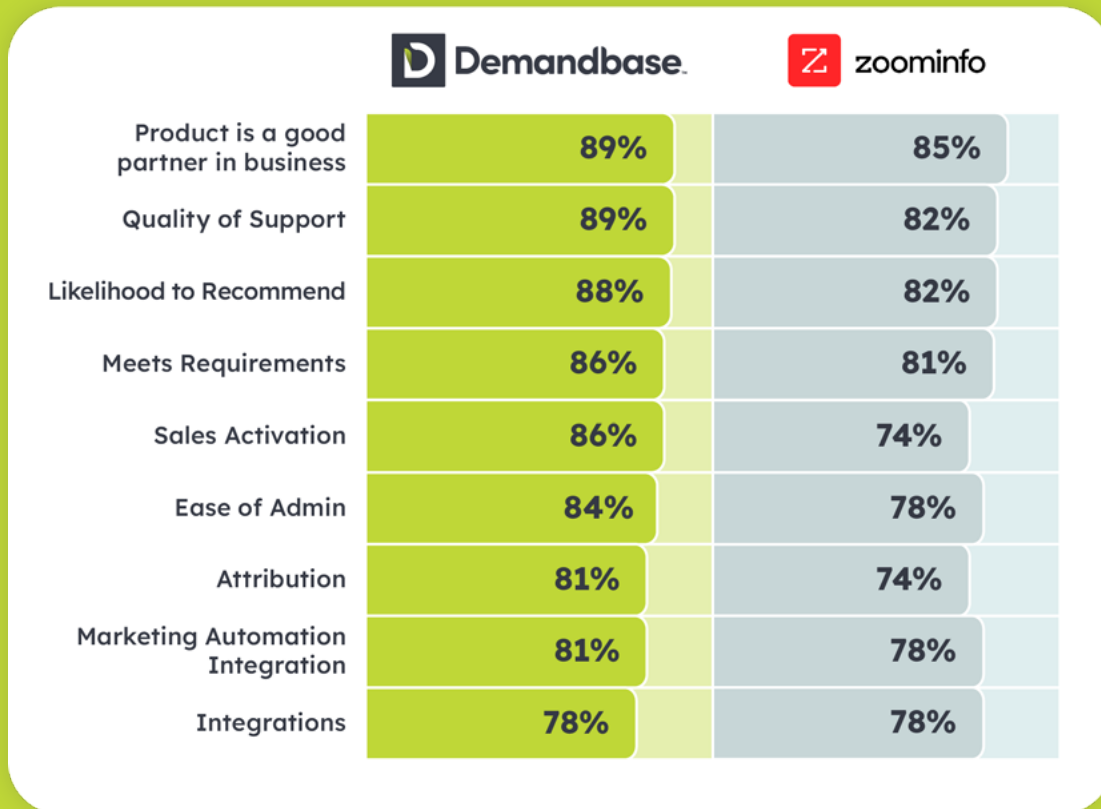Source: G2 Demandbase One and ZoomInfo MarketingOS Compare Report

★★★★★

"Demandbase IS the leading ABM platform for a reason - Because they get it. They truly understand ABM principles and best practices, and they built their platform to align with those principles and best practices."

Read full review on G2 >

Kim T.
Account-based Experience Manager
Mid-Market (51-1000 emp.)

Demandbase

10

Partner with the One Who Makes Your Job Easier

	Demandbase	zoominfo
Product is a good partner in business	89%	85%
Quality of Support	89%	82%
Likelihood to Recommend	88%	82%
Meets Requirements	86%	81%
Sales Activation	86%	74%
Ease of Admin	84%	78%
Attribution	81%	74%
Marketing Automation Integration	81%	78%
Integrations	78%	78%

Source: G2 Demandbase One and ZoomInfo MarketingOS Compare Report

★★★★★

Demandbase is my #1 can't live without product

"I have implemented Demandbase at 4 companies now and it is pivotal to a successful ABM and go-to-market strategy."

Read full review on G2 >

Verified User in Computer Software
Mid-Market (51-1000 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.