

# ABX Cloud

## Account-Based Engagement



Account-based experience — ABX — reinvents ABM around the customer experience. It uses Account Intelligence, rich and reliable account-level insight, to help you orchestrate sales and marketing moves and inject relevance into every stage of the B2B buying journey.

### The Engagement Platform — the nerve center of ABX Cloud

The Engagement Platform is a single pane of glass that connects every source of intelligence and insight — and every sales and marketing play — so you spot opportunities earlier, engage with them more intelligently, and close deals faster

### Sell to accounts

Leads don't buy your products, accounts do. Using our account-based foundation, ABX Cloud connects the dots across disparate data systems and between individual leads and full buying teams. It layers in Account Intelligence — an enriched view of every account that helps you spot the juiciest opportunities — and predictive analytics that lets you know when they're ripe for a conversation.

### Build an account-based juggernaut

ABX Cloud is the foundation for automating all the manual — and really annoying — things that slow down your team and your opportunities. Align your sales and marketing efforts around a single, actionable, measurable view of the truth.

### Cherry-pick your audiences

With AI-powered account selection, you can create precise audiences using CRM data, intent signals, and more, so you know the perfect moment to engage and exactly what to say.



### Measure the goods

Traditional lead-based analytics don't cut it for ABX. They don't help you evaluate success and measure progress. Our account-based analytics let you measure engagement across each account and track progress against unique account journeys that you define.

### Earn more from your customer base

Grow lifetime customer value. Using the Engagement Platform, you can identify threats to your account before renewal and identify cross-sell and upsell opportunities.



**3x**  
increase in conversions



### Personalization

Increase conversion rates on your website and forms by creating unique website experiences for your target accounts.



### Orchestration

Run full cross-channel marketing and sales automations from the most comprehensive ABX solution.



### Attribution

Measure what matters: how marketing and sales activities drive pipeline and revenue.



Demandbase One is a very comprehensive platform that helps B2B Marketers like me to identify, target, and analyze the behavior of accounts visiting our web properties, to ultimately deliver valuable insights for our sales team. Demandbase will help you evolve your marketing strategy from a lead-centric to an account-centric methodology.”

- Gartner Peer Insights Review, July 2021



**Schedule a customized  
ABX Cloud demo today**

[demandbase.com](https://demandbase.com)