

# Target Smarter. Engage Smarter. Go to Market Smarter.

## Who we are

Demandbase is the Smarter GTM™ company for B2B brands. We help B2B companies hit their revenue goals using fewer resources. How? By aligning your sales and marketing teams around a combination of your data, our data, and artificial intelligence — what we call Account Intelligence — so you can identify, engage, and focus your time and money on the accounts most likely to buy.

### 1,000+ Wonderful Customers

Some of the best B2B brands on Earth.

### 750+ Amazing Employees

It's wild how smart — and nice — our folks are.

## The “how” behind Smarter GTM™

Growing revenue is hard and getting harder. Tactics that once worked aren't working like they did, because buyers are numb to your outreach...until they're ready to buy. You simply have to be more targeted so you don't waste your time and money.

Using intent signals and predictive AI, we point you to in-market accounts and their buying committees. And help you engage across channels with messages that are spot on for where they are in their buying journey.

More revenue. Less waste. That's Smarter GTM™.

### Our Platform — Demandbase One™

Spot the right opportunities earlier. Orchestrate smarter sales and marketing motions.

ABM/ABX

Sales Intelligence

First-Party Data

Third-Party Data

B2B Advertising

B2B Data

### Our Data Foundation — Account Intelligence

A combination of your data, our data, and AI that fuels Demandbase One™.

## Why customers choose us

**Flexible & Transparent:** Our tech adapts to you, not the other way around.

**Best B2B Ad Tech:** Advertise more efficiently with the best ad tech built for B2B.

**A True Partner:** Customers tell us we support their success better than anyone else.

## Contact us

### Press

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