

# Data Cloud

Fire Up Your Tech With Smarter Account Intelligence and Data

Integrate insights where they matter most: where your people and systems touch your prospects and customers.



Today's B2B buying journeys are almost entirely digital, masking the identities and intentions of accounts and their buying teams until the journey is almost over. The winners in this game will be those who learn to use good data and insights to light up the journey and deeply understand their accounts. Want to be one of them?

## Fuel your go-to-market with the smartest data on the planet

Demandbase Data Cloud, powered by our Account Intelligence, runs circles around the competition with:

Amassing the most comprehensive and reliable data

**500B+**

Signals per month

**250K+**

Keywords tracked

**18K+**

Technologies catalogued

**3.7B+**

IP addresses

### Account Identification

- Illuminate the who, what, and when of your website activity and you'll expose a mother-lode of opportunities to create personalized marketing and sales experiences.

### Company Information

- Discover more accounts that look like your favorite customers and get a hi-def view of who they are. The more you know about your accounts, the better you can pinpoint your best targets and tailor your messaging to their needs.

### B2B contact data

- Find and connect with all the decision-makers on your accounts' buying teams. Our contact data steers you to the people you should know and shows you how to contact them (no pun intended). And our data is light-years beyond a smile-and-dial list; it's buyer insights at your fingertips.

### Intent data

- Why chase every lukewarm lead? Target accounts that are ready to buy what you sell and uncover hot new opps. Use our intent data to trigger campaigns, personalize your messaging, avoid churn, and expand accounts.

### Technographics

- Narrow the playing field to those accounts whose tech profiles fit with your solutions. Technographics give you insights into the hardware and software your target accounts use and need.

**Demandbase is the Smarter GTM™ company for B2B brands. We help marketing and sales teams spot the juiciest opportunities earlier and progress them faster by injecting Account Intelligence into every step of the buying journey and orchestrating every action.**

Schedule a customized demo today [demandbase.com](https://demandbase.com)