

# DEMANDGRAPH

## BY DEMANDBASE

Powering Demandbase's ABM Platform

### CAPTURE BUSINESS BEHAVIOR AND RELATIONSHIPS



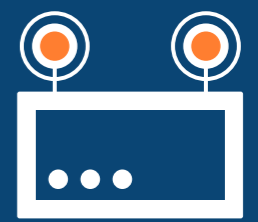
**400 TB**  
of unstructured  
business data



**116 million**  
B2B buyer signals



**12 billion**  
online actions  
by B2B buyers



**3.7 billion**  
IP addresses mapped  
to B2B companies

#### DELIVER PRIORITIZED INSIGHTS BASED ON:

- Trust
- Need
- Business Fit
- Budget

#### PULLING DATA FROM:

- Financial Reports
- Social Media
- News/Press
- Websites
- Blogs
- Forums



#### IDENTIFYING CONNECTIONS TO:

- Customers
- Partners
- Suppliers
- Decision Makers

#### POWERED BY:

- Artificial Intelligence
- Machine Learning

\*STRENGTH OF COMPATIBILITY IS BASED ON THE NUMBER OF RINGS SHOWN

### THE POWER OF DEMANDGRAPH



Target in-market  
accounts



Identify key buyers



Uncover meaningful  
insights



Deliver personalized  
content

# DEMANDBASE

