

Demandbase for Enterprises

The Right Ingredients for GTM Success

Enterprises are being asked to do more with less. So you need a platform that is flexible enough to adapt to your global business needs yet smart enough to help you zero in on what matters. That's where Demandbase comes in. We help you mix the right ingredients of robust data with an adaptable platform for go-to-market success.



SAP Concur 

52%

increase in revenue

57%

increase in deal size

59%

increase in pipeline

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“With Demandbase we're able to pivot conversations based on data. We can see who's engaging, what they're engaging with, what intent they're showing. And now we can really tailor what we outreach with based on what we think they might have more of an interest in. It's a whole connected experience.”

**Jodi Lebow, Director
Global Demand Center, Hexagon**

Simple recipe for success? Focus on accounts most likely to buy.

Why waste time, effort and spend?

- Get up-to-date in-market signals from over 400,000 intent keywords — reliable signals show product and competitive interests. Use it to target and convert the right accounts.
- Identify unknown accounts visiting your website.
- Increase engagement and accelerate deals with segmented target account lists, personalized ads, and web experiences.
- Deliver timely buying signals to sellers directly in your CRM to help them prioritize who to go after.



Do more with the right data, platform, and technology partner in place.

Bottomless applies to drinks not resources. Save time and resources and have a competitive GTM advantage in delivering more pipeline and revenue.

- Save time building out campaigns by using an orchestration engine to schedule automated campaigns in your Marketing Automation, CRM, or Sales Engagement Platform.
- Automatically allocate your ad spend on buyers who are showing high intent and make sure you reach real decision-makers.
- Rely on our expertise, guidance and resources — from Professional Services to customer success — to partner with you in your success.

Combine all the data you need, in one place. Like a perfect GTM cocktail.

Making the right decisions is hard enough without having to go to disparate systems for data. Get the accurate and up-to-date account and contact data you need for Smarter GTM™.

- Combine data from your CRM, marketing automation, and more for one complete view of each account.
- Cleanse, enrich, and append your data using our 147M+ B2B contact data and 83M+ company data for better insights and actionability.
- Pipe Demandbase data directly into your data lake or warehouse for your data teams to model and analyze any way they want.
- Trust the quality and compliance of Demandbase's ethically-sourced data.



The right ingredients to adapt to any sized business.

Large organizations need flexibility in their technology to adapt to their unique business needs.

- Demandbase One™ comes ready out of the box. But it's also flexible and configurable to meet the needs of your unique business, unlike other GTM platforms.
- Start without integrations and get immediate value from just understanding in-market accounts. Integrate your systems only if and when your organization is ready.
- Configure workspaces to keep your data and activities separate — for your different lines of business, products or geographic locations.

**Schedule a customized
Demandbase One demo
today**
demandbase.com

