



DEMANDBASE

DEMANDBASE CONVERSION SOLUTION

USE AI POWERED INSIGHTS TO DRIVE PERSONALIZED
OUTREACH IN LINKEDIN SALES NAVIGATOR

CLOSE DEALS FASTER WITH DEMANDBASE AND LINKEDIN SALES NAVIGATOR

Today's Account-Based Marketing (ABM) programs require marketing involvement to continue further into the buying cycle.

Sales teams need insights on target accounts and decision makers to prioritize their efforts, personalize their outreach and increase their close rates.

The Demandbase Conversion Solution delivers these insights to Sales team by leveraging AI to process massive amounts of data through a set of specific inputs.

And, with one-click access to LinkedIn Sales Navigator, Sales now has an unbeatable combination of insights and social selling.

HOW IT WORKS:

- Relevant, actionable insights delivered to Sales via email, Salesforce, and Slack.
- One-click access to LinkedIn Sales Navigator for contact discovery and personalized outreach.

What Boston Consulting Group is reading on your website:

- ◆ demandbase.com/solutions/targeting
- ◆ demandbase.com/solutions/abm-platform
- ◆ demandbase.com/case-study/grainger-uses-abm-drive-right-experience-right-customers
- ◆ demandbase.com/why-demandbase/customer-stories

BCG

Actions

Salesforce

LinkedIn Sales Navigator

Preferences

GIVE SALES THE CONTEXT AND INSIGHTS THEY NEED TO TAKE ACTION

REAL-TIME INTENT

What are your accounts reading and researching online? Real-Time Intent allows Sales to see spikes in their account's interests and take immediate action in LinkedIn Sales Navigator.

ACCOUNT AND CONTACT NEWS

Topical news articles at the company level, and talking points – relevant signals that an individual puts out online including quotes in press releases, blog posts, and more – at the contact level.

WEB SITE ENGAGEMENT

Detailed insights into what your target accounts are doing on your web site's high value pages, including traffic bursts, monthly traffic reports, and reengagement notifications.