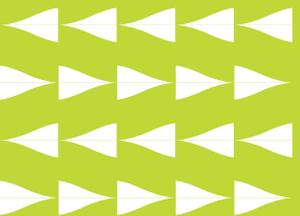
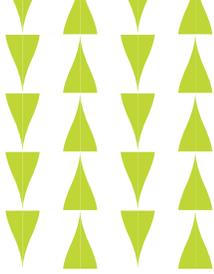
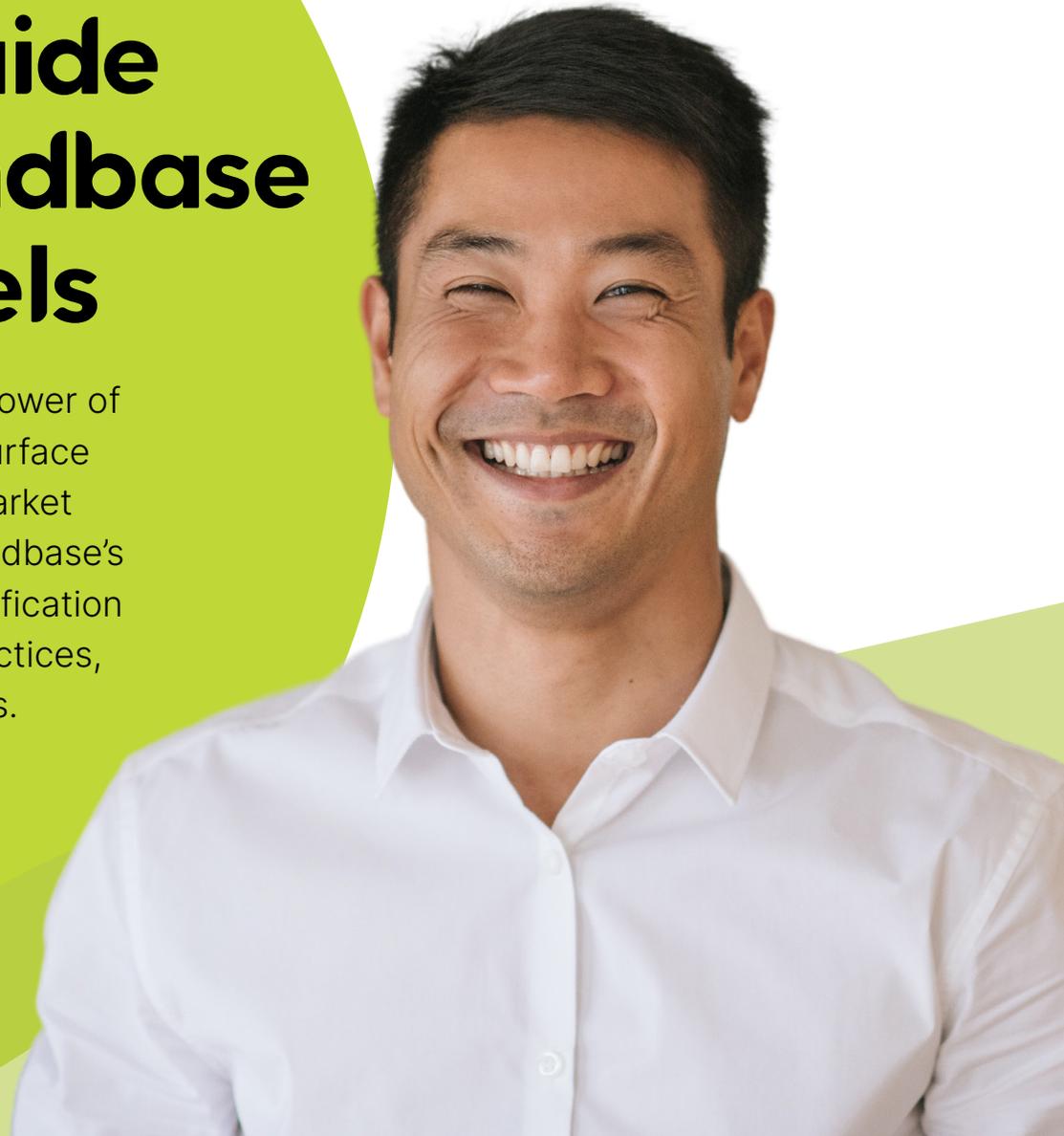




Playbook

The Ultimate Guide To Using Demandbase Predictive Models

Marketing and sales teams can harness the power of predictive analytics in Demandbase One to surface new opportunities and achieve their go-to-market goals. Learn all about how to leverage Demandbase's predictive models – Pipeline Predict and Qualification Score – with different setup options, best practices, journey stages, and persona-based use cases.



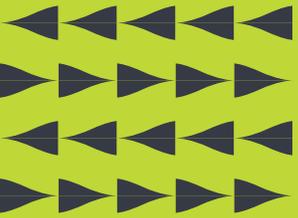
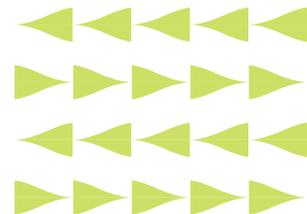
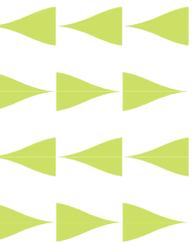


Table Of Contents

Introduction	3
Predictive Models at Demandbase	4
Our Models	5
Integration Considerations	8
Multiple Model Considerations	
Model Setup: Qualification Score	9
Creating Keyword Sets for Qualification Score	10
Model Setup - Pipeline Predict	14
Using Engagement Filters with Pipeline Predict	18
Use-Case Customer Examples	19
Optimizing the Models	22





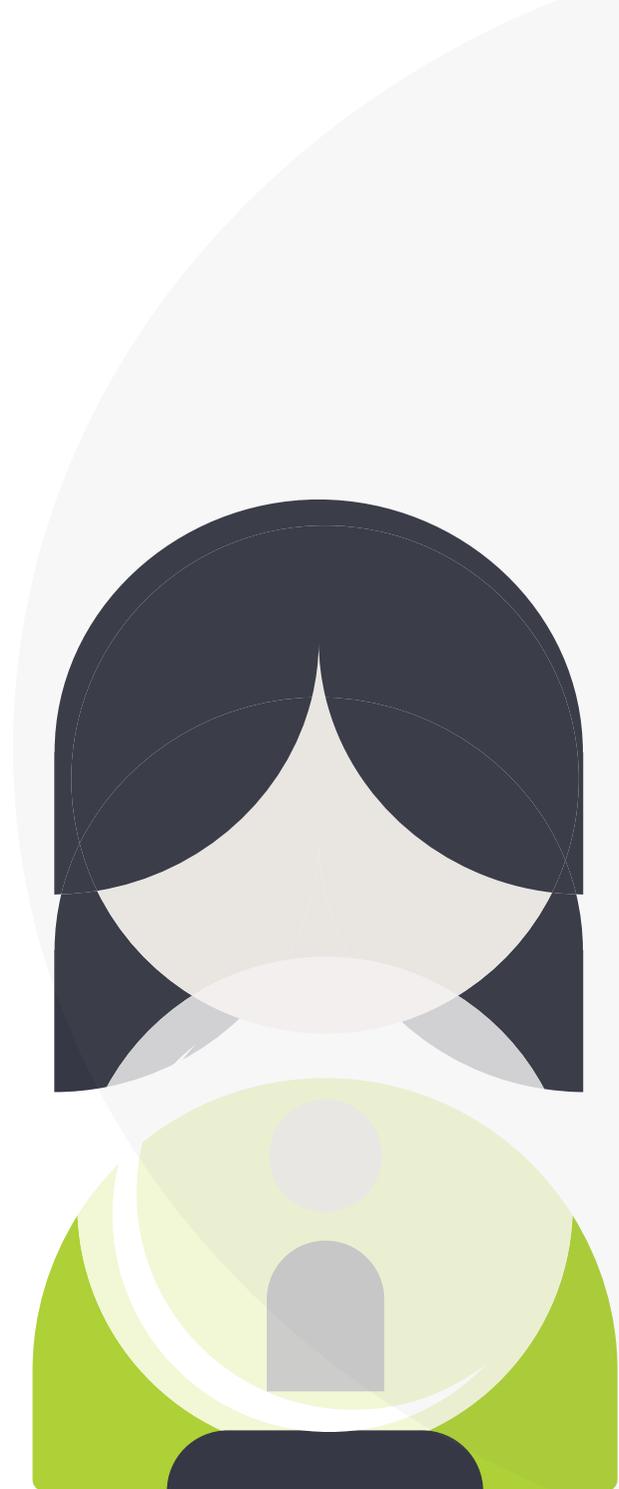
Introduction

Without predictive models, target accounts are primarily defined and selected by sales and marketing teams. In general, this list of target accounts won't be wildly off-base, after all, reps know their markets. But this method is limiting.

Predictive models provide an objective way to spot additional opportunities and call out hot deals that you would have otherwise missed (or wrongly overvalued) by using standard account selection practices.

Over the past few years, the importance of predictive models within the context of smart B2B GTM has evolved. In a [recent survey](#), Forrester Consulting found that the top tactic B2B practitioners planned to utilize to execute their customer engagement goals was the increased leverage of their data and analytics tools.

Today, predictive models are imperative to help marketers not only understand who their total addressable market is, but to also rank them based on their account fit and their propensity to become pipeline.





Predictive Models at Demandbase

Demandbase pioneered Account Selection through predictive modeling in 2016 after acquiring a leading data science company. Not only did we acquire the technology, but more importantly, we instantly had access to leading data scientists that revolutionized the use of machine learning with data sets to extract patterns for the purpose of ranking accounts.

Today, Demandbase offers two very specific predictive models: **Pipeline Predict** and **Qualification Score**. These predictive models take billions of data signals to answer the age-old question: Who are the best accounts to target right now and in the future? If your organization has multiple products and services, you may even need to understand which product they might be interested in. This Playbook aims to explore how you can set up predictive models to achieve the best results. We will also cover how both marketing and sales can use them to increase pipeline and revenue.



Demandbase Predictive Models: Qualification Score



“Which accounts are a good fit for this product?”

Qualification Score

The Qualification Score uses machine learning to quantify what truly defines an ideal customer, beyond basic firmographics, and then scores every account in your CRM along with the 19 million accounts in the Demandbase database. The Qualification Score looks far into the future and scores each account on the likelihood that it would ever become a customer, regardless of where it is in the buyer journey.

Customers with integrations (see page 8) can use Qualification Score for the following data insights:

- CRM: past customers
- Firmographic data
- Historical intent
- Website visitors
- Technographic data

Customers without integrations can use Qualification Score for the following data insights:

- CRM: uploaded customers via .csv
- Firmographic data
- Technographic data
- Historical intent

SCORE	Between 0-100%
Qualified accounts	All non-pipeline and non-customer accounts. To understand which accounts are excluded: From the left navigation bar, click on - > Settings > Journey > Account Journey Builder. Then, click Designate Stages to designate the pipeline and customer stage(s).
Model training time	24 hours
Model re-training time	24 hours
Score update frequency	Static

Demandbase Predictive Models: Pipeline Predict



“Which accounts are in-market right now?”

Pipeline Predict

Pipeline Predict is a machine learning model that looks at past opportunities from your CRM, learns account properties and activity patterns that are leading indicators of new CRM opportunities being created at accounts, and then identifies those leading indicators in other accounts. The model indicates the likelihood of surfacing a new account as an opportunity.

Customers with integrations (see page 8) can use Pipeline Predict for the following data insights:

- CRM: Past opportunities from CRM
- CRM: All logged activity (account/contact/leads)
- MAS: All email activity
- Sales inbox/calendar events
- Firmographic data
- Technographic data
- Trending/recent intent
- Historical intent
- Website visitors

Customers without integrations can use Pipeline Predict for the following data insights:

- CRM: Uploaded opportunities via .csv
- Firmographic data
- Trending/recent intent
- Historical intent
- Website visitors
- Technographic data

SCORE	Between 0-100%
Qualified accounts	All non-pipeline and non-customer accounts. To understand which accounts are excluded: From the left navigation bar, click on - > Settings > Journey > Account Journey Builder . Then, click Designate Stages to designate the pipeline and customer stage(s).
Model training time	24 hours
Model re-training time	24 hours
Score update frequency	Automatic (daily)

Predictive Analytics in Action



Alli McManus,
Sales Development
Manager, shares
[her personal experience](#)
with Pipeline Predict and
Qualification Score as the
ultimate accelerator for
tiering accounts.



Stone Schiowitz,
Sales Development
Representative, was
able to hit quota in just
two days using Pipeline
Predict, which [he calls his](#)
["golden compass."](#)



[Links within text lead to mp3 audio files of interviews]

Integration Considerations

Demandbase's predictive models will work in the following integration scenarios. This chart outlines what you can expect.

Connected Mode This describes having both CRM and marketing automation integrations.	Hybrid-CRM This describes having only a CRM integration. Either the full bi-directional sync or oAuth.	Hybrid-MAS This describes having only a marketing automation integration.	Disconnected Mode This describes having no integrations.
First-Party Data: If you're able to connect all of your first-party systems, your predictive models will be much more complete and meaningful. The more data machine learning has to learn patterns, the better.	If you're only able to connect your CRM, Demandbase will be able to use all of your historical and future CRM data within the models. Your predictive scores will be highly effective.	If you're only able to connect your MAS, Demandbase will be able to use all of your historical and future email data within the models. Your predictive scores will be highly effective.	If you're unable to integrate with your systems, you may upload opportunities (.csv) along with their pipeline creation date. Your predictive scores will be highly effective, especially when there's a regular cadence of opportunity uploads.
Third-Party Data: In addition to your first-party data listed above, your models will utilize all website activity (via AccountID), historical and trending intent, firmographics, and technographics.			

Demandbase Predictive Models: Qualification Score

If your organization has a single product, a single Pipeline Predict and Qualification Score will often suffice. However, if you offer multiple products and services that are distinctly different, then it's recommended that you create multiple Pipeline Predict and Qualification Score models.

A good rule of thumb is that if you created multiple keyword sets for different products, you more than likely will want to setup multiple models as well.

As an example, Demandbase has trained four individual Pipeline Predict and Qualification Scores for each of our cloud offerings. This allows both our Marketing and Sales organizations to have a clear understanding of what product is a good fit and/or who is in market for which cloud.

When an account has a high Pipeline Predict score for our Advertising Cloud, our Marketing and Sales teams reacts accordingly. Having a single score for all of the clouds combined would yield uncertainty on their interest.

Think about your own organization's products and services. Are they similar in theme or are they different?

Examples of Different Pipeline Predict Scores

Each with its own opportunities, defined engagement activities, and keyword set

Product-Specific:

ABX Cloud

Advertising Cloud

Sales Intelligence Cloud

Data Cloud

Model Setup - Qualification Score

Pework: Before setting up your Qualification Score Model(s), it's recommended that you first have a good understanding of the attributes of your customer base and/or your ideal customer profile.

Additionally, a Keyword Set must be previously created which includes keywords and phrases that are indicative of product intent for your product(s) and service(s) for each of your Qualification Score models.

Steps:

1. From the left navigation bar, go to **Settings** and navigate to **Demandbase-Wide Settings > Predictive Score Setup**. Click **"Create new predictive score"** and after naming the model,

The screenshot displays the Demandbase Predictive Score Setup interface. On the left, the 'Settings' navigation bar is visible, with 'Demandbase-Wide Settings' expanded to show 'Predictive Score Setup'. The main content area features a table of existing predictive scores and a 'Create new predictive score' button highlighted with a pink box.

<input type="checkbox"/>	Predictive Score name	Predictive Score type	Training state	Last updated
<input type="checkbox"/>	Advertising	Pipeline Predict	● Trained	Oct 25, 2021 6:50
<input type="checkbox"/>	All	Qualification Score	● Trained	Oct 4, 2021 2:50
<input type="checkbox"/>	All	Pipeline Predict	● Trained	Oct 25, 2021 5:00
<input type="checkbox"/>	All - No Inbound En	Pipeline Predict	● Trained	Oct 25, 2021 8:50
<input type="checkbox"/>	Orchestration	Pipeline Predict		
<input type="checkbox"/>	Test Score	Pipeline Predict		

Model Setup - Qualification Score (continued)

2. Select the ideal accounts to train your score by studying the opportunities that you define here. This Qualification Score will take the account attributes and compare them to every account in Demandbase's data set. These leading indicators will be used to score which accounts will become pipeline.

The screenshot shows the 'Test Qualification Score' configuration page in the Demandbase Predictive Score Setup interface. The page is titled 'Test Qualification Score' and has three tabs: 'Score status', 'Configure', and 'Details'. The 'Configure' tab is active. The main content area is titled 'Qualification Score setup' and includes a 'Save and train model' button. A pink box highlights the 'Select the ideal accounts to train your score' section, which contains a text input field with the value '1 Customer Date In the Past 12 Months' and an 'Edit logic' toggle. Below this is a 'Select the Intent Keyword Sets to be used as score inputs' section with a dropdown menu set to 'All Keyword Sets'. A 'Need more help?' section on the right lists several links for assistance.

Qualification Score setup Last updated: 0 days ago [Save and train model](#)

Select the ideal accounts to train your score

Your Qualification score will learn an ideal customer profile using the accounts you define here as examples. Accounts will be scored based on how well they match this learned profile.

Edit logic

1 Customer Date In the Past 12 Months

Select the Intent Keyword Sets to be used as score inputs

Select the keyword set(s) that make sense to train the scoring model. Demandbase looks at the historical intent signals over the last 1 year to inform and train the Qualification Score model.

All Keyword Sets

Need more help?

- [Selector samples to use](#)
- [I don't have CRM connected](#)
- [How often should I retrain the model](#)
- [Learn more about Predictive Scores](#)
- [Pipeline Predict Score Overview](#)
- [Pipeline Predict Setup](#)
- [Qualification Score/Pipeline Predict Score FAQs](#)

Model Setup - Qualification Score (continued)

3. Select the Intent Keyword Set(s) to be used as score inputs. Demandbase looks at the historical intent signals over the last 12 months of the accounts that qualify in the previous step, to inform and train this model.v

The screenshot shows the 'Test Qualification Score' configuration page in the Demandbase Predictive Score Setup interface. The page is titled 'Predictive Score Setup / Test Qualification Score' and 'Tenant: Demandbase (668)'. The main content area is divided into two sections: 'Qualification Score setup' and 'Select the Intent Keyword Sets to be used as score inputs'. The 'Qualification Score setup' section includes a 'Save and train model' button and a 'Need more help?' section with links to 'Selector samples to use', 'I don't have CRM connected', 'How often should I retrain the model', 'Learn more about Predictive Scores', 'Pipeline Predict Score Overview', 'Pipeline Predict Setup', and 'Qualification Score/Pipeline Predict Score FAQs'. The 'Select the Intent Keyword Sets to be used as score inputs' section is highlighted with a red box and contains a dropdown menu with 'All Keyword Sets' selected. The left sidebar shows the 'Settings' menu with options like 'My Profile', 'User Management', 'History', and 'Demandbase-Wide Settings'.

Settings

Search...

- My Profile
 - API Tokens
 - Connected Accounts
 - My Subscriptions
 - Profile Info
 - Tenant Switcher
- User Management
 - Permission Set
 - Users
 - View Management
- History
 - Action History
- Demandbase-Wide Settings
 - Account Connector
 - Action Configurations
 - Allowed Domains
 - Company Settings

Predictive Score Setup / Test Qualification Score

Tenant: Demandbase (668)

Test Qualification Score

Score status **Configure** Details

Qualification Score setup Last updated: 0 days ago **Save and train model**

Select the ideal accounts to train your score

Your Qualification score will learn an ideal customer profile using the accounts you define here as examples. Accounts will be scored based on how well they match this learned profile.

Edit logic

1 Customer Date In the Past 12 Months

Select the Intent Keyword Sets to be used as score inputs

Select the keyword set(s) that make sense to train the scoring model. Demandbase looks at the historical intent signals over the last 1 year to inform and train the Qualification Score model.

All Keyword Sets

Model Setup - Qualification Score (continued)

4. Click the blue refresh button to verify the number of accounts that qualify based on the ideal account filters entered. Click **Save and train model** to begin the processing of the score

The screenshot shows the Demandbase Predictive Score Setup interface for a 'Test Qualification Score'. The interface is divided into a left sidebar, a main content area, and a right sidebar.

Left Sidebar (Settings):

- Search...
- My Profile
 - API Tokens
 - Connected Accounts
 - My Subscriptions
 - Profile Info
 - Tenant Switcher
- User Management
 - Permission Set
 - Users
 - View Management
- History
 - Action History
- Demandbase-Wide Settings
 - Account Connector
 - Action Configurations
 - Allowed Domains
 - Company Settings

Main Content Area:

Predictive Score Setup / Test Qualification Score

Tenant: Demandbase (668)

Score status **Configure** Details

Qualification Score setup

Last updated: 0 days ago **Save and train model**

Select the ideal accounts to train your score

Your Qualification score will learn an ideal customer profile using the accounts you define here as examples. Accounts will be scored based on how well they match this learned profile.

Edit logic

1 Customer Date In the Past 12 Months

Select the Intent Keyword Sets to be used as score inputs

Select the keyword set(s) that make sense to train the scoring model. Demandbase looks at the historical intent signals over the last 1 year to inform and train the Qualification Score model.

All Keyword Sets

Need more help?

- Selector samples to use
- I don't have CRM connected
- How often should I retrain the model
- Learn more about Predictive Scores
- Pipeline Predict Score Overview
- Pipeline Predict Setup
- Qualification Score/Pipeline Predict Score FAQs

Model Setup - Pipeline Predict

Prework: Before setting up your Pipeline Predict Model(s), it's recommended that you first complete your first-party data integrations. This includes connecting your CRM, marketing automation platform, and company email. This ensures your models will use all available data when the training occurs.

Additionally, completing your Engagement Minutes setup is recommended. All of these steps occur during the implementation process. If you're unable to connect your CRM, you will need to upload at least 10 opportunities from unique accounts with no prior closed won opportunities. Although 10 is the minimum, it's highly recommended that you upload 100+.

Steps:

1. From the left navigation bar, go to **Settings** and navigate to **Demandbase-Wide Settings > Predictive Score Setup**. Click **"Create new predictive score"** and after naming the model, select **Pipeline Predict** from the two options.

Tenant: Demandbase (1681)

Predictive Score Setup

[Create new predictive score](#)

<input type="checkbox"/> Predictive Score name	Predictive Score type	Training state	Last
<input type="checkbox"/> Advertising	Pipeline Predict	● Trained	Oct 25, 2021 6:5
<input type="checkbox"/> All	Qualification Score	● Trained	Oct 4, 2021 2:5
<input type="checkbox"/> All	Pipeline Predict	● Trained	Oct 25, 2021 5:0
<input type="checkbox"/> All - No Inbound Err	Pipeline Predict	● Trained	Oct 25, 2021 8:5
<input type="checkbox"/> Orchestration	Pipeline Predict		
<input type="checkbox"/> Test Score	Pipeline Predict		

[Edit Columns](#)

Model Setup - Pipeline Predict (continued)

2. Select the past pipeline opportunities to train your score. This Pipeline Predict score will learn to recognize the engagement leading indicators that precede new pipeline by studying the opportunities that you define here. These leading indicators will be used to score which accounts will become pipeline.

The screenshot shows the 'Predictive Score Setup / Test Score' interface. The main area is titled 'Test Score' and has two tabs: 'Configure' (selected) and 'Details'. The interface is divided into three main sections:

- Past Opportunities:** This section contains two logic rules connected by 'AND'. Rule 1 is 'Created Date In the Past 6 Months' and Rule 2 is 'Pipeline Date In the Past 6 Months'. This entire section is highlighted with a pink border. There is an 'Edit logic' toggle to the right.
- Engagement activities:** This section contains one logic rule: 'Engagement' with a constraint 'Engagement Minutes > 0'. There is an 'Add constraint' dropdown to the right and an 'Edit logic' toggle.
- Score Checklist:** This section shows the results of the model training. It includes a 'Save and train model' button and a 'Last updated: 0 days ago' timestamp. The checklist items are:
 - 626 Accounts with qualified opportunities
 - 597 Accounts with opportunities with preceding engagementA 'Refresh' button is located to the right of the checklist.
- Best practices:** A light blue box containing four bullet points:
 - Use recent opportunities.
 - Remove renewal and upsell opportunities.
 - Do not remove closed/lost or opportunities that are still open.
 - Do not hard-code qualification criteria, such as revenue ranges or industries.A link for 'Predictive Scores FAQ' is at the bottom right.

Model Setup - Pipeline Predict (continued)

3. Select the engagement activities the score will use as inputs. This Pipeline Predict score will identify leading indicators for new pipeline using the engagement activities you define.

Note: If you're just getting started, it is recommended that you don't change the default setting. For instance, using the filter "Engagement Minutes > 0" is a good starting point, as it measures all engagement activity available.

Please review the next section, When to use Engagement Filters.

The screenshot displays the 'Predictive Score Setup / Test Score' interface. The main area is titled 'Test Score' and has two tabs: 'Configure' (selected) and 'Details'. The interface is divided into three main sections:

- Past Opportunities:** Contains two filters: '1 Created Date In the Past 6 Months' and '2 Pipeline Date In the Past 6 Months', connected by an 'AND' operator. An 'Edit logic' toggle is visible.
- Engagement activities:** Contains one filter: '1 Engagement' with a sub-filter 'Engagement Minutes > 0'. An 'Add constraint' dropdown is also present. This section is highlighted with a pink border.
- Score Checklist:** Shows two items: '626 Accounts with qualified opportunities' and '597 Accounts with opportunities with preceding engagement'. A 'Refresh' button is located to the right.
- Best practices:** A light blue box containing four bullet points: 'Use recent opportunities.', 'Remove renewal and upsell opportunities.', 'Do not remove closed/lost or opportunities that are still open.', and 'Do not hard-code qualification criteria, such as revenue ranges or industries.' A link for 'Predictive Scores FAQ' is at the bottom right.

At the top right, there is a 'Save and train model' button and a 'Last updated: 0 days ago' indicator. The top left shows the Demandbase logo and a navigation sidebar.

Model Setup - Pipeline Predict (continued)

- Click Refresh and review the Score Checklist. If a green checkmark appears on both *Accounts with qualified opportunities* and *Accounts with preceding engagement*, you're ready to click **Save and train model** to begin the processing of the score

Note: If two green check marks do not appear on the **Score Checklist**, please revise your past opportunity filters to make sure enough opportunities are present to meaningfully train the model. For each change you make under **Past Opportunities** or **Engagement Activities**, click **Refresh**.

The screenshot displays the 'Predictive Score Setup / Test Score' interface. The main content area is divided into three sections: 'Past Opportunities', 'Engagement activities', and 'Score Checklist'. The 'Past Opportunities' section contains two filters: '1 Created Date In the Past 6 Months' and '2 Pipeline Date In the Past 6 Months'. The 'Engagement activities' section contains one filter: '1 Engagement' with a sub-filter 'Engagement Minutes > 0'. The 'Score Checklist' section, highlighted with a pink border, shows two green checkmarks: '626 Accounts with qualified opportunities' and '597 Accounts with opportunities with preceding engagement'. A 'Save and train model' button is located above the checklist, and a 'Refresh' button is to the right. Below the checklist is a 'Best practices' section with four bullet points: 'Use recent opportunities.', 'Remove renewal and upsell opportunities.', 'Do not remove closed/lost or opportunities that are still open.', and 'Do not hard-code qualification criteria, such as revenue ranges or industries.' A 'Predictive Scores FAQ' link is at the bottom right of the checklist area.

Using Engagement Filters with Pipeline Predict

Include Filter(s)

Not recommended unless you want to significantly limit the data machine learning uses to train the model when at least one of these two conditions exist:

- ✓ When there's too many activity types that correlate with different products/services
- ✓ If there's more specific activity towards a certain product/service

Exclude Filter(s)

Exclude filters are helpful to remove activity that's considered noise. For example, these situations warrant an exclusion filter:

- ✓ To exclude non-relevant website traffic (e.g. Career page visits)
- ✓ To exclude activity types related to other products



Marketing Use Case: Using Predictive Models to Segment Accounts

As a **Marketer**, I find it difficult to stack-rank our “unaware” accounts, there’s too many of them within this category.

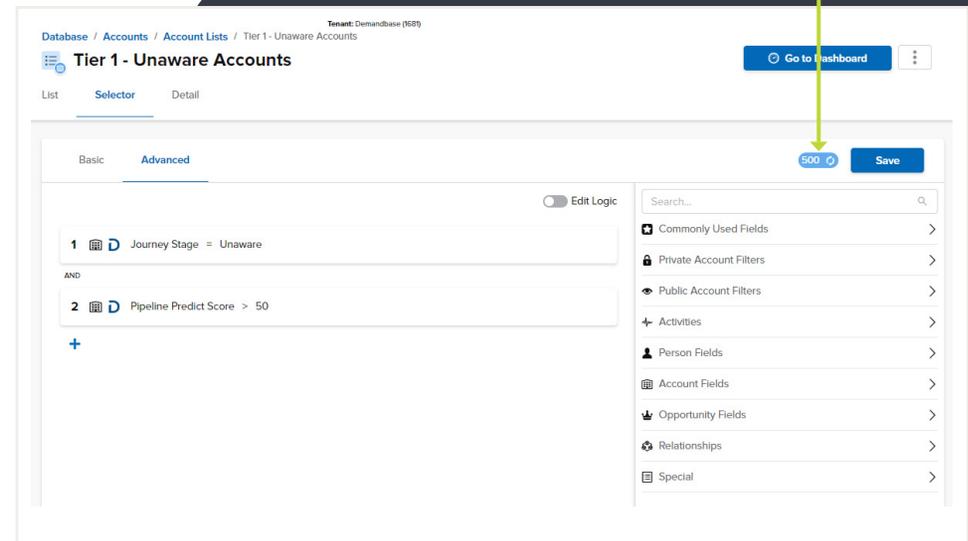
Steps

- Create a new Dynamic Account List
- Use Advanced Selectors and choose Journey Stage = Unaware
- Add an additional Selector with a specific score above a threshold (e.g. Qualification Score above 50%)

Take it to the next level

- Use these segments within the same journey stage for differentiated air-cover advertising campaigns based on their industry
- Use product specific Pipeline Predict and Qualification Scores for joint product messaging strategies across multiple channels

Refresh this button to see how many accounts qualified



Sales Use Case: Using Predictive Models to Prioritize Accounts

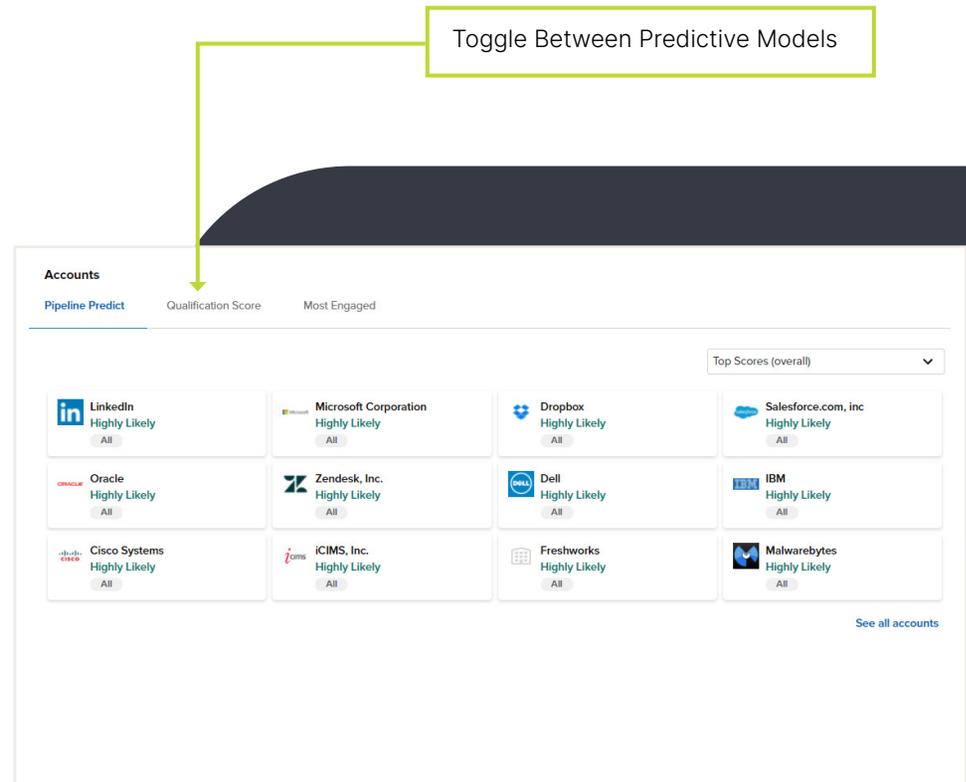
As a **Sales Rep**, I would like to understand who in my territory are researching and searching for products that I sell. This will give me a strategic advantage to get in front of the prospect before my competitor.

Steps

- Navigate to the Demandbase Analytics dashboard
- Select your own auto-created account list (e.g. John Smith's Accounts)
- Under the Accounts area, review the top "Pipeline Predict" and "Qualification Score" accounts and engage with all of them!

Take it to the next level

- Use the "Demandbase" tab in Salesforce to explore your territory, instead of logging into Demandbase
- Within SFDC, use the "Sales Insights" dashboard to review the "Top Accounts" or create custom views/reports/dashboards to easily plan your day



Customer Use Case: Using Predictive Models to Identify Cross-Sell and Upsell Opportunities

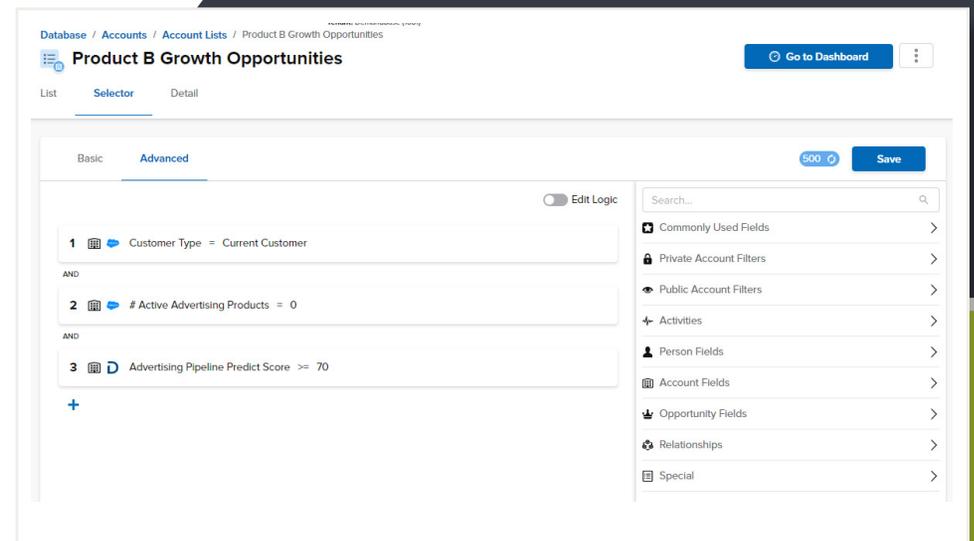
As an **Account Manager**, how can I segment my book of customers using selectors to inform growth conversations?

Steps

- Create a new Dynamic Account List
- Use Advanced Selectors and choose Customer Status = Current Customer
- Add Product-specific fields (e.g. # Active Advertising Products = 0)
- Add Pipeline Predict and/or Qualification Score thresholds for Product B

Take it to the next level

- Create a additional Journey Stages after “Customer” that will automatically classify accounts for cross-sell opportunities
- Use this list in a customer advertising campaign to increase growth pipeline
- Setup email notifications when accounts qualify for this list, to automatically alert the account manager and account team



Optimizing the Models

Building a new model

If this is the first-time you're creating a model, you're most likely receiving help from one of the many Demandbase onboarding consultants. However, one reason you're a Demandbase customer is that you can create a predictive model yourself. When it comes to creating the models, there are a few things you should consider to make sure you have a meaningful and accurate score.

Pipeline Predict - past opportunities

As mentioned on the Pipeline Predict Setup content, each Pipeline Predict score will learn to recognize the engagement leading indicators that precede new pipeline by studying past opportunities. It is therefore important that you select enough opportunities for the model to train on. If your organization has an established product, associated with the model you're trying to build, chances are the default setting of "Pipeline Date" in the past "6 months" will be a good setting to use.

On the right-side of the Pipeline Predict screen, you will see a "Score Checklist." Whenever you enter your Past Opportunity filters, be sure to click the "refresh" button to verify enough accounts are present with preceding engagement. This ensures your configuration will be accurate.

In the example to the right, it has a green checkmark next to the text, "250 Accounts with preceding engagement." This is in-line with our recommendations

Save and train model

Last updated: 101 days ago

Score Checklist Refresh

- ✓ 252 Accounts with qualified opportunities
- ✓ 250 Accounts with preceding engagement

Minimum	10 Opportunities from unique accounts with no prior closed-won opportunities
Recommendation	100+ Accounts with preceding engagement

Optimizing the Models

Qualification Score - ideal accounts

Unlike Pipeline Predict, it's not necessary to revisit your ideal accounts for a given Qualification Score. These scores look far into the future and score each account on the likelihood that it would ever become a customer. Therefore, unless your total addressable market and/or target account list has a dramatic change, there's very little optimization required. However, there are some minimums we recommend.

Minimum	50 accounts
Recommendation	Having at least 150 accounts, spread across each industry you sell into (unless you're creating an industry-based model)

Qualification Score - keyword sets

Keyword sets should be an iterative process in the relatively light upkeep of Demandbase. They represent the words and phrases that your target accounts are reading about or searching for when evaluating your products, services, and competitors. It's recommended that you update your keyword sets that are associated with your predictive models each quarter or whenever there's a significant change in the market of your products. This includes newly released features that might attract a different persona within a target account, or when a new competitor enters your market.

It's paramount that keyword sets remain up-to-date to not only keep a meaningful predictive score, but to also maintain high confidence in the models within your selling organization. When you add or remove keywords, be sure to "re-train" the score (see next section).



Optimizing the Models

Optimizing an existing model

Each predictive model at Demandbase was designed to scale with time. When you first onboard with Demandbase, there may be a limited amount of historical data for the model to extract patterns from. Both Pipeline Predict and Qualification Score are not immune to the concept of “the more data the better.” The longer the Demandbase Tag is deployed and the more first-party integrations you set up, the more accurate your scores will become.

When it comes to optimizing your existing models, it’s important to note that each predictive model you create upon the initial “training” will continuously assess new marketing and sales activity on a daily basis within each account. As a result, each predictive model score will update nightly. However, one of the key optimizations you’ll want to consider is how often you should “re-train” the model.

Note: re-training is accomplished by clicking into the Predictive Score Setup screen, selecting the model you wish to re-train, and then by clicking the “Save and train model” button on the top right of the screen.

Re-training models is recommended when one or more of the following is true:

- ✓ When any changes are made within the Predictive Score Setup
- ✓ The model was trained more than 1+ month ago
- ✓ An major update occurs with your Engagement Minutes Scoring
- ✓ Recently integrated CRM/MAP
- ✓ Uploaded more opportunities into the Engagement Platform (disconnected customer)
- ✓ The number of opportunities increased significantly since the last time it was trained
- ✓ When adding/removing engagement filters (Pipeline Predict)
- ✓ After updating a keyword set associated with a Qualification Score



In Closing

Predictive models are game changing, not only for our experienced customers, but also for anyone looking to start their account-based experience journey. The innovative use of AI and machine learning to process specific signals to predict in-market accounts and to rank account lists has never been more impactful.

Once deployed and optimized, our predictive models will enable you to de-fragment your GTM strategy, allowing for a smarter, more efficient buyer experience.

For additional information, please feel free to [contact us.](#)



Demandbase is Smarter GTM™ 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 buyer journey and orchestrating every action. For more information about Demandbase, visit: www.demandbase.com.