# A Short – but Hot! – Guide to How Demandbase Buying Group AI Will Change The Game

**(We're looking at you, sales and marketing)**

Leads are **too narrow**.
Accounts are **too broad**.
Buying groups are *just right*.

# Buying Groups are the next big thing in B2B and Demandbase is on top of it. That's hot.

**Gartner** and **Forrester** have both gone on the record about the size of buying groups and the participation of purchase influencers in committee buying scenarios, respectively.

The research has spoken, and numbers don't lie: buying groups will have the greatest impact on go-to-market strategies since account-based marketing.

And so ... we're coming in HOT.

## The new hotness.

Say hello to Demandbase Buying Group AI — a new revolutionary functionality and THE foundation for all modern GTM platforms across industries.

What will Demandbase Buyng Group AI enable?

Leveraging the power of AI, Demandbase will be able to generate Buying Groups based on personas and roles aligned to the buying journey for specific offerings. This will lead users to:

- Identify potential opportunities.
- Optimize campaigns.
- Personalize touches.

And track the progress of discrete buying decisions throughout the customer lifecycle.

The result?

Unleashing the power of AI to generate the entire buying group and unlocking a competitive advantage that will result in more revenue.

**That's the TL;DR. Now let's get into some details**

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**Wellness Tech DataGPT Buyers** 2,000   [ Manage Buying Group ]   [ Take Action ]
Wellness Tech, Inc.

| Journey Stage | Top engaged Buyer Role |
| --- | --- |
| **Engaged** | **Influencer** |

**Top People in Buying Group**

**Russell Martin** 95 — Decision Maker
Sr. Manager, Digital Marketing, Wellness Tech
Attended OnDemand 2023-Q1-WBN-Customer-Lab-Next-Level-Adver...
Viewed Content in 2023-Q1-EM-Analytics-That-Matter
Viewed Content in AllTime-CON-Product-Tour

**Gloria Dawson** 45 — Influencer
Director of Finance, Wellness Tech
Attended OnDemand 2023-Q1-WBN-Signals-of-Growth-Roundtable
Viewed Content in 2023-Q1-EM-Analytics-That-Matter
Visited 3 web pages

**Jack Terrier** 132 — User
Marketing Manager, Wellness Tech
Attended OnDemand 2023-Q1-WBN-Customer-Lab-Next-Level-Adver...
Visited 6 web pages
Viewed Content in 2023-Q1-EM-5-Tips-for-Smarter-CMO

**Buying Group suggestions**

**Rachel Bay** 128
Chief Marketing Officer
[ Add to buying group ]

**Zoe Roberts** 17
Senior Director of Sales
[ Add to buying group ]

**Darrell Barker** 54
Senior Director of Sales
[ Add to buying group ]

![Demandbase logo]

# The Goldilocks approach

B2B marketers have realized leads and accounts are no longer the true north.

Of course, lead-based marketing and account-based marketing were important advancements in B2B marketing practice — but they are outdated and insufficient for today's B2B marketer.

**Why?** B2B buyers nearly always buy in groups rather than as individuals and B2B purchases now include an average of 6 to 10 decision makers, or more.

Leads are too narrow. Accounts are too broad. So what can we do?

To help explain this more simply, we'll use Goldilocks as an example (with a modern twist).

Let's say Goldilocks — now an adult — is looking to add some spice into her life. She wants to leave her boring porridge days in the past. How? By adding some hot sauce to it.

**The typical range of hot sauces includes:**

MILD    MEDIUM    HOT

As she's testing her tolerance levels, she might find that the 'Mild' is still too simple and not enough of a change from her usual porridge taste.

Deciding to be bold, she grabs the 'Hot' bottle and quickly realizes she's made a mistake. Venturing to such high heat made no sense.

After having some milk to calm down her burning taste buds, she decides to give the 'Medium' bottle of hot sauce a chance. And wouldn't you know? This was exactly what she was hoping for.

**Now how does Goldilocks help us understand our new hotness?**

HOT    MEDIUM    MILD

Demandbase

# The Goldilocks approach continued

Think of the 'Mild' sauce in terms of marketing leads, simply **too narrow** to go after. Focusing only on individual leads provides limited insights into what is happening during the buying process. Why? With leads: it's hard to distinguish between individual browsers and decision makers with purchasing power; buying signals are overlooked due to lack of monitoring engagement levels across individuals; and it crowds the funnel with individuals who may not even be linked to any target account.

**MILD**
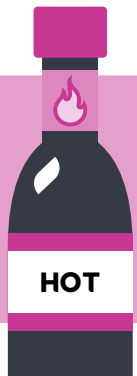
Think of the 'Hot' sauce in terms of accounts, often **too broad** to pinpoint the right contact to reach out to. Not every person at an account participates in every buying decision. Accounts are especially a problem if a prospective account presents multiple selling opportunities. Treating everyone at an account as a "customer" risks alienating potential members of prospect buying committees with wrong nurture tracks, disjointed messaging, etc.

**HOT**

Think of the 'Medium' sauce in terms of buying groups, which is exactly who you want to go after. Why? Because B2B purchases are rarely made by individuals acting alone, but rather by groups of stakeholders, all of whom have a say in the process. In short, a B2B buying group is a collection of individuals (often six to 10) within an organization who are involved in the decision-making process to purchase a product or service. The "**just right**" approach for B2B marketing is to focus on all of the potential opportunities and the buying groups associated with them.

**MEDIUM**

Demandbase.

**AND SO, BUYING GROUPS ARE JUST RIGHT.**

# The hot trail to Buying Groups

Identifying all the members of a buying group for a given account has historically been a huge challenge. Basing the search on guesswork, systematic under-estimation of all personas that make up the full committee, manual processes, and missing and/or inaccurate data have all played a part in the buying group's ability to hide in plain sight.

Until now, nobody has been able to tell you who should be in the buying group. But the buck stops here.

With Demandbase Buying Group AI, companies can finally align their go-to-market to the way companies actually buy, unlocking competitive advantage in the process.

Here's what makes this functionality so game-changing:

**Automatically identify all the Personas** (yes, ALL of them) that make up Ideal Buying Groups. Demandbase Buying Group AI automatically assigns possible Buying Group members to each account. It will even recommend adding potential Buying Group members with contact info to a customer's system of record. We are uniquely positioned to help automatically find and fill gaps in Buying Groups so that Rev Ops and Demand Gen users no longer need to manually build and import lists of contacts to support marketing campaigns and sales outreach.

**Engage the key decision-makers worth your time**. Demandbase Buying Group AI allows us to see where each buying group is in its own journey, identify hot Qualified Buying Groups (QBGs), and take action by engaging *all* the members of the buying group with relevance. This focus on the right people drives efficiency in the go-to-market strategy and unlocks cross-sell opportunities that would otherwise go unnoticed.

Naturally, this means fewer lost or delayed deals, and a vastly superior go-to-market execution.



Qualified
Awareness
Engaged
MQA
Opportunity
Customer
Cross-Sell
Retention

ENGAGED

Demandbase™
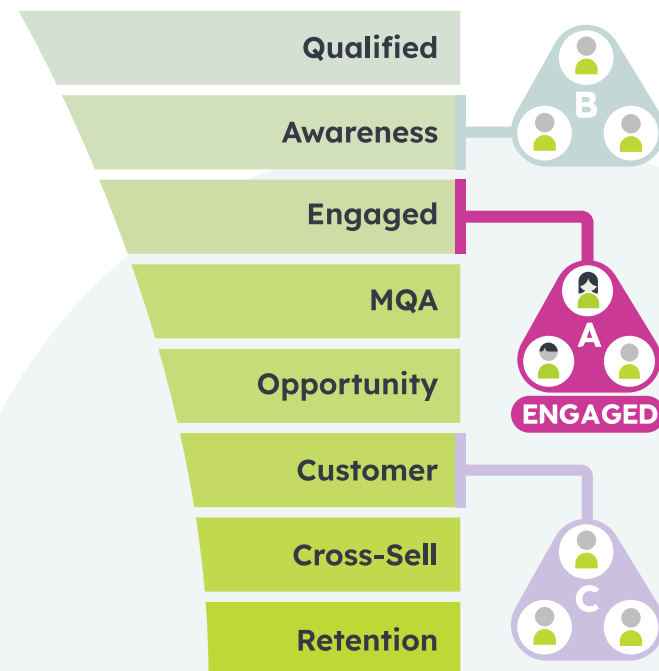
# The heat is on for B2B

When every company in the world is challenged to deliver more results with less time and resources, precision is a must. Buying groups allow us to engage the right personas — even those we may have not identified — at our most valuable and most likely to buy accounts.

And actually spending more time and money on the right people — the buying groups — at the right accounts is the ideal state we've hoped for over the last two decades. That hope is finally becoming reality in B2B with Demandbase Buying Group AI.

For more information on this upcoming release, check out our **Buying Group page**.

# Thank you!

# Demandbase

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.