

Hit Your Revenue Goal. Use Fewer Resources.

Who we are

Demandbase helps B2B companies hit their revenue goals using fewer resources. How? By using the power of AI to identify and engage the accounts and buying groups most likely to purchase. Our account-based technology unites sales and marketing teams around insights that you can understand and facilitates quick actions across systems and channels to deliver big wins. It's flexible, scalable ABM built for you.

1,000+ Wonderful Customers

Some of the best B2B brands on Earth.

750+ Amazing Employees

It's wild how smart — and nice — our folks are.

How we make it happen

Growing revenue is hard and getting harder. Tactics that once worked aren't working like they did, because buyers are numb to your outreach...until they're ready to buy. You simply have to be more targeted so you don't waste your time and money.

Using intent signals and predictive AI, we point you to in-market accounts and their buying committees. And help you engage across channels with messages that are spot on for where they are in their buying journey.

Our Platform — Demandbase One™

Spot the right opportunities earlier. Orchestrate smarter sales and marketing motions.

ABM/ABX

Sales Intelligence

B2B Advertising

B2B Data

Our Data Foundation — Account Intelligence

A combination of your data, our data, and AI that fuels Demandbase One™.

First-Party Data

Third-Party Data

Why customers choose us

Flexible & Transparent: Our tech adapts to you, not the other way around.

Best B2B Ad Tech: Advertise more efficiently with the best ad tech built for B2B.

A True Partner: Customers tell us we support their success better than anyone else.

Contact us

Press

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