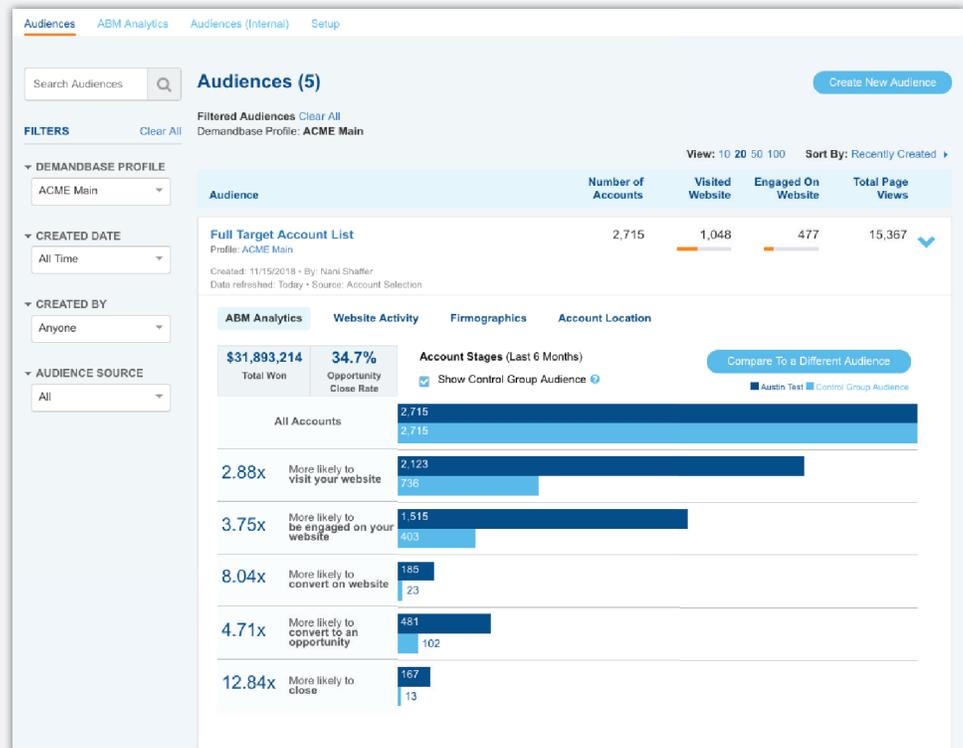


DEMANDBASE

ABM PLATFORM

THE ONLY PLATFORM BUILT FOR THE ENTIRE ACCOUNT JOURNEY

The Demandbase ABM Platform provides the critical foundation marketers need to execute ABM effectively. It serves as a single source of truth for identifying and targeting the accounts that matter most, executing campaigns and programs, and measuring the progress of those accounts across the entire funnel.



IDENTIFY AND MANAGE TARGET ACCOUNTS IN ONE END-TO-END PLATFORM

Build account audiences in four ways: from your own CRM data, by uploading a pre-existing account list, by segmenting based on firmographics, or using our AI-powered Account Selection to discover and create a new set of target accounts based on intent data.

EXECUTE MARKETING & SALES PROGRAMS ACROSS THE ENTIRE FUNNEL

Easily deliver integrated ABM programs across the entire funnel, from first touch to closed revenue. Activate your audiences to support the buyer's journey with advertising, site personalization and sales follow-up to close more revenue faster.

MEASURE THE IMPACT OF YOUR ACCOUNT-BASED MARKETING STRATEGY

ABM Analytics surfaces account-based performance metrics across different stages of the funnel for any audience, enabling you to easily see the progression of your most valued accounts. Combine first and third party data sources for complete visibility into your account universe.

EXECUTE TRUE ABM ACROSS YOUR ENTIRE FUNNEL FROM ONE END-TO-END PLATFORM

How would you like to build your audience?



Account Selection
Automatically generate an audience based on profile inputs, AI and intent data



Firmographics
Create an audience based on your firmographics data



Upload
Upload a list of accounts via a Microsoft Excel or CSV file



CRM
Create an Audience from a CRM Report

DEFINE YOUR LISTS

Build account audiences in four ways: from your own CRM data, by uploading a pre-existing account list, by segmenting based on firmographics, or using our AI-powered Account Selection to discover and create a new set of target accounts based on intent data.

LEVERAGE REAL-TIME INTENT SIGNALS

Identify the interests of accounts and decision makers at the beginning of their research phase, and take action across the entire funnel. Discover accounts interested in your products and services, create hyper-targeted ads, improve sales intelligence and personalize website content at scale at the account level.



Engaged within 30 days (123)
Last updated: 183 days ago | Refresh data
Profile: DBAK Profile | Edit Profile

SAVED FILTERS
Please Select

Filtered Accounts Clear Filters
With Trending Off-site Intent

FILTERS Clear All
Save Filter | Apply Filters

Account Name and Info	Rank	Overall Score	Sessions	Top Trending Intent	Actions (0 Selected)
1 Charles Schwab Corporation Financial Services Revenue: Over \$5B San Francisco, CA http://schwab.com	10	High	8	digital transformation demand generation online acquisition	Segment Audience Hide Selected



ACME CORP
BIZ CORP,
GET BRIGHT IDEAS FOR
FINANCIAL SERVICES
ENLIGHTEN ME



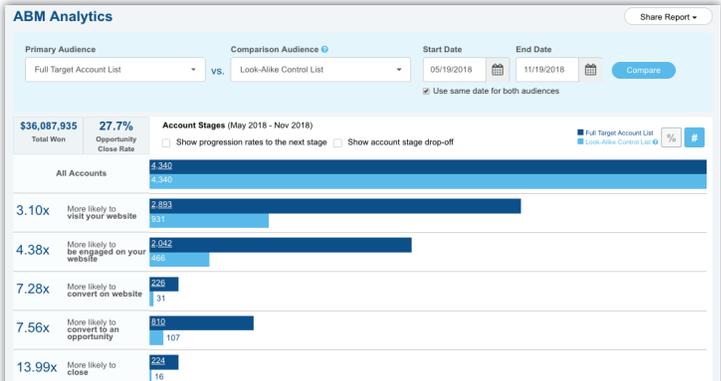
ACME CORP
SHOES ETC,
GET BRIGHT IDEAS FOR
RETAIL
ENLIGHTEN ME

DELIVER CUSTOMER-CENTRIC EXPERIENCES

Once you've created audiences, you can use them in programs across the buyer's journey through our Targeting, Engagement and Conversion solutions.

MEASURE THE SUCCESS OF YOUR ABM INITIATIVES

Quickly measure how well you're attracting, engaging and converting target accounts from first touch to close. With the ABM Analytics dashboard, you can show the real-time impact of your ABM initiatives across the entire funnel.



ABM Analytics Share Report

Primary Audience: Full Target Account List vs. Comparison Audience: Look-Alike Control List
Start Date: 05/19/2018 | End Date: 11/19/2018 | Compare
Use same date for both audiences

\$36,087,935 Total Won | **27.7%** Opportunity Close Rate

Account Stages (May 2016 - Nov 2018)
Show progression rates to the next stage | Show account stage drop-off

Account Stage	Full Target Account List	Look-Alike Control List
All Accounts	4,340	4,340
3.10x More likely to visit your website	2,893	937
4.38x More likely to be engaged on your website	2,042	466
7.28x More likely to convert on website	226	31
7.56x More likely to convert to an opportunity	810	107
13.99x More likely to close	224	16