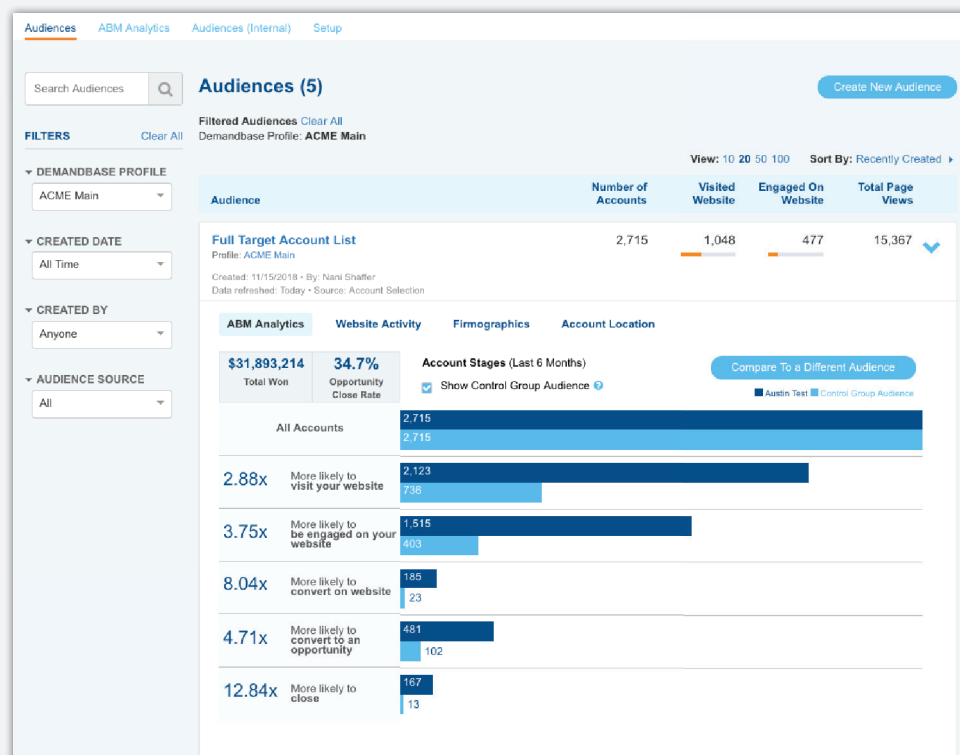


DEMANDBASE

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

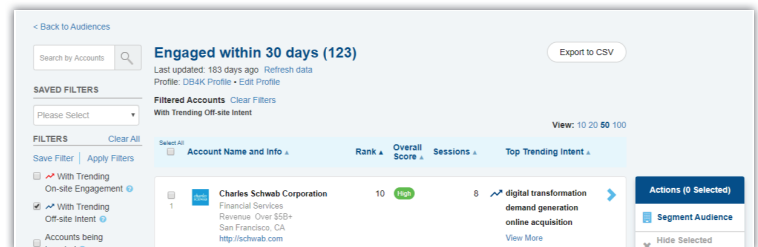
Create an Audience from a CRM Report

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.



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.

