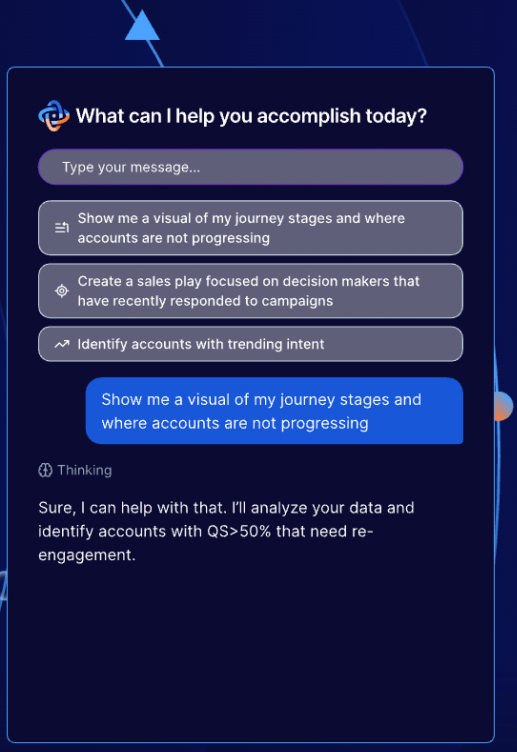
The Pipeline Engine for AI GTM

Turn pipeline goals into coordinated action across your entire go-to-market. Demandbase AI prioritizes the opportunities that matter, activates programs that move them forward, and continuously improves performance to drive pipeline impact.

Book a meeting | See it in action



THE CHALLENGE

GTM chaos is killing your pipeline

You're not short on signals or tools. You're missing a way to turn them into action.

Ask Abby

- Signals everywhere, no clear priorities
- Teams working hard but not aligned
- Predictive scores with no clear action
- Activity that doesn't convert to pipeline

HOW DEMANDBASE AI WORKS

From goal to outcome, without the guesswork

Start with your pipeline goal. Demandbase AI analyzes signals and buying group activity to identify where to focus, activates coordinated programs, and continuously improves performance to increase pipeline.



Ask Abby

Goal
Start with the pipeline target

Insight
Surface only signals that matter for that goal.

Action
Orchestrate coordinated GTM motions

Improve
Measure impact continuously; scale what works

Outcome
Report pipeline, revenue, and efficiency

Meet Mojo, the B2B marketing agent built by Demandbase

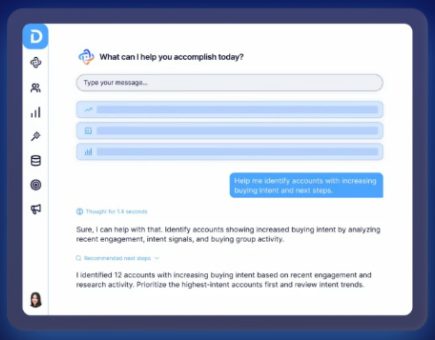
Explore Mojo →

DEMANDBASE AI CHAT

Understand what matters. Move faster on what comes next.

When revenue teams can access answers instantly, they spend less time searching for information and more time making informed decisions. Demandbase AI Chat gives teams the context to decide where to focus and act with confidence.

See AI Chat in action



Ask Abby

USE CASES

Under the hood of the pipeline engine

Demandbase AI turns signals into pipeline. It helps teams identify where to focus, activate the right programs, and continuously improve performance to drive measurable outcomes.

Accelerate in-market pipeline

Identify in-market buying groups earlier and activate coordinated programs instantly. Demandbase AI cuts through signal noise, launches cross-channel plays, and scales what converts to drive predictable pipeline.

Increase win rates on active deals

Stay aligned when it matters most. Demandbase AI detects key buying group signals and triggers the right actions across sales and marketing to accelerate deal velocity and improve close rates.

Optimize spend and drive ROI

Focus budget where it drives results. Demandbase AI suppresses low-fit accounts, prioritizes high-intent segments, and continuously optimizes performance to maximize pipeline impact.

Ask Abby

SUCCESSFUL OUTCOMES

Our customers win

159%
pipeline growth

51%
higher closed-won rate

39%
higher CTR with Agents

★★★★★

"Demandbase agents are reshaping how we connect with the accounts that matter most... providing clarity and guidance for more informed, decision-focused action."

Soumyajit Dey
Global Head of DXO, Thoughtworks | /tw

Ask Abby

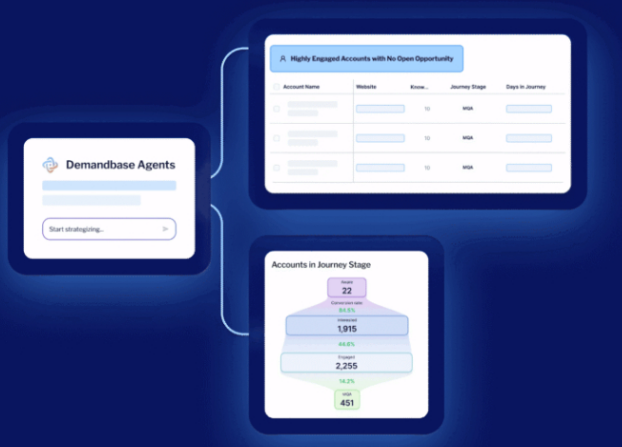
THE SYSTEM

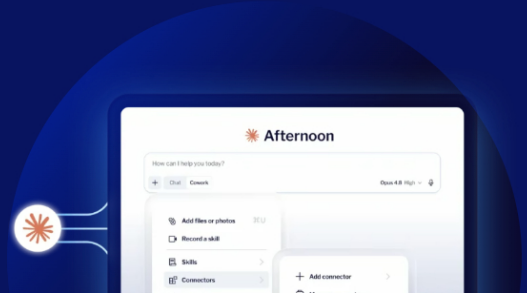
AI built to move pipeline forward

Demandbase AI is powered by a system that connects signals, buying groups, and actions across your go-to-market. It works across every stage of the pipeline lifecycle, helping teams prioritize where to focus, activate the right programs, and continuously improve performance over time.

Each capability supports a layer of the execution loop, turning signals into action and action into pipeline.

Explore AI Agents

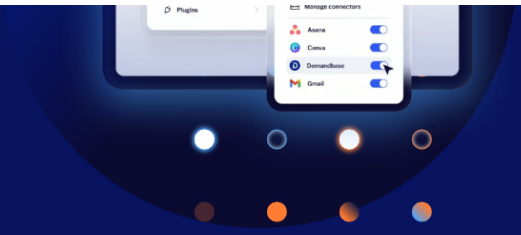




DEMANDBASE IN LLMS

Bring your pipeline engine into AI workflows

Work with Demandbase directly inside the AI tools your teams use every day. Access accounts, buying groups, and signals in ChatGPT, VS Code, GitHub Copilot, and Claude to prioritize opportunities and take action as



work happens.

Powered by Model Context Protocol (MCP), Demandbase delivers real-time pipeline context into these workflows so teams can turn signals into execution without switching tools.

Use Demandbase in AI workflows

Ask Abby

FAQ

Is Demandbase AI autonomous?

How is this different from intent tools?

What does the "intelligence" actually do?

What happens if our strategy changes?

Do I need a fully unified data stack to use Demandbase AI?

Ask Abby

Book a meeting

See how Demandbase AI will drive your pipeline goals.

First Name *

Last Name *

Work Email *

Phone

Submit

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DEMANDBASE

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- On-Demand Demos
- Product Tours
- Integrations
- Pricing
- Mojo by Demandbase

Why Demandbase

- What Makes Us Different
- Reviews & Rankings
- Best B2B Ad Tech
- Demandbase vs. 6sense
- Demandbase vs. Terminus
- Demandbase vs. Zoominfo

Resources

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- Customer Stories
- Blog
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- Podcasts
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- ABM Certification
- Try Our B2B Intent Data

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Ask Abby