DEMANDBASE FOR MARKETING

Turn marketing into a stronger pipeline engine

Focus your programs and spend on marketing qualified accounts with the strongest potential to generate pipeline. Demandbase brings buying activity into your B2B marketing automation strategy so you can coordinate engagement with Sales and put resources where they can have more impact.

Book a meeting | See how Demandbase AI works



More pressure on pipeline. More decisions about where to invest.

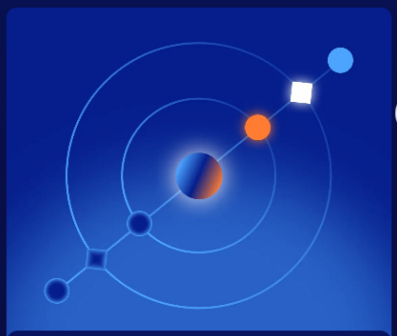
Marketing teams are expected to create pipeline and make smarter use of every dollar while showing how their work contributes to revenue. That gets harder when buying activity is spread across channels and teams are working from different signals.

Know where to focus

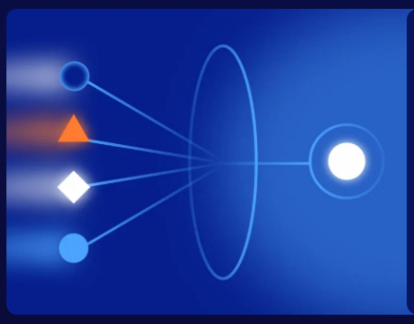
See which accounts and buying groups are showing meaningful activity so you can prioritize where your team should focus.

Make every dollar work harder

Focus programs and advertising on the audiences that matter most, then use performance insights to improve how you allocate spend.



Ask Abby



Keep Marketing and Sales coordinated

Give both teams shared visibility into account activity and buying groups so marketing engagement and sales outreach support the same priorities.

Connect marketing to revenue

Understand how your programs influence account progression and pipeline so you can show Marketing's impact on revenue.

DRIVE MORE FROM EVERY MARKETING INVESTMENT

Turn buying activity into

pipeline momentum

Connect account intelligence with execution so your team can act on active demand and create more relevant buyer experiences that move accounts forward.

Ask Abby



Build more quality pipeline

Focus marketing on accounts and buying groups most likely to generate pipeline, with AI-powered prioritization helping guide your team.

Increase the impact of every program

Direct programs and advertising toward high-potential audiences, then use performance insights to improve results over time.

Keep buyer engagement connected

Align marketing engagement and sales outreach around shared account intelligence so buyers get more relevant interactions as they move forward.

See what's driving pipeline

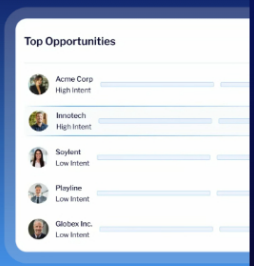
Connect marketing activity to account progression and pipeline performance so you can identify what's working and adjust your strategy with confidence.

ONE CONNECTED APPROACH TO PIPELINE

Turn marketing priorities into coordinated action

Demandbase connects your data and buying activity with go-to-market execution so your team can act on what matters. Demandbase AI interprets activity across accounts and buying groups to surface where your team should focus and turn those insights into action based on pipeline goals.

Ask Abby

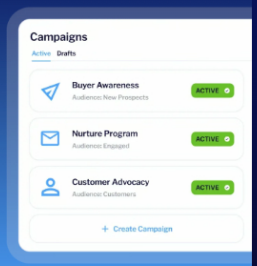


ACCOUNT INTELLIGENCE

Prioritize the right opportunities

Identify the accounts and buying groups most likely to contribute to pipeline using account intelligence, buying activity, and AI-powered prioritization.

Explore account intelligence ›



MARKETING ACTIVATION

Activate the right engagement

Put those priorities into action through marketing automation and advertising, with personalized experiences based on where buyers are in their journey.

Explore account engagement ›



GTM ALIGNMENT

Coordinate with Sales

Give Marketing and Sales shared visibility into account activity and buying groups so each team can act with the context it needs.

Explore GTM alignment ›



PERFORMANCE INSIGHTS

Improve what works

See how accounts progress and which activities influence pipeline, then use those insights to refine your strategy and investment.

Explore measurement ›

Ask Abby

Leave the campaign groundwork to Mojo Meet Mojo

Put Demandbase to work across your marketing strategy

Connect account intelligence to the day-to-day work your Marketing team already does, from finding active buyers to measuring pipeline impact.

Find and prioritize in-market accounts

Spot accounts and buying groups showing meaningful intent and engagement, then use predictive insights to identify marketing-qualified accounts most likely to generate pipeline.

Coordinate account-based marketing with Sales

Give Marketing and Sales a shared view of account and buying-group activity so programs and seller outreach stay focused on the same opportunities.

Engage the right buyers across channels

Use account and buying-group insights to coordinate programs across channels and create more relevant experiences as buyers move through their journey.

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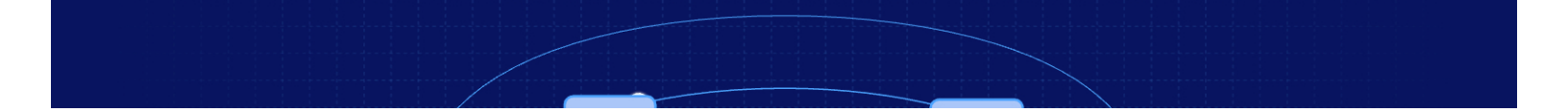
Measure marketing influence on pipeline

Connect marketing activity to account progression and pipeline performance to see what's working and guide future investment.

WHY DEMANDBASE

Turn marketing goals into measurable outcomes

Demandbase connects B2B intelligence with AI-powered execution around your pipeline goals. Turn buying activity into action, then use performance to improve what your team does next.





Ask Abby

CUSTOMER RESULTS

Marketing impact you can measure

zoom
+6.25X
Opportunity uplift

COALFIRE
+39%
Pipeline growth

THALES
+2X
Number of MQAs

Go deeper into Demandbase

Explore more ways Demandbase can help Marketing teams turn account intelligence into action and improve pipeline performance.

Ask Abby



Demandbase Marketing

Turn account and buying-group intelligence into marketing programs that engage active buyers and move opportunities forward.

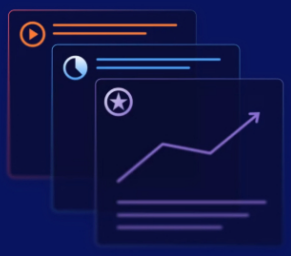
Explore Demandbase Marketing →



Demandbase AI

See how AI grounded in your goals and business context helps your team decide where to focus and what to do next.

Explore Demandbase AI →



Marketing resources

Get practical guidance and customer examples to strengthen your account-based strategy and improve pipeline performance.

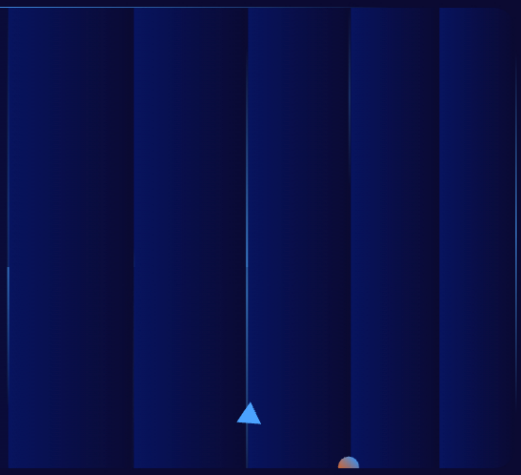
Explore marketing resources →

Ask Abby

Turn your marketing strategy into pipeline

See how Demandbase can help your team identify where to focus and act on buying activity to drive measurable pipeline.

Book a meeting



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DEMANDBASE

Platform

- Demandbase AI
- Products
- 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

- Resource Center
- FAQs
- Customer Stories
- Blog
- Playbooks
- Podcasts
- Events & Webinars
- ABM Certification
- Try Our B2B Intent Data

Customers

- Customer Portal
- Professional Services
- Demandbase Academy
- GROWTH
- Research Lab

Company

- About Us
- Newsroom
- Contact Us
- Partners
- Careers
- Trust Site
- AI Principles

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