



COMPETITIVE REPORT

Demandbase Leads the Market

Includes side-by-side comparisons of Demandbase vs ZoomInfo

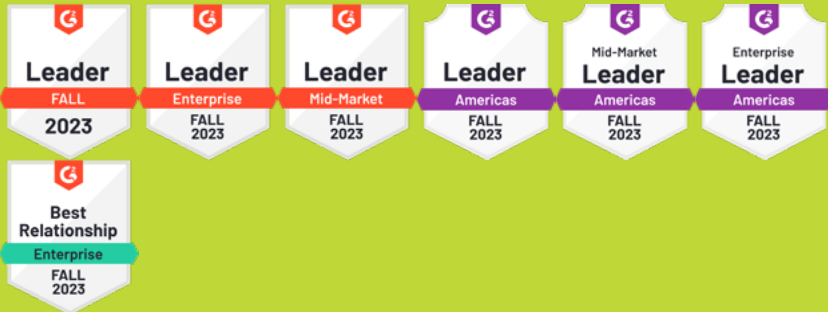
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**Demandbase Is a
Recognized Leader
Across 62 G2 Categories**

Demandbase Is a Recognized Leader Across These Categories, Segments, and Regions

Account-Based Advertising



Account-Based Web & Content Experiences



Account Data Management



Buyer Intent Data Providers



Account-Based Analytics



Account-Based Orchestration Platforms



Attribution



Marketing Account Intelligence



Sales Intelligence



“



“Demandbase solves the classic conundrum of how to best target accounts - the which, who, and how. Through its Orchestration product and easy-to-use selectors, the user can create complex, engagement-driven audiences in a matter of minutes and port them out to every channel needed.”

[Read full review on G2 >](#)

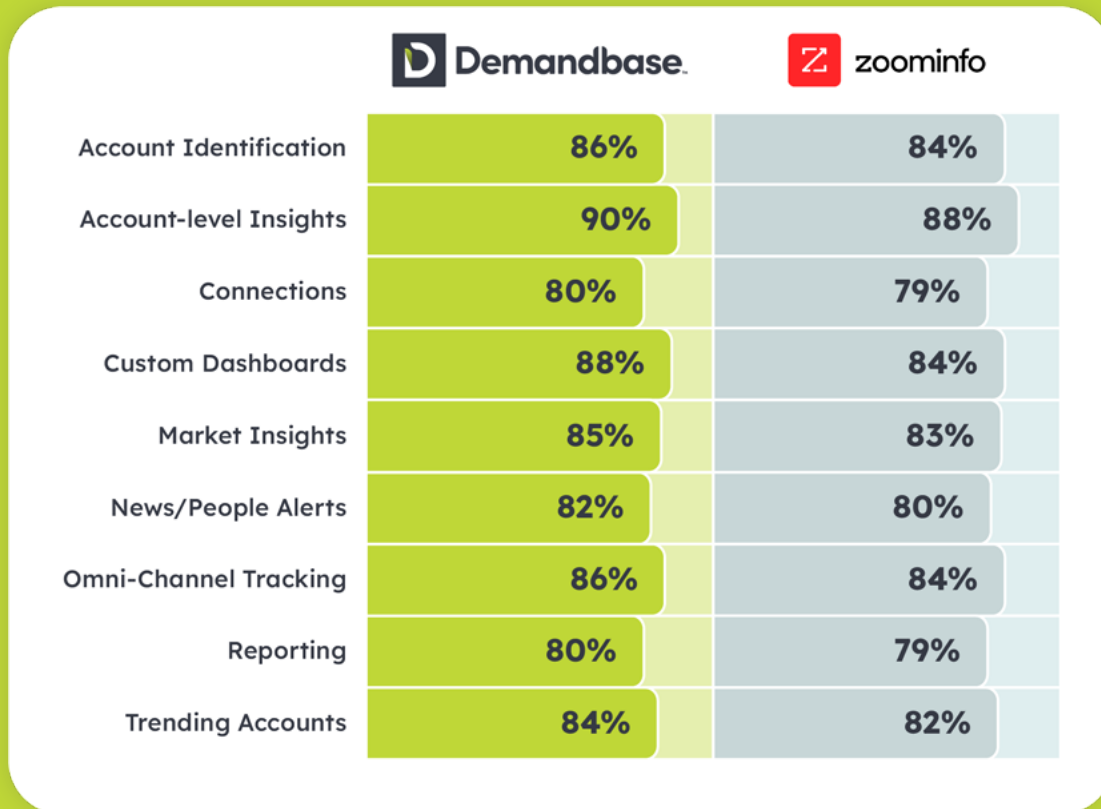


Evan D.
Director, Marketing Technology Strategy
Enterprise (> 1000 emp.)

Demandbase vs ZoomInfo SalesOS

A side-by-side comparison

Get More Powerful Sales Insights with Demandbase



Source: [G2 Demandbase One and ZoomInfo SalesOS Compare Report](#)

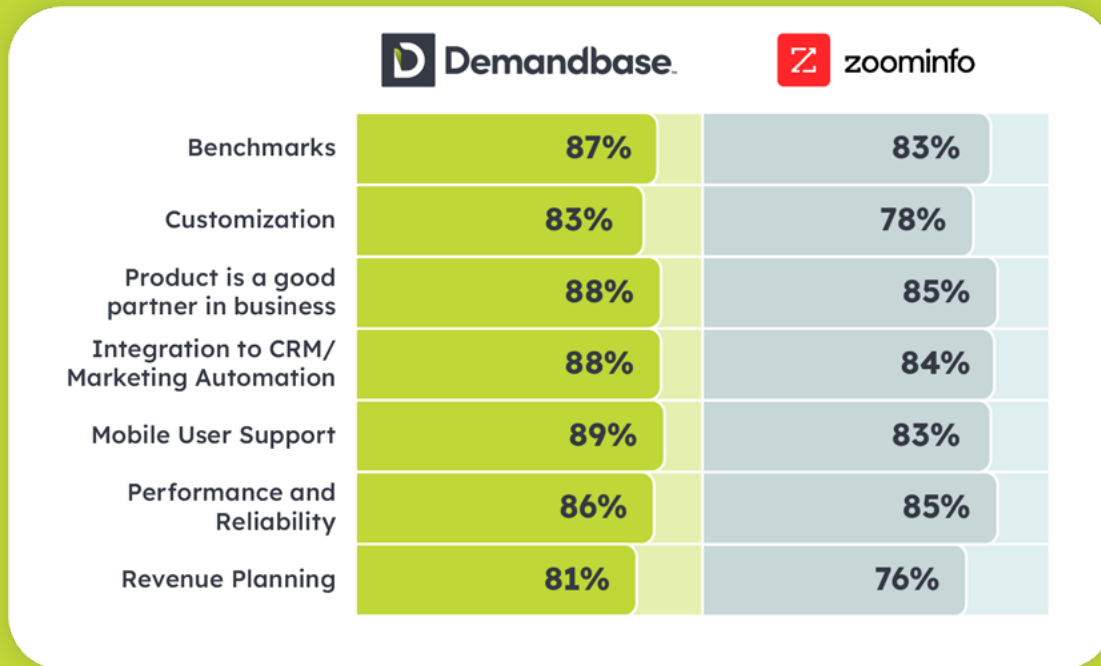


“The most useful two features are web insights and the keyword intent. Using the two functionalities in conjunction gives you so much leverage and great talk tracks for cold calling.”

[Read full review on G2 >](#)

Nic C.
Associate Business Development Rep
Enterprise (> 1000 emp.)

Gain a True Partner in Your Success



Source: [G2 Demandbase One and ZoomInfo SalesOS Compare Report](#)



“DemandBase ABM integration with Salesforce is very powerful tool. It really changes how sales look at accounts and opportunities in the pipeline. We selected DemandBase against the competition because of the strong database that the tool offers and the excellent customer service.”

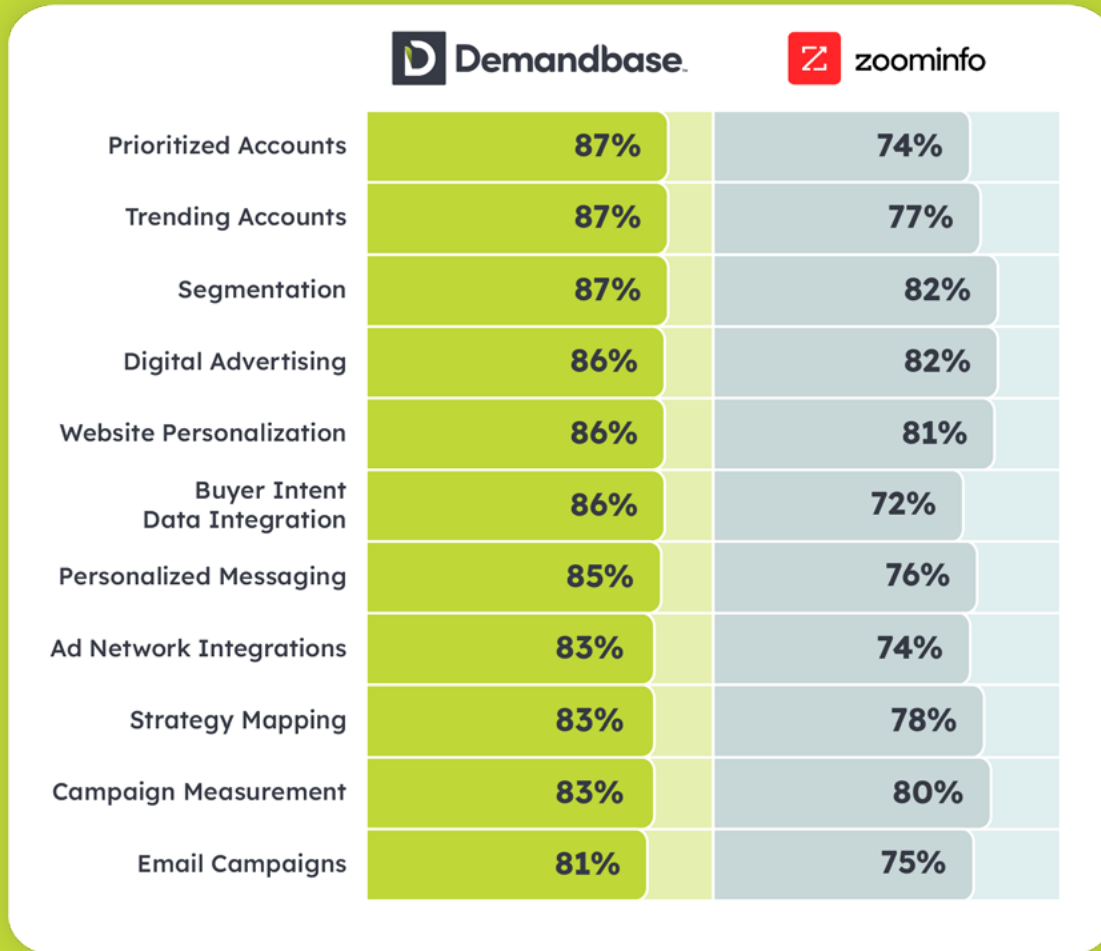
[Read full review on G2 >](#)

Rafael M.
ABM Leader - Americas
Enterprise (> 1000 emp.)

Demandbase vs ZoomInfo MarketingOS

A side-by-side comparison

Choose the Leader in Account-Based Advertising



Source: G2 Demandbase One and ZoomInfo MarketingOS Compare Report

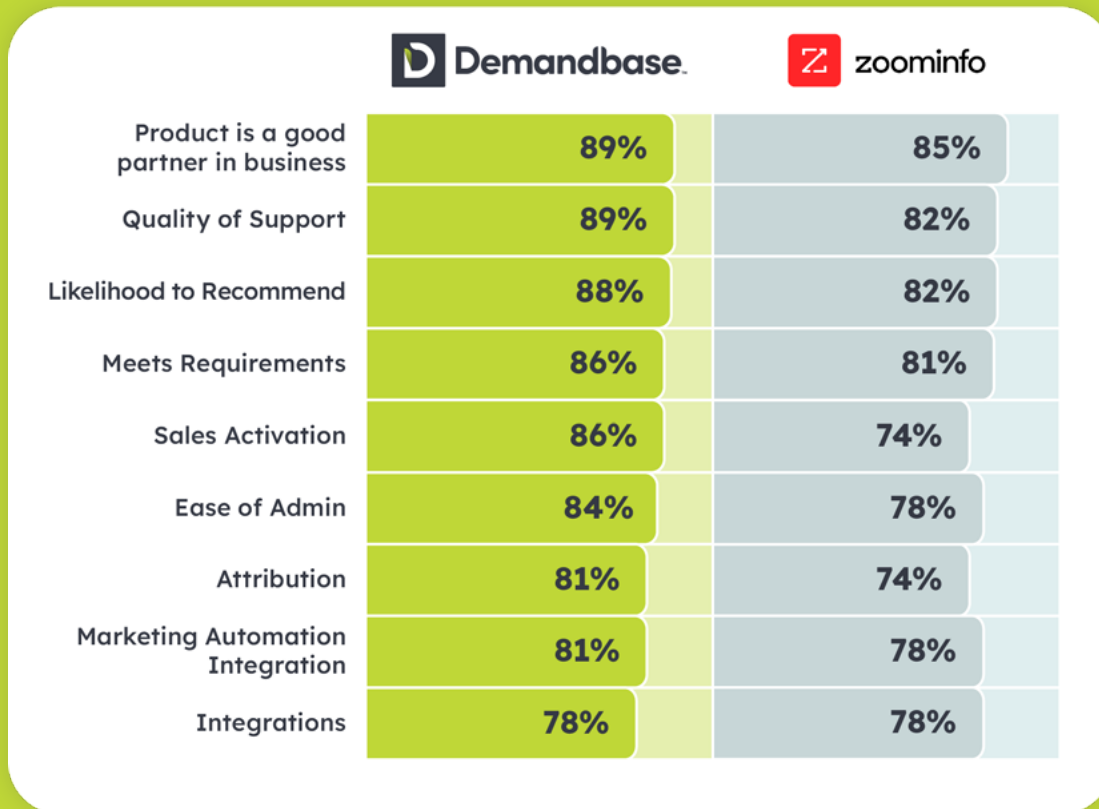


“Demandbase IS the leading ABM platform for a reason - Because they get it. They truly understand ABM principles and best practices, and they built their platform to align with those principles and best practices.”

[Read full review on G2 >](#)

Kim T.
Account-based Experience Manager
 Mid-Market (51-1000 emp.)

Partner with the One Who Makes Your Job Easier



Source: [G2 Demandbase One and ZoomInfo MarketingOS Compare Report](#)



Demandbase is my #1 can't live without product

"I have implemented Demandbase at 4 companies now and it is pivotal to a successful ABM and go-to-market strategy."

[Read full review on G2 >](#)

Verified User in Computer Software
Mid-Market (51-1000 emp.)



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. We combine your sales and marketing data with our validated B2B data to create what we call Account Intelligence. Better data makes better AI. That's Smarter GTM™. For more information about Demandbase, visit www.demandbase.com.

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