

Demandbase Advertising

Don't bring consumer adtech to a B2B fight.

Traditional adtech was built for consumer marketing—the shallow end of the pool. It's all about reach, clicks, high-volume impressions and the quick sale. Great if you sell sunglasses to teens; not great if you sell expensive software to enterprises.



The B2B sale is way harder. Complex buying teams. Long sales cycles. Dozens of touchpoints before the deal is sealed. Demandbase Advertising is designed, built and optimized for the mean streets of B2B. It's about:

- **Reaching high-potential accounts**, not random individuals.
- **Seizing buyer intent signals**, not off-the-shelf consumer data
- **Customizing and personalizing messages** to each member of the buying committee at every stage.

Use Account Intelligence

Demandbase Advertising is more precise and more efficient because it's driven by Account Intelligence—the combination of your first-party data and our, rich, deep B2B dataset.

It's the only B2B Demand Side Platform (DSP) optimized to reach whole buying teams in B2B accounts, so you control exactly what accounts and which prospects see your chosen ads. That makes a huge difference to your advertising and ABM programs. Choose the self-serve option or the fully managed service—either way, you get the kind of ad results that can only come from deep insight.

The End of Advertising Spam

An irrelevant ad is spam. A relevant, timely ad helps buyers figure out their options. That's the opposite of spam. Demandbase Advertising is precise, scalable, and tightly integrated with Demandbase One, so your ads create the digital air cover you need to accelerate buying journeys.

It's more efficient—with AI-powered bid optimization

It's premium—driven by a brand-safe whitelist

It's transparent—with flexible, granular pipeline reporting, an account lens, and killer 'eye-candy' dashboards.

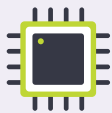
There are cheaper ways to advertise. But they end up costing way more.





You...

Define Keywords



Demandbase...

Monitor Content Interactions



Demandbase...

Rank & Score Relative Intent



Demandbase...

Prioritized Bidding

Dynamic campaign segments: smarter wins

Automatically choose the best accounts for each campaign

- **Cover the whole buying team** — Right message, right content, right time
- **Automate your strategy** – Create rules to automatically add or remove accounts to any given campaign
- **Accelerate the buying journey** – Targeting for each stage, both pre-sales and post-sales

It's a premium DSP. Really Deep Account Intelligence drives up your impact-per-dollar

- Optimize every impression – hitting the accounts and people that matter most
- Automatically focus your budget – with AI-guided decisions
- Blend in some dynamic bidding to spread impressions evenly across accounts
- Protect your brand – advertise on high-quality, brand-safe sites (not crackpot blogs or hate sewers)—transparent reporting gives you confidence

Cookie & IP Targeting

Swarm your best opportunities

- **A mix of IP - and cookie-based ads** reach buyers in target accounts at work, at home, or in Starbucks.
- **Intent signals** let you spend where the heat is.
- **AccountID finds your target accounts** across the web.

Intent and people-based advertising Strike while the iron is hot

- **Respond to real buying behaviors**—people showing actual intent, not just empty job titles
- **Reach the decision makers** in your target accounts who are in market now
- **Prioritize the people who drive deals** – the high-intent people in each target account

Surescripts does win-win ABM

“Demandbase’s ABM solutions help us get our message to the hospital accounts we value most. By targeting multiple contacts within an account, and not just one job title, we reach the right decision makers and deliver more qualified leads to our sales team. It’s a win-win!”

Vince Giglotti, Senior Manager, Interactive Marketing and Advertising

AppFolio does it. You can too!

“The beauty of account-based advertising is it’s really efficient. Not only do you get the reach, but you’re precisely targeting the right accounts. Demandbase has really exceeded our expectations there.”

Lisa Horner, SVP Marketing AppFolio

Less spam. More glam.

Demandbase Advertising is a premium ad platform for ambitious B2B folks who hate waste and spam but love charts that just keep going up and to the right. Sound like you?

www.demandbase.com

