

ABX

Engage your target accounts throughout the buyer journey

Account-based experience — ABX — reinvents ABM around the customer experience. It uses Account Intelligence, rich and reliable account-level insight, to help you orchestrate sales and marketing moves and inject relevance into every stage of the B2B buying journey.



The ABX Platform

The ABX Platform is a single pane of glass that connects every source of intelligence and insight — and every sales and marketing play — so you spot opportunities earlier, engage with them more intelligently, and close deals faster

Sell to accounts

Leads don't buy your products, accounts do. Using our account-based foundation, ABX connects the dots across disparate data systems and between individual leads and full buying teams. It layers in Account Intelligence — an enriched view of every account that helps you spot the juiciest opportunities — and predictive analytics that lets you know when they're ripe for a conversation.

Build an account-based juggernaut

ABX is the foundation for automating all the manual — and really annoying — things that slow down your team and your opportunities. Align your sales and marketing efforts around a single, actionable, measurable view of the truth.

Cherry-pick your audiences

With AI-powered account selection, you can create precise audiences using CRM data, intent signals, and more, so you know the perfect moment to engage and exactly what to say.



Measure the goods

Traditional lead-based analytics don't cut it for ABX. They don't help you evaluate success and measure progress. Our account-based analytics let you measure engagement across each account and track progress against unique account journeys that you define.

Earn more from your customer base

Grow lifetime customer value. Using ABX, you can identify threats to your account before renewal and identify cross-sell and upsell opportunities.



3x
increase in conversions



Advertising

Increase B2B conversions, velocity, and revenue when you reach the right accounts with a tailored message, when they're ready to buy



Personalization

Increase conversion rates on your website and forms by creating unique website experiences for your target accounts.



Orchestration

Run full cross-channel marketing and sales automations from the most comprehensive ABX solution.



One of the key strengths of Demandbase One is its focus on account-based marketing. By targeting specific accounts rather than individual customers, businesses can build stronger relationships with their customers and increase their chances of success. Also, it provides a unified view of customer data, allowing businesses to better understand their customer's needs and preferences. This can help companies create more targeted marketing campaigns that are more likely to resonate with their target audience."

- Gartner Peer Insights Review, March 2023

Schedule a customized Demandbase One demo today

demandbase.com

