DEMANDBASE

Smarter Go-To-MarketTM with Account Intelligence



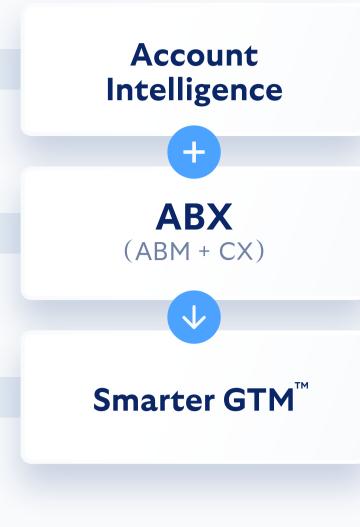
It's not just about going to market, it's about staying in-market. When it comes time to launch a new product or service or break

into a new market, you want to make an immediate positive impression. For that, you need a solid go-to-market plan. But you also need to incorporate brand experiences that engage

and nurture buyers across their brand journey for the long term. (So the brand loyalty pool is kept full after the big splash.)

Modern buyer journeys are almost entirely digital.

So how do you engage your best audiences?



by account intelligence. Smarter GTM[™] also applies the principles of account-based marketing (communicating to members of the buying committee)

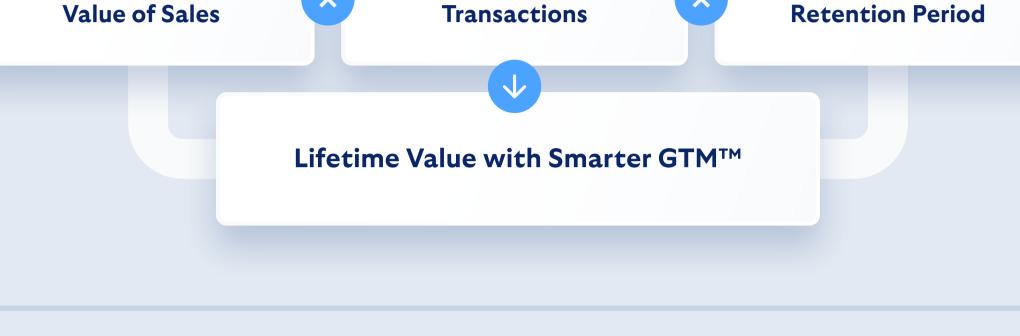
And for that, you need a Smarter GTM[™] that's powered

with content that's relevant to them) and Customer Experience (creating delightful brand experiences). With Smarter GTM™, B2B marketers leverage data and insights on the digital plane to engage business buyers in a trusted way —

on their own terms and throughout the B2B lifecycle.

Smarter GTM improves lifetime value through experiences

that define your brand across your GTM strategy. **Increased Average** Number of **Increased**



Smarter GTM[™]? Successful Smarter GTM™ strategies apply tactics from seven foundational processes: Create, Build, Find, Engage,

social insights, and news and events.

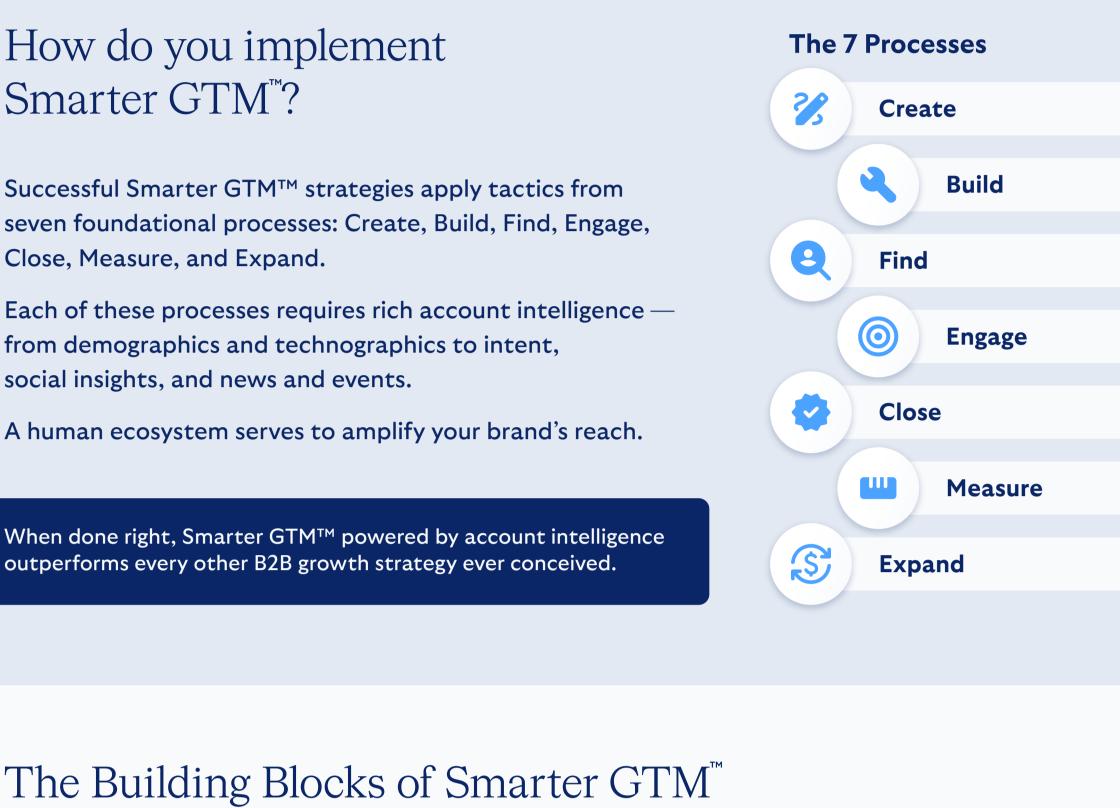
How do you implement

Close, Measure, and Expand. Each of these processes requires rich account intelligence from demographics and technographics to intent,

A human ecosystem serves to amplify your brand's reach.

outperforms every other B2B growth strategy ever conceived.

When done right, Smarter GTM™ powered by account intelligence



Ecosystem

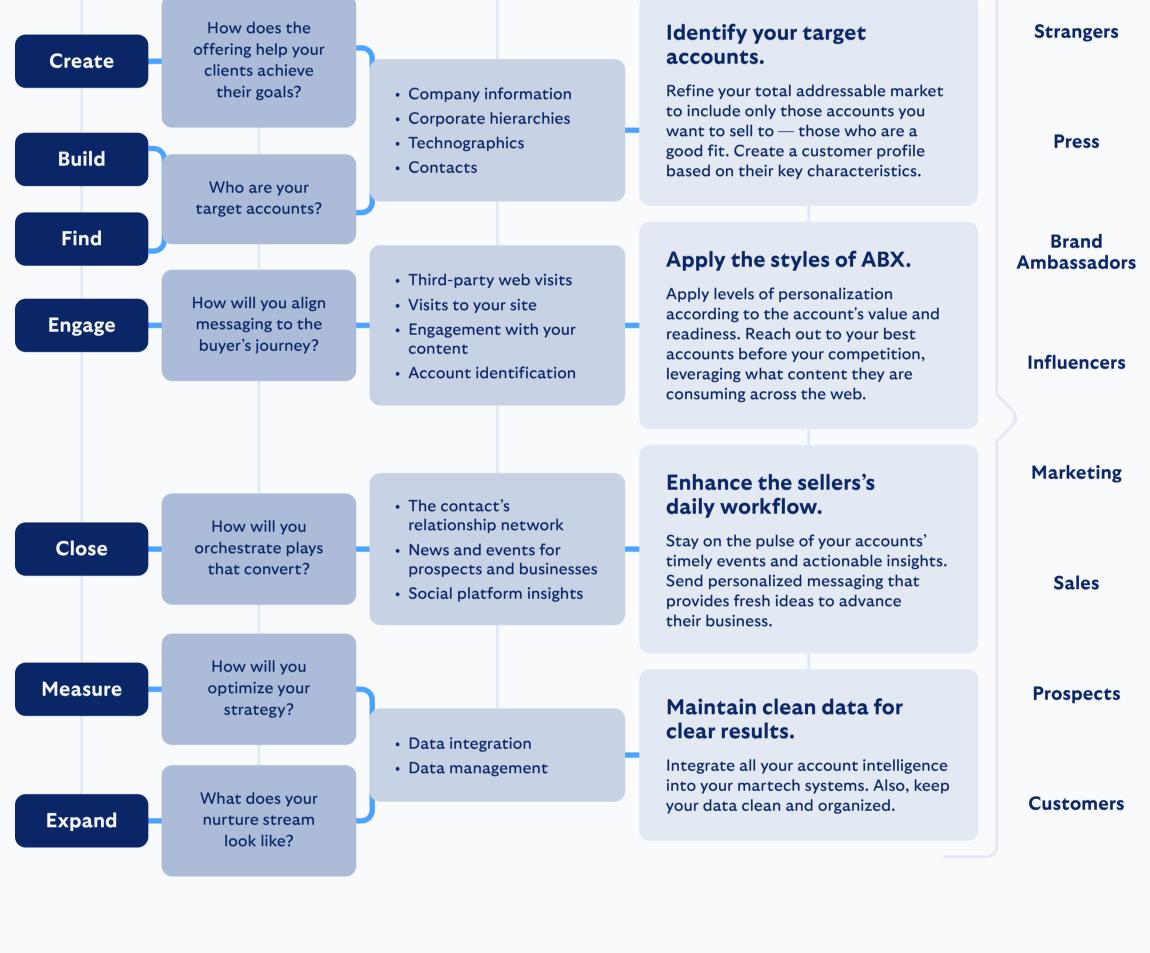
Activations

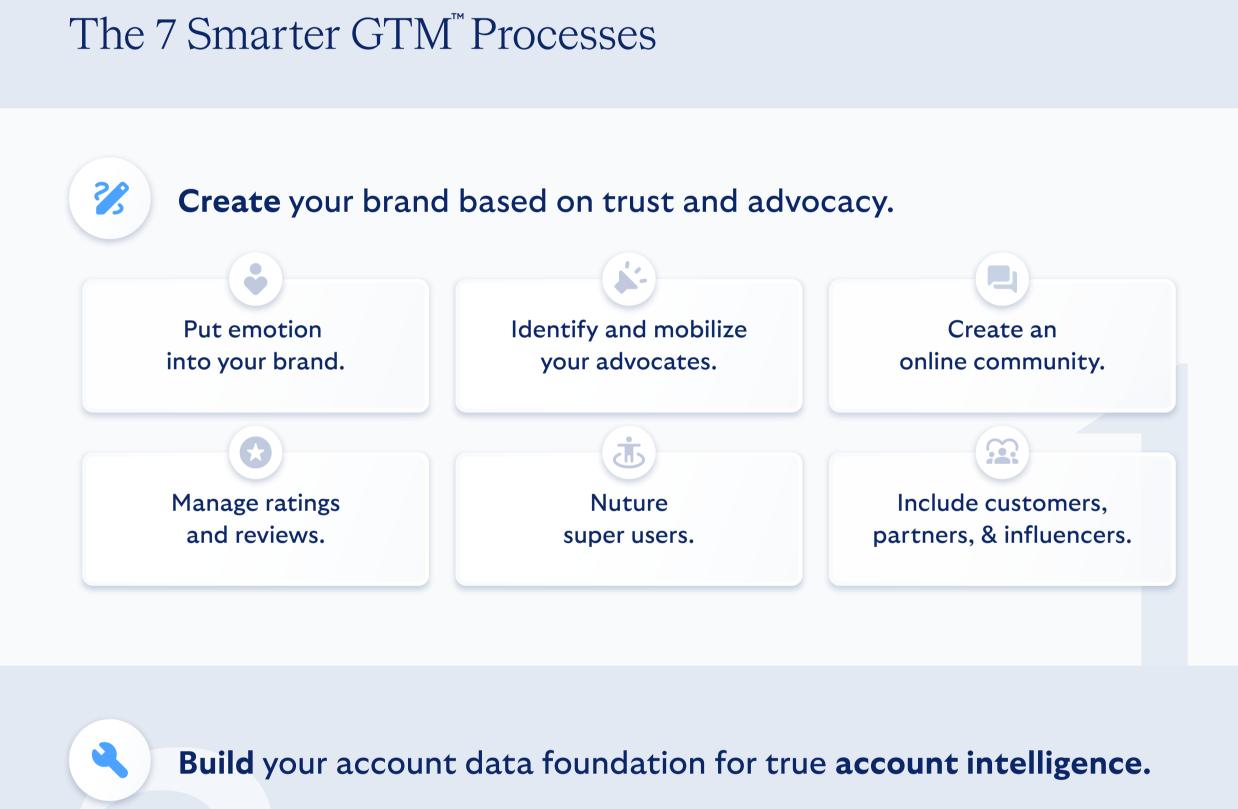
How does the

Data Insights

Consideration

Process





Match unidentified and

known data to the

right accounts

Segment your accounts

for targeted campaigns

Advertise

LEVEL 3

Orchestration

Orchestrating

Connect all your account

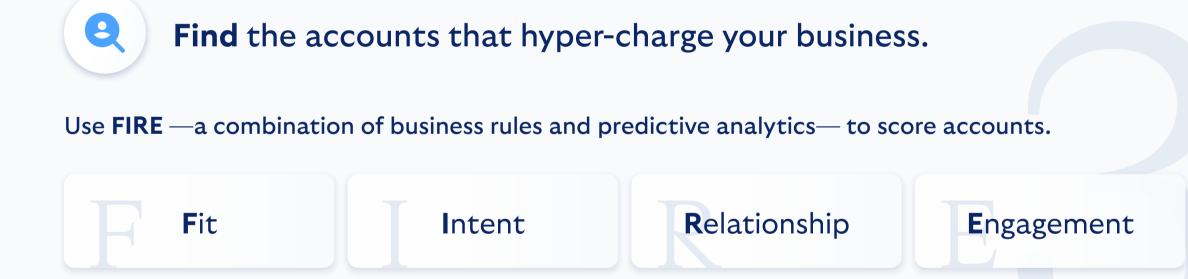
data and people data

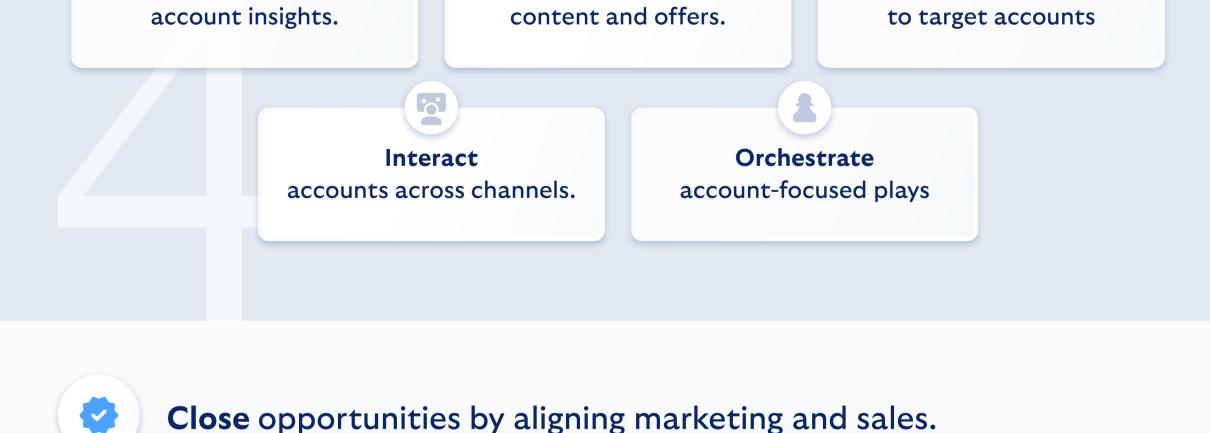
Understand

Communication

Sharing the same account

0





Engage with relevant, personalized interactions across channels.

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Personalize

This is all about marketing providing actionable insights to enable customer-facing reps to

teams can move into alignment maturity for fully orchestrated plays.

prioritize their time on the best opportunities. Working together, marketing and sales teams

increase the quality of the customer experience. Over time and practice, sales and marketing

The 3 Levels of Alignment Maturity

LEVEL 2

Activation

Activating via

integrated GTM plays data and metrics proactive alerts The departments share data about Marketing alerts sales about True orchestration is when both accounts—but act independently key insights and nudges them departments work together as a from each other. It's still a baton to take the right actions. single team, perfectly in sync, running hand-off, but they work off the integrated plays and coordinating same data and metrics. everything with regular standups.

Smarter GTM™ metrics prize quality, not quantity. They provide insight into how your targeted accounts are moving through the stages of the buyer journey, whether you are deepening relationships with them.

Expand your customer relationships.

Measure account progress.

In your campaigns, focus on key account metrics like reach (the percent of target accounts reached by the campaign) and lift (the increase in engagement from a baseline period to the campaign period), as well as conversion to pipeline and closed/won opportunities. This shows measurement across sales and marketing throughout the funnel.

segment your audiences by service or product and use intent to clearly identify cross-sell and up-sell opportunities. Whatever your segmenting approach and outreach cadence, make sure your data is squeaky clean so you provide relevant and meaningful content!

Build a nurture stream that responds to your customers' evolving needs. You may want to

No matter their marketing approach, the winners in today's B2B are the companies who use data and insight to master today's digital buying journey.

intelligence in your GTM? Download our free ebook, Smarter GTMTM Powered by Account Intelligence.

Want to learn more about the value of account

Demandbase is the leading account-based GTM platform for B2B enterprises to identify and target the right customers, at the right time, with the right message. With a unified view of intent data, Al-powered insights, and prescriptive actions, go-to-market teams can seamlessly align and execute with confidence. Thousands of businesses depend on Demandbase to maximize revenue, minimize waste, and consolidate their data and technology stacks all in one platform. For more information about how Demandbase can help you scale your GTM strategy, visit www.demandbase.com.

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