

Mission: To transform the way B2B companies go to market.

Brand Value Props:

- Confidence-building clarity at every step of the journey: When the stakes are high, your ability to execute with precision and confidence is critical. At Demandbase, we've built a powerful, customizable ABM platform so that you can clearly see and understand the who, what, when, and why along your customer journeys.
- One platform, your way: At Demandbase, we know that there's no such thing as 'one-size-fits-all' ABM. That's why we built our platform to be radically-flexible, easily handling dynamic GTM motions, nuanced business rules, and diverse integrations that others struggle with.
- Designed to help you win, together: The Demandbase ONE platform exists to get revenue teams on the same page and into a state of GTM flow. At the core of this flow is our data transparency; generating trust across sales and marketing teams and giving them the insights they need to execute effectively.
- Committed to our customers from implementation to impact: This isn't about closing a deal for us. It's about helping our customers succeed.

Corporate Boilerplate: 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, AI-powered insights, and prescriptive actions, sales and marketing 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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