

TARGETING SOLUTION

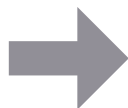
DRIVE AWARENESS, OPPORTUNITIES AND SALES WITH NEXT-GENERATION B2B ADVERTISING

Between persona segments with alarmingly low accuracy and CRM audiences with sub-30% match rates, B2B advertisers have suffered long enough when it comes to reaching the right people. Demandbase offers an Account-Based Marketing alternative that's both precise and scalable – with measurement that captures what really matters in B2B.



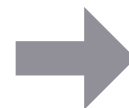
1. IDENTIFY THE ACCOUNTS THAT MATTER MOST

- Build audiences tailored to your ideal customer profile, using AI to find accounts with firmographic fit and strong intent signals.
- Rank, filter and segment account lists for different tactics and programs.



2. ADVERTISE TO THOSE ACCOUNTS' KEY BUYERS

- Reach buyers within your target companies showing intent for your offering.
- Personalize your message with dynamic creative.
- Optimize campaign delivery and pacing across accounts to maximize performance.

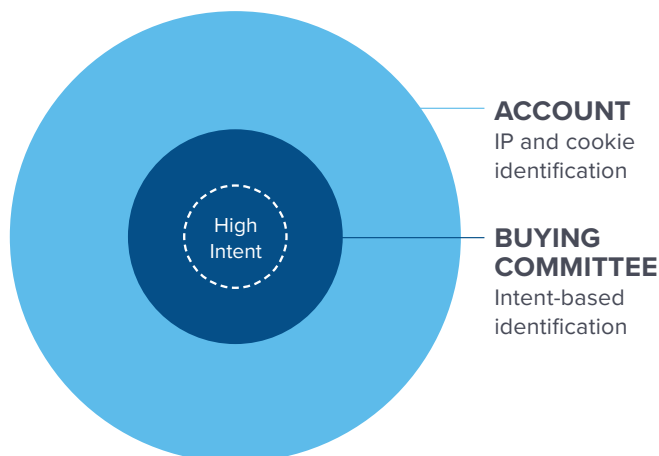


3. MEASURE AT THE ACCOUNT LEVEL

- Focus on business outcomes with dashboards and analytics built for B2B.
- Report on account-level reach, engagement – and even CRM outcomes.

PINPOINTING THE BUYING COMMITTEE

By monitoring content consumption behaviors from around the web and using artificial intelligence to discover engagement patterns, Demandbase identifies those with a high likelihood of being a decision maker or stakeholder for a given account.



90%+

Account-level coverage in enterprise and mid-market

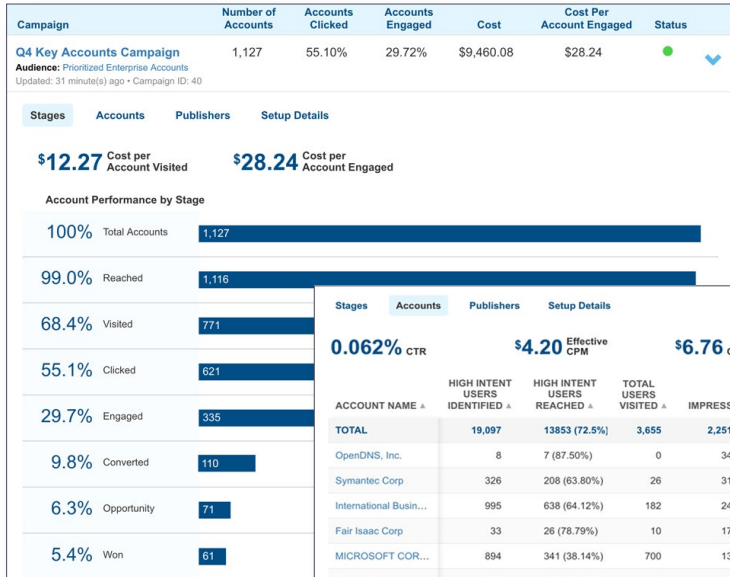
150 BILLION+

Monitored intent signals per month

100,000+

Intent categories

TARGETING SOLUTION: REPORTING & INSIGHTS



VISIBLE BUSINESS IMPACT

Measure reach, engagement, conversions and opportunities, alongside standard campaign reporting, to understand the true ROI of your programs. Configurable dashboards and export tools deliver the data you need, where you need it.

Stages: Accounts Publishers Setup Details Export CSV

0.062% CTR **\$4.20** Effective CPM **\$6.76** CPC **\$220.00** Cost per Conversion

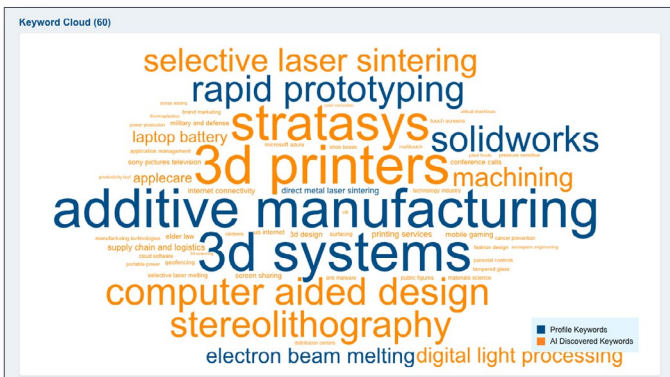
ACCOUNT NAME ▲	HIGH INTENT USERS IDENTIFIED ▲	HIGH INTENT USERS REACHED ▲	TOTAL USERS VISITED ▲	IMPRESSIONS ▼	CLICKS ▲	COST ▲
TOTAL	19,097	13853 (72.5%)	3,655	2,251,686	1,399	\$9,460.08
OpenDNS, Inc.	8	7 (87.50%)	0	34,549	15	\$135.82
Symantec Corp	326	208 (63.80%)	26	31,127	15	\$130.81
International Busin...	995	638 (64.12%)	182	24,466	11	\$119.68
Fair Isaac Corp	33	26 (78.79%)	10	17,999	7	\$72.55
MICROSOFT COR...	894	341 (38.14%)	700	13,829	18	\$67.97
Oracle Corp	767	492 (64.15%)	42	13,117	10	\$70.99
Salesforce.com Inc	1,057	637 (60.26%)	138	12,001	3	\$71.13
Gannett Co Inc	110	92 (83.64%)	1	11,486	5	\$53.13
Amazon.com, Inc.	232	149 (64.22%)	38	10,989	9	\$49.26
Cisco Systems Inc	193	145 (75.13%)	26	10,948	11	\$50.31

TOP PROPERTIES, TOTAL TRANSPARENCY

Go ahead – ask us about our publisher inventory. Demandbase’s commitment to high-quality site placements and transparent reporting mean you won’t put your brand in hot water.

Stages: Accounts Publishers Setup Details

	TOP PUBLISHERS ▲	IMPRESSIONS ▲	CLICKS ▲	CTR ▲
	msn.com	391,913	275	0.070%
	linkedin.com	188,950	70	0.037%
	sfgate.com	72,851	22	0.030%
	gannett.com	63,955	12	0.019%
	businessinsider.com	52,925	16	0.030%
	reuters.com	44,621	9	0.020%
	forbes.com	42,467	18	0.042%
	cbsnews.com	29,596	7	0.024%
	theguardian.com	26,521	38	0.143%
	newsweek.com	25,461	14	0.055%



SUPERCHARGE PAID SEARCH AND SEO

Keyword Discovery uncovers the hidden intent behaviors of your target accounts’ key buyers and recommends new keywords for search bidding and content creation.