



# Demandbase One for Sales: Maximizing Productivity and ROI

**Sandesh de Silva**

Principal Product Manager, Demandbase



# What We'll Cover

Sales Objectives Today

---

Unlock the Power of Demandbase One for Sales

---

Why Demandbase One for Sales

---



# Sales Objectives Today

*Achieve More with the Right Strategy and Tools*

## Prioritize

Find and connect  
with the  
**right accounts**  
at the  
**right time**

## Personalize

Accelerate  
sales with the  
**right message**

## Connect

Delivered to the  
**right contact**  
in the  
**right channels**



# Optimize Your Productivity with DB1S

*Unlock the Power of Demandbase One for Sales*



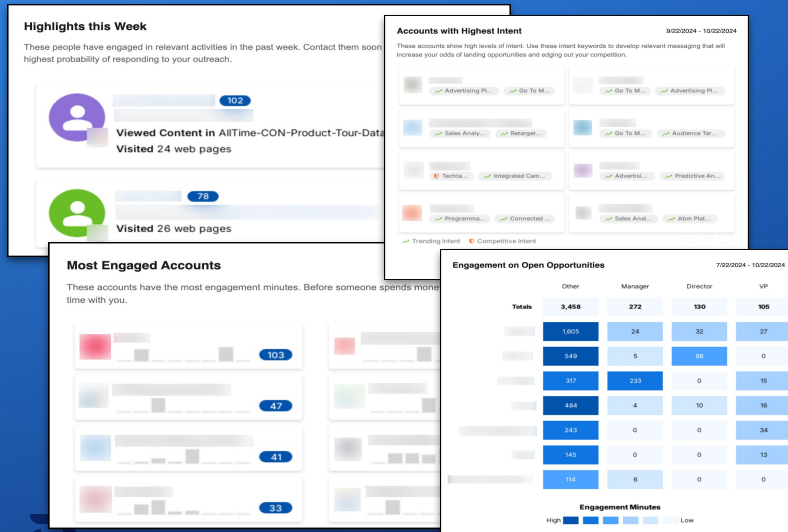


# Starting the Day with Prioritized Accounts

*What accounts/people should I reach out to today? What were they engaged with?*

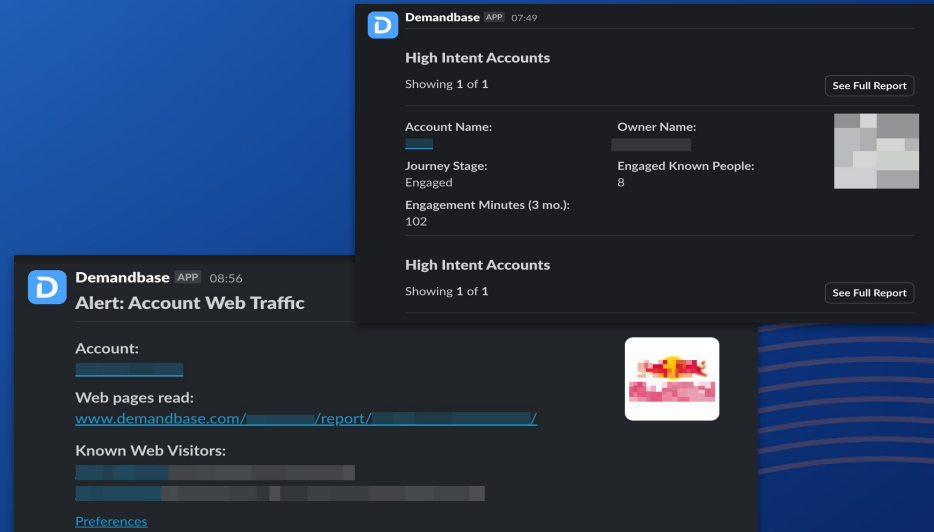
## Email Snapshots

Quickly Identify High-Engagement Accounts



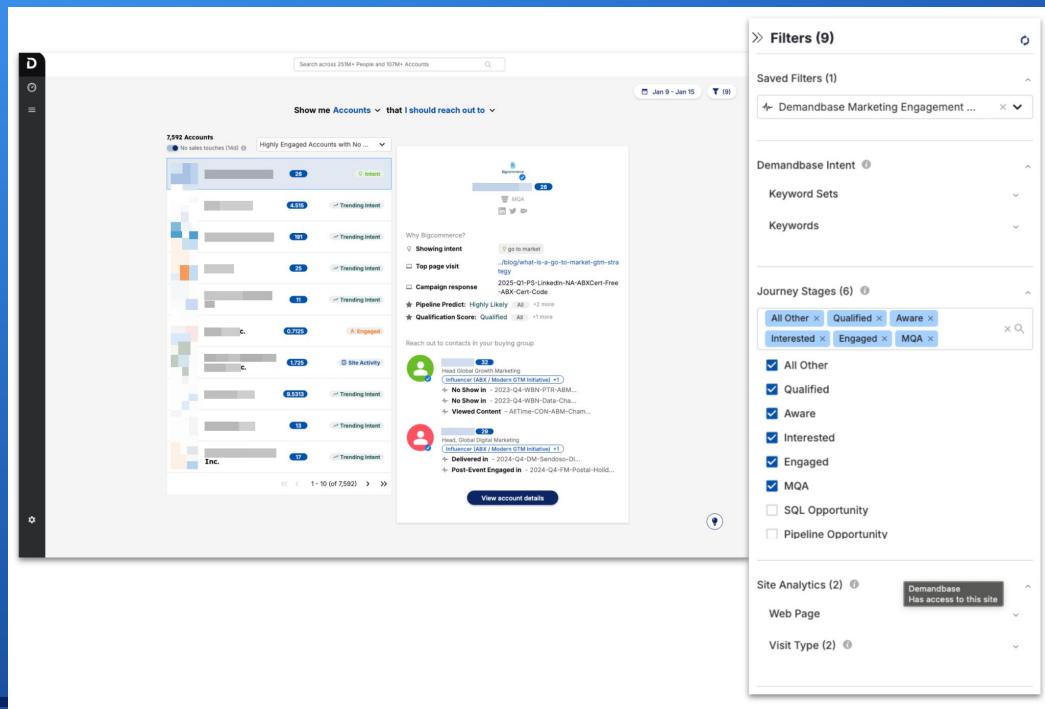
## Slack Alerts

Act Instantly on Critical Account Activities



# Unlock the Power of Prescriptive Sales Dashboards

*Quickly identify and act on the highest-value opportunities using actionable insights*



## 1 Prioritize Accounts

Surface qualified accounts that are in the market for your products

## 2 Use Custom Filters

Apply filters like journey stages, intent keywords, and engagement metrics

## 3 Identify Key Contacts/Buying Group members

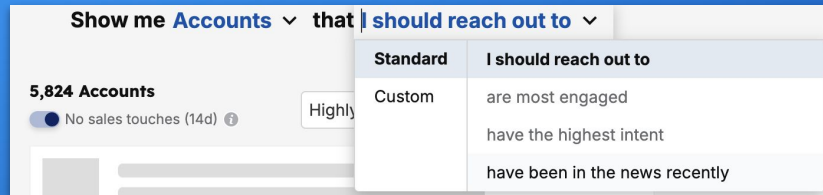
Highlight key contacts and Buying Group members engaging with your company for targeted outreach

## 4 Build Pipeline

Focus on accounts most likely to convert based on engagement data

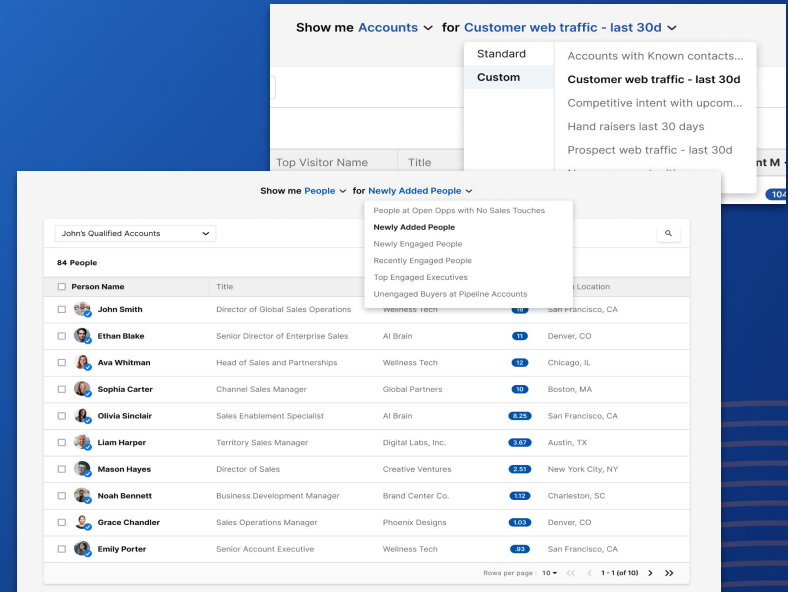
# From OOTB Dashboards to Custom Insights

Use pre-built dashboards and custom reports to align strategies and target high-value opportunities



## Out-of-the-box Dashboard

- **Accounts I Should Reach Out To** Ranked by Pipeline Predict Score, Qualification Score, and recent engagement
- **Accounts Most Engaged Ranked** by the highest Engagement Minutes during the selected date range
- **Accounts with the Highest Intent** Ranked by Intent Engagement Minutes based on interest in intent keywords
- **Accounts in the News** Displays recent news articles for watchlist accounts within the last 30 days



## Custom Reports

- Enables sellers to create tailored views of accounts, activities and people



# Unlock More with AI Account Summaries

*Research less, sell more, spend more time engaging with accounts ready to convert*

## 1 Automated Insights

Summarizes key account details like buying intent, engaged contacts, and top activities in real time

## 2 Next Best Actions

Recommends tailored outreach steps to maximize engagement and conversion

## 3 Efficiency Boost

Eliminates manual research by consolidating data into a concise, actionable view

The screenshot displays a user interface for an AI Account Summary. At the top, the account name 'Wellness Tech' is shown with a '124' badge and social media icons for WhatsApp and LinkedIn. Below this, the company is identified as 'Telecommunications' with an 'MQA' tag. The interface has two tabs: 'Account Details' and 'AI Account Summary', with the latter being the active tab. Under the 'AI Account Summary' tab, there are four sub-tabs: 'Overview' (selected), 'Engagement', 'Intent', and 'Technographics'. The 'Overview' section contains a bulleted list of insights: 'This account is an excellent fit with a strong likelihood of converting soon. Prioritize immediate engagement to maximize chances of a quick win.', 'Actively researching artificial intelligence model and hyperscale data centers', '18 engaged contacts that may be in your buying group', '14 high value activities this week including campaign responses, page visits, + 4 more', 'Cloud Buyers are the top engaged persona', '14 day average journey stage velocity which means this account is eager to buy', and 'Uses technologies you care about like Amazon AWS, Google Cloud Platform + 3 more'. At the bottom of the summary, there is a feedback prompt: 'Was this helpful?' with thumbs up and down icons.

Wellness Tech 124 WhatsApp LinkedIn  
Telecommunications  
MQA

Account Details AI Account Summary

Overview Engagement Intent Technographics

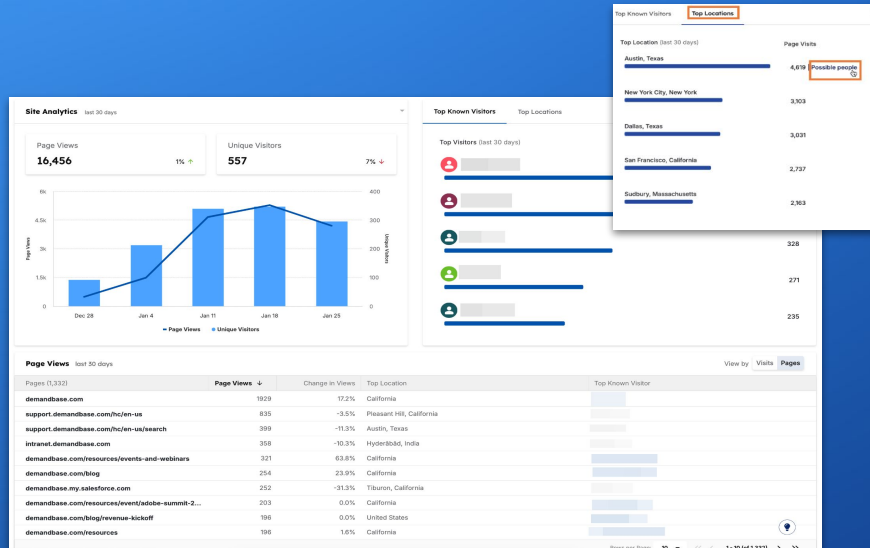
- This account is an **excellent fit with a strong likelihood of converting soon**. Prioritize immediate engagement to maximize chances of a quick win.
- Actively researching **artificial intelligence model and hyperscale data centers**
- **18 engaged contacts** that may be in your buying group
- **14 high value activities** this week including campaign responses, page visits, + 4 more
- **Cloud Buyers** are the top engaged persona
- **14 day average journey stage velocity** which means this account is eager to buy
- Uses technologies you care about like **Amazon AWS, Google Cloud Platform** + 3 more

Was this helpful? 👍 👎

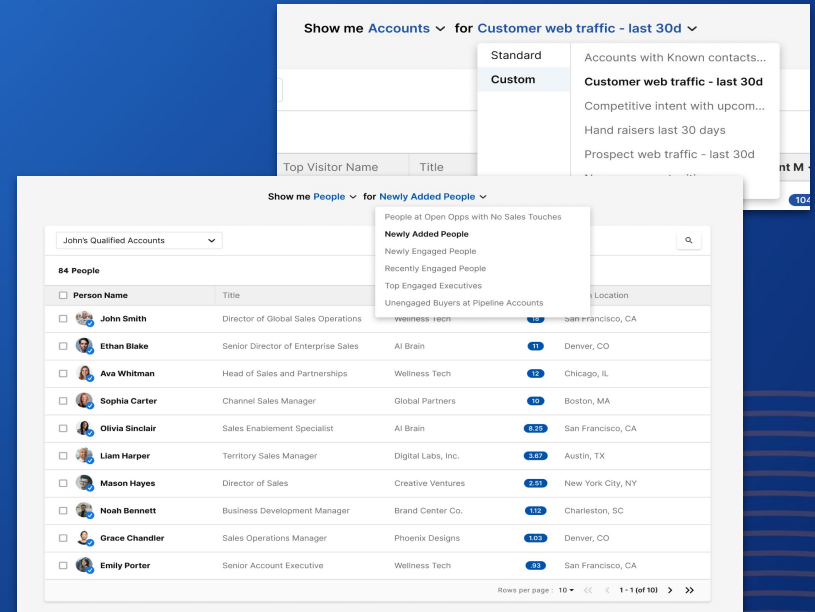


# Deep Dive into Site Visit Intelligence and Heatmaps

Turn unknown visitors into actionable insights by mapping their engagement patterns



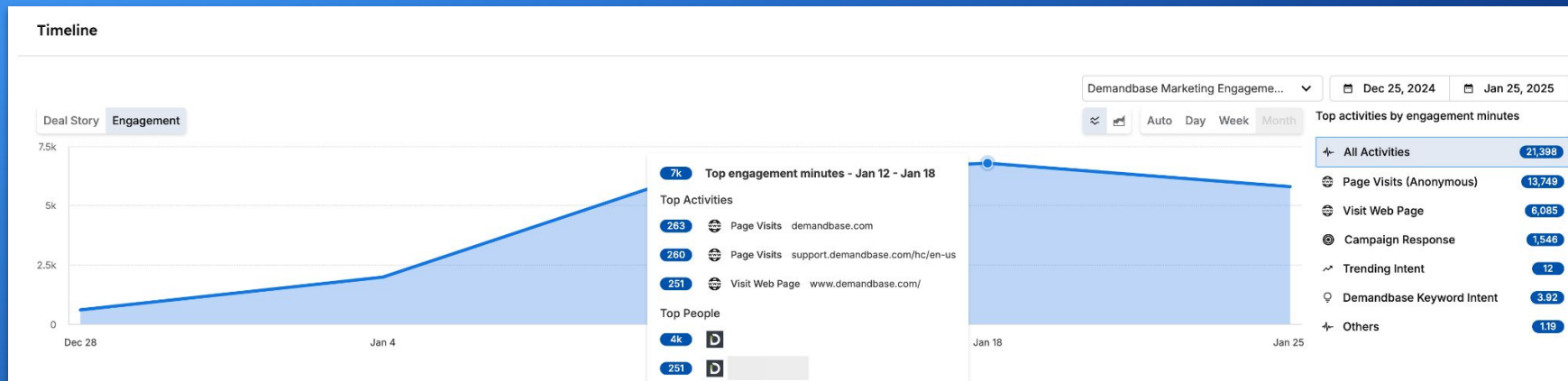
- Identify website visits, visitor frequency, and location insights
- For known contacts, clicking the name directs you to their profile page
- For unknown contacts, use the Possible people at location link to find employees at the account with matching location data



- Use heatmaps to visualize engagement patterns across personas and activities
- Highlight collections of pages or content areas of interest

# Actionable Engagement Timeline

*Understand the customer journey and tailor your outreach based on actionable trends*



Act on top engaged people performing high value activities



Spot trends and key moments where interest spikes



Visualize the sequence of activities and intent signals over time



Pinpoint the content and campaigns driving engagement



# Multi-thread Across Buying Groups & Personas

*Accelerate deal cycles and close bigger deals by building smarter, more effective buying groups*

The screenshot displays the 'Wellness Tech' account page. The left sidebar contains filters for 'People', 'Engagement', and 'Insights'. The main area shows a list of 47 people in the '47 Buying Group'. The list includes columns for 'All', 'Analytics (14)', 'Data (10)', 'Advertising (11)', 'Sales (15)', 'Buying group members', 'Persona', 'Buyer Role', and 'Contact Quality Score'. The right panel shows a detailed view of a contact, Sally Smith, with her role as Marketing Director and various engagement metrics.

**Wellness Tech** 444  
Interested  
in

Why Wellness Tech?

- Meeting attendance - Webinar - 2023 B2B Sales
- Showing competitive intent - Acme Corp
- Top page visit .../products/account-intelligence/intent/
- Pipeline Predict: Highly likely - Sales Intelligence
- Qualification Score: Highly qualified - Sales Buyers

Reach out to contacts in your buying group

**Sally Smith** 444  
Marketing Director  
Decision Maker (Sales) +1  
Visited 166 webpages  
Attended Meeting - Webinar - 2023 B2B Sales  
Viewed Content - AllTime-Blog-How-to-Use-...

**Sally Smith** 444  
Marketing Director  
Decision Maker (Sales) +1  
Visited 166 webpages  
Attended Meeting - Webinar - 2023 B2B Sales  
Viewed Content - AllTime-Blog-How-to-Use-...

[View Account Details](#)

- 1 Identify and connect with key influencers, champions, and decision-makers
- 2 Receive tailored buying group recommendations for effective multi-threading
- 3 Maximize pipeline creation and accelerate deal cycles by targeting the right personas
- 4 Strengthen outreach strategies with actionable insights on roles and engagement levels

# Contact Quality Score: Connect with Confidence

*Use CQS to prioritize connections, refine outreach, and engage with confidence*

1 Filter contacts to focus on accurate, reliable leads

2 Prioritize high-grade (A+ and A) contacts for outreach efficiency

3 Streamline your workflows with CQS filters in list building, search results, and account views

4 Connect with confidence using insights ranked by recency, reliability, and comprehensiveness

**Demandbase, Inc.** Search across 243M+ People and 104M+ Accounts

Account ▾ People Engagement ▾ Insights ▾

**People**

625 People  
Family Tree ▾  
Job Function ▾  
Job Level ▾  
Contact Location ▾

**Contact Quality Score** ▴  
☒ All  
☒ A+  
☒ A  
☒ B  
☐ C

68 Buying Group    **625 Current**    1,639 Former

Contacts (625)	Title & Buyer role ⓘ	Contact Information	CQS ⓘ
<input type="checkbox"/> [Profile Icon]	[Redacted]	89 Connections	A+
<input type="checkbox"/> [Profile Icon]	Technical Expert (Advertising)	16 Connections	A+
<input type="checkbox"/> [Profile Icon]	[Redacted]	41 Connections	A+

Accuracy	Grade
95%+	A+
85%+	A
75%+	B
<75%	C

# Take Action on Contacts Seamlessly in 3rd-Party Channels

*Act faster and smarter—integrate seamlessly with your preferred sales engagement platforms*

## 1 Streamline Actions

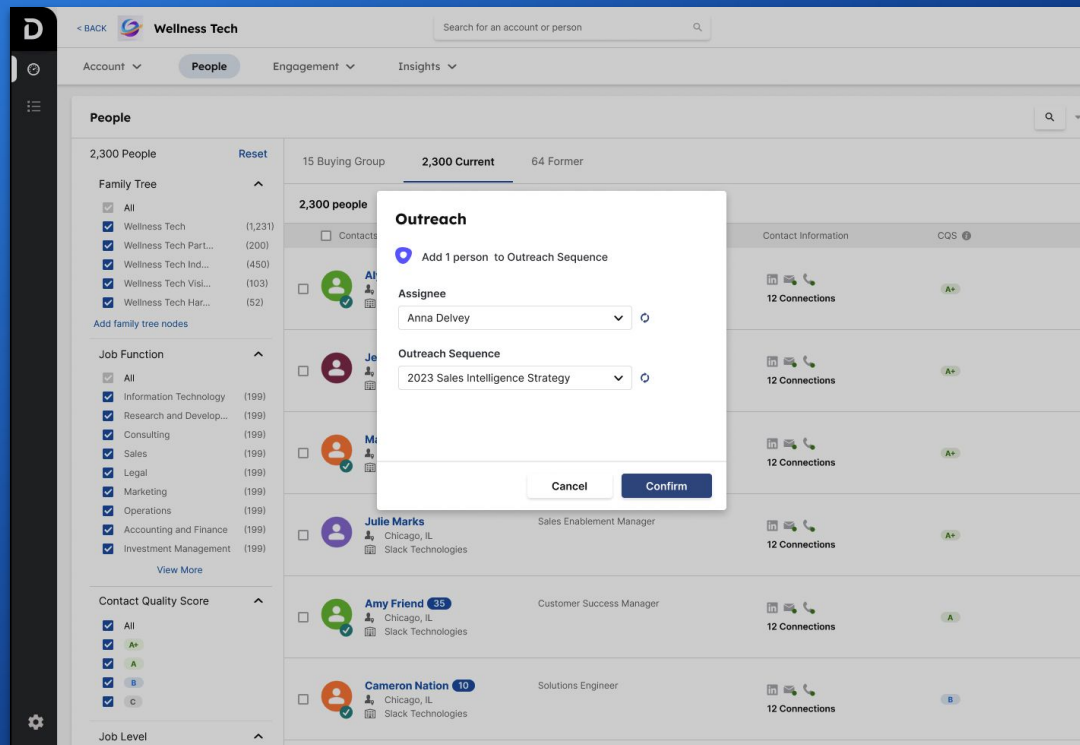
Directly send contacts to Outreach, Salesloft, and Gong without leaving the platform

## 2 Save Time

Eliminate the need to toggle between tools, ensuring a smoother workflow

## 3 Enhance Engagement

Improve productivity by acting on insights instantly within the same ecosystem





# Target In-Market Accounts with DB Intent

*Reach the right accounts at the right time to win more deals faster*

The screenshot shows the 'Build a List' interface in Demandbase. The top bar includes a search bar with the text 'Search across 155M+ People and 99M+ Accounts'. Below this, the 'New Search' section is active, showing filters for Industry, Demandbase Intent, Intent Strength, and Contact Quality Score. The main table displays a list of accounts with columns for Account Name, Location, Type, Structure, Industry, Revenue, and Intent Keywords. The table is filtered to show 102,010 People and 90,201 Accounts. The accounts listed include Wellness Tech, Global Partners, Artificial AI Co., HoneyTech, NextTech Solutions, ByteWave, Ripe Media, Bloom Energy, and Newton Electronics. Each account entry shows its revenue (\$236.6B) and a list of intent keywords with associated scores.

Account Name	Location	Type	Structure	Industry	Revenue	Intent Keywords
Wellness Tech	San Francisco, CA	Private	Global Parent	Computer Software	\$236.6B	go to market, abm, 6sense +13
Global Partners	Chicago, IL	Private	Global Parent	Computer Software	\$236.6B	targeted advertising, predictive analytics
Artificial AI Co.	Detroit, MI	Private	Global Parent	Computer Software	\$236.6B	display ads, adwords +12
HoneyTech	Boston, MA	Private	Global Parent	Computer Software	\$236.6B	advertising platform, abm, Zoominfo +10
NextTech Solutions	San Francisco, CA	Private	Global Parent	Computer Software	\$236.6B	audience targeting, terminus
ByteWave	New York City, NY	Private	Global Parent	Computer Software	\$236.6B	adwords, audience targeting +6
Ripe Media	Denver, CO	Private	Global Parent	Computer Software	\$236.6B	go to market, abm, 6sense +16
Bloom Energy	Atlanta, GA	Private	Global Parent	Computer Software	\$236.6B	lead nurturing, personalized ads +16
Newton Electronics	San Francisco, CA	Private	Global Parent	Computer Software	\$236.6B	go to market, abm, 6sense +16

- 1 Focus outreach on accounts actively in a buying cycle, reducing time spent on non-converting leads
- 2 Use intent data to identify high-interest accounts and engage before competitors
- 3 Tailor your messaging based on real-time account activity

# The DB1S Approach to Sales Efficiency

*Why Demandbase One for Sales?*

## Align Sales and Marketing

Build a unified strategy where sales and marketing collaborate seamlessly to target high-values accounts.

## Actionable Insights Powered by AI

Leverage AI-driven recommendations to identify and prioritize accounts, tailor messaging, and accelerate deals.

## Empower Sales Teams to:

- I. Focus on high-intent accounts.
- II. Create personalized, impactful messaging.
- III. Drive faster, data-informed decision to close deals more efficiently.





Thank You!

