DEMANDBASE **w** workato

Demandbase + Workato: Power Every Integration Without the Dev Headache

Connect your Demandbase data to the platforms you actually use—without begging engineering for a six-month sprint.

Revenue teams don't have time for developer cycles. With the Demandbase Workato App, you're no longer limited to native integrations or expensive internal resources. Plug into thousands of platforms instantly via a low-code interface. No more custom builds, no more drawn-out dev cycles. Just fast, flexible access to your data—everywhere you need it.

Finally—A Fix for All Those "We Don't Support That" Moments

Activate ABM campaigns faster by syncing Demandbase data into your GTM tools

Stop waiting on engineering—push the right data right away to Salesforce, Outreach, Marketo, and 1,200+ other pre-built, out-of-the-box connectors.

Auto-import leads, contacts, and opps into Demandbase—no more CSV uploads

Get the full picture in one place, without the manual mess.

Enrich your CRM with account intelligence, firmographics, and technographics

Turn flat, static records into dynamic and detailed revenue-ready targets.

Make Demandbase data show up where your team actually works

Search, match, and surface insights in-platform to boost sales and marketing productivity.

Activate Demandbase Data Across Your GTM Tech Stack

You've got high-value data in Demandbase—unleash it easily across your tech stack with Workato. When you need to push that data into your CRM, marketing automation platform, or any number of go-to-market tools, it shouldn't take an IT ticket and a six-week wait. With Workato, you can instantly activate Demandbase data across 11,000+ connected platforms, turning static insights into dynamic action—without tapping a single developer. The result? Shorter ramp times, smarter targeting, and workflows that actually flow.

Get Data Into Demandbase Automatically

Your GTM strategy is only as strong as the data fueling it—and stale, scattered records aren't cutting it. Workato makes it effortless to import new accounts, leads, contacts, and opportunities from any external system into Demandbase. Whether it's a custom CRM or a niche sales tool, you can build smart, bi-directional workflows that keep your data ecosystem current and complete. Say goodbye to manual uploads and hello to continuous, automated enrichment.

Enrich External Systems With Deep Account Intelligence

Most CRMs are full of basic, flat account data that barely helps sales or marketing move the needle. By piping Demandbase's firmographics, technographics, and account-level insights into your other systems, you unlock deeper segmentation, sharper personalization, and better conversion rates. Workato makes that enrichment process seamless—so your reps get richer data where they need it most, and your operations team doesn't have to babysit an API.

Surface Demandbase Insights Where Teams Work

No one wants to jump between five tools to get the intel they need. With Workato, Demandbase insights can live directly inside the platforms your teams use every day. Whether it's surfacing ideal customer profiles in HubSpot or delivering contact match results in your sales enablement platform, Workato workflows bring the data to your people—not the other way around. That means less tab-hopping, faster decisions, and a much smoother path from prospect to pipeline.

Schedule a customized Demandbase One demo today

demandbase.com