

Demandbase — Deep Research

Klarix Competitive Intelligence

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Here is the enriched competitive intelligence dossier for Demandbase, tailored for your GTM data landscape and competitive positioning needs.

Key Personnel

- **Gabe Rogol** – Chief Executive Officer (CEO) (*Source: Demandbase Press Release Jan 2025*)
- **Greg Philotis** – Chief Revenue Officer (CRO) (*Source: Demandbase About Us*)
- **Emily [Last Name Not Provided]** – Chief Financial Officer (CFO). Previously CFO at People.ai. (*Source: Demandbase About Us*)
- **Rachel Truair** – Growth Chief Marketing Officer (CMO) (*Source: Forrester Wave PR Jan 2026*)
- **Jonathan Costello** – Senior Content Strategist (*Source: Demandbase Blog*)

Financial Profile

Note: Publicly available financial estimates vary significantly between official company press releases and third-party data aggregators (e.g., GetLatka).

METRIC	VALUE	SOURCE
Annual Revenue	>\$200M in 2024 (ZoomInfo estimates \$253.8M). <i>Note: GetLatka claims \$750M, but official PR states "significantly exceeded \$200M".</i>	Demandbase PR (Jan 2025), The CRO Report, GetLatka
Revenue Growth	Double-digit YoY growth for core Demandbase One™ customers (which make up ~80% of total revenue).	Demandbase PR (Jan 2025)
Profitability	Achieved second consecutive year of profitability and record EBITDA levels in 2024.	Demandbase PR (Jan 2025)
Total Funding	\$320M total, including a \$175M Series H in Feb 2023.	The CRO Report
Enterprise Value	Estimated between \$260M — \$390M.	Dealroom
Average Contract Value	Median contract is ~\$65,000/year (platform fee only).	Vendr data via Salesmotion
Pricing Model	Custom high 5-figure base + per-user fees (\$1,200–\$3,000/year per seat). Onboarding costs average ~\$29K.	Salesmotion

Competitive Intelligence

Known Competitors * Enterprise ABM & Intent: 6sense, Terminus, ZoomInfo, Apollo. * **Data & Sales Intelligence:** Cognism, Dealfront (Leadfeeder), Clearbit, Bombora. * **Emerging/Agile Alternatives:** Warmly, Clearcue, Trigify, Sparkle.io, Breeze Intelligence (HubSpot), HockeyStack.

Known Clients * Enterprise/Tech: SAP Concur, Zoom, CyberArk, Fivetran, Thoughtworks, Denodo, Tenable, Thales. * **Services/Other:** Moss Adams, GoCardless, DISCO, Workforce Software, Breakout, SEI Services.

Partners & Integrations * CRM/MAP: Salesforce (deepest native integration; pushes account scores/intent directly into records), HubSpot, Microsoft Dynamics. * **Data & Analytics:** Snowflake, Tableau, Looker. *

Advertising Ecosystem: LinkedIn Ads, Google Ads, Meta (audience syncs push segments to these platforms), NetLine (programmatic lead gen integration).

Acquisitions & Subcontractor Relationships * Acquisitions: InsideView (Data/Intelligence), Engagio (ABM), DemandMatrix (Technographics). *(Source: Dealroom)*

Additional Intel

Company Metrics & Global Footprint * Headcount: Estimated between 925 and 1,129 employees globally. GetLatka notes approximately 78 quota-carrying sales reps. *(Source: Revelio Labs Dec 2025, GetLatka)* *

Expansion: In 2024-2025, Demandbase opened a new office in Austin, TX, relocated its San Francisco HQ, and expanded teams in Europe and India. They also extended language support to 133 languages to deepen EMEA and APAC coverage. *(Source: Demandbase PR Jan 2025, The CRO Report)*

Product Strategy & AI Positioning * Core Platform: Demandbase One™ is their flagship platform. They also operate the industry's only B2B-specific Demand-Side Platform (DSP) for programmatic display, video, and CTV ads. * **AI Innovations (2025-2026):** Recently launched *JourneyIQ* for real-time orchestration and *Agentbase*, a suite of autonomous AI agents. They are heavily positioning themselves as a "Pipeline AI" platform rather than just traditional ABM. *(Source: Forrester Wave PR Jan 2026)* * **Market Recognition:** Named a Leader in "The Forrester Wave: Revenue Marketing Platforms for B2B, Q1 2026" and secured its 5th consecutive year as a Leader in the Gartner Magic Quadrant for ABM Platforms.

Vulnerabilities & Competitive Attack Vectors (Highly relevant for your sales team) * Total Cost of Ownership (TCO): Demandbase utilizes a strict per-seat pricing model on top of hefty platform fees. Adding SDRs or managers costs \$1,200–\$3,000 per seat annually, creating friction for scaling revenue teams. *(Source: Salesmotion)* * **Implementation Drag:** Deployments typically require 3 to 6 months and dedicated staff/onboarding fees (~\$29k), making it vulnerable to agile competitors who can deploy in hours or days. *(Source: Clearcue)* * **Data Accuracy & Freshness:** Users report that Demandbase's intent signals can lag by days or weeks compared to real-time social/web signals. Furthermore, contact-level coverage is reportedly limited outside core US industries, and the platform lacks granular outreach compliance features (like DNC removal) compared to EU-centric tools like Cognism or Dealfront. *(Source: Cognism, Clearcue, HockeyStack reviews)*