

# **Demandbase — One Pager**

**Klarix Competitive Intelligence**

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company: Demandbase generated: 2026-05-31

ATTRIBUTE	DETAILS
Who They Are	<ul style="list-style-type: none"> <li>Mature B2B SaaS company providing an AI-driven account-based go-to-market (GTM) platform (&gt;\$200M ARR)</li> </ul>
Location	San Francisco, CA (HQ)
What They Make/Sell	<ul style="list-style-type: none"> <li>Demandbase One™ platform (unifies advertising, intent data, ABM orchestration, and sales engagement)</li> <li>AI-powered DSP and CTV advertising channels</li> </ul>
Market Positioning	<ul style="list-style-type: none"> <li>Positioned as "The pipeline engine for AI GTM" targeting enterprise B2B companies (&gt;\$500M revenue)</li> <li>Named a Leader in the Forrester Wave for Revenue Marketing Platforms (Jan 2025)</li> <li>Recent momentum: Double-digit YoY growth, global expansion (Austin, Europe, India), and launch of Premier+ Partner Tier</li> </ul>
Top Pain Points	<ul style="list-style-type: none"> <li>Competitors (6sense, Terminus) counter-positioning after Forrester Wave win → We build done-for-you CI battle cards with a 3–7 day turnaround so reps can instantly defend pipeline.</li> <li>Scaling GTM coverage globally exposes data accuracy and coverage gaps → We map exact decision-makers for new regional teams to bypass platform complexity and accelerate onboarding.</li> <li>Board-level scrutiny on gross/net ARR retention and churn → We equip customer success and enterprise sales teams with up-to-date competitive intelligence to defend accounts and prevent churn.</li> </ul>
Best Outreach Angle	<ul style="list-style-type: none"> <li>Target: Kelly Hopping (CMO), Gabe Rogol (CEO)</li> <li>Hook: Congratulate on the Forrester Wave Leader recognition and global expansion, pivoting to how done-for-you CI battle cards will help their enablement teams defend pipeline against 6sense and Terminus.</li> </ul>
Next Step	<ul style="list-style-type: none"> <li>Send Touch 1 email to Kelly Hopping proposing a Thursday meeting to review a sample battle card tailored to their AI DSP positioning.</li> </ul>