

Demandbase — Dossier

Klarix Competitive Intelligence

May 2026

Prospect Dossier: Demandbase

Quick Facts

ATTRIBUTE	VALUE
Company	Demandbase
Domain	demandbase.com
Industry	B2B SaaS — Account-Based Marketing / Go-To-Market Technology
Size	Not disclosed publicly; global offices in San Francisco (HQ), Austin, Europe, India
Stage	Mature / Growth (ARR >\$200M, double-digit YoY growth as of 2024)
Decision Complexity	Complex — enterprise sales motion, multi-stakeholder buying committees
Confidence	High (strong public disclosure via press releases, product updates, analyst recognition)

Company Overview

Demandbase is a private, San Francisco-headquartered B2B SaaS company that provides an AI-driven account-based go-to-market (GTM) platform called **Demandbase One™**. The platform unifies advertising, intent data, ABM orchestration, and sales engagement into a single pipeline engine for enterprise B2B marketers and revenue teams. As of February 2025, the company reported **ARR exceeding \$200M with double-digit year-over-year growth**, expanded globally (new Austin office, larger teams in Europe and India), and was named a **Leader in the Forrester Wave for Revenue Marketing Platforms**. [Source: PR Newswire, 2025-02-12](#)

Business Pains & Operating Pressures

PAIN POINT	EVIDENCE (SOURCE + QUOTE)	SEVERITY
Margin / efficiency pressure	The February 2025 PR Newswire release emphasizes "efficiency and productivity gains" as a strategic focus for FY 2025, signaling cost-control imperatives despite revenue growth. Source: PR Newswire, 2025-02-12	 Medium

PAIN POINT	EVIDENCE (SOURCE + QUOTE)	SEVERITY
Churn / retention scrutiny	Same press release explicitly calls out improvements in gross ARR retention and net ARR retention as 2024 highlights — indicating churn is a board-level metric under active management. Source: PR Newswire, 2025-02-12	● High
Platform complexity / UX debt	G2 reviews (4.5/5 across ~1,800 reviews) consistently cite: <i>"The platform is powerful but the UI feels cluttered and it takes weeks to get the team up to speed."</i> [Source: G2, accessed 2026-05-30]	● Medium
Post-acquisition integration (Engagio)	The 2020 Engagio acquisition required platform unification; recent product updates (e.g., buying-group features, March 2024) reference "unified data" — a sign integration work continues. Source: Demandbase Help Center, March 2024 Product Update	● Medium
Engineering / data-science hiring gaps	Multiple open roles: 4 Backend Engineers, 2 ML Engineers, 1 Product Manager – Advertising — suggesting capacity constraints on roadmap delivery. Source: Demandbase LinkedIn Jobs, accessed 2026-05-30	● Medium
Regulatory / privacy adaptation	The 2024 State of B2B Advertising Report stresses "privacy-first approaches," indicating continuous adaptation to GDPR, CCPA, and evolving data-privacy regulations. Source: Demandbase press release, 2024-11-04	● Low

Buying Triggers

TRIGGER	SIGNAL (HOW TO DETECT IT)	TIMING	URGENCY
Forrester Wave recognition → competitive pressure to maintain leadership	Named a Leader in Forrester Wave for Revenue Marketing Platforms (Jan 2025). Competitors (6sense, Terminus) will counter-position; Demandbase must defend share. Source: Demandbase news page	Q1 2025 onward	● High
Global expansion (Austin, Europe, India)	New Austin office opened; European and India teams expanded (Feb 2025). Scaling GTM coverage requires competitive intelligence on regional rivals and local buyer behavior. Source: PR Newswire, 2025-02-12	Active now	● Medium
AI-advertising product launches (Campaign Outcomes Agent, CTV)	Launched AI-powered DSP and CTV channel (Jan 2024). Rapid product releases require up-to-date competitive positioning vs. 6sense, Terminus, and ad-tech entrants. Source: Demandbase press release, 2024-01-30	Ongoing	● Medium
Premier+ Partner Tier launch	New partner program (July 2024) to accelerate enterprise AI GTM. Partners and prospects will benchmark Demandbase against competitors — battle cards become critical. Source: DemandGen Report, 2024-07-01	Active now	● Medium

Decision-Maker Map

NAME	TITLE	PRIORITY	NOTES
Gabe Rogol	Chief Executive Officer	High	Founder-CEO since 2005; final authority on strategic investments. LinkedIn
Kelly Hopping	Chief Marketing Officer	High	Joined 2023; leads global marketing, owns competitive positioning and ABM strategy. LinkedIn
CRO / VP Sales	*Not found publicly	n/a	No CRO or VP Sales publicly listed on leadership page.
CFO	*Not found publicly	n/a	Not disclosed publicly.
CPO / Head of Product	*Not found publicly	n/a	Not disclosed publicly.

Note: The corporate leadership page only lists CEO and CMO; other senior titles are not disclosed publicly.

Current Go-To-Market Activity

DIMENSION	EVIDENCE
Sales motion	Hybrid — self-serve trial for smaller accounts + enterprise sales team for large contracts. Source: Demandbase platform page
Target ICP & personas	Enterprise B2B companies (>\$500M revenue). Primary personas: CMOs, VP/Director of Marketing, VP of Sales, Revenue Ops leaders . Source: Demandbase "Why Demandbase" page
Core messaging & taglines	"The pipeline engine for AI GTM" — homepage hero banner. "Turn pipeline goals into action by prioritising and improving performance." [Source: demandbase.com homepage]
Acquisition channels	<ul style="list-style-type: none"> • Paid digital (LinkedIn, programmatic B2B ads) — highlighted in AI-advertising launch. • SEO & content marketing — annual "State of B2B Advertising" reports drive inbound. • Events & webinars — Campaign Optimization Webinar Series (2025). • Partner ecosystem — Premier+ partner tier. [Sources: press releases, blog posts]
Pricing & packaging	Tiered SaaS subscription: Demandbase One™ with modules (Advertising, Intent, ABM, Sales Engagement). Pricing is quote-based (enterprise-only); no public price list. Source: Demandbase solutions page
Recent campaigns / positioning shifts	Shifted from "ABM platform" (pre-2023) to "AI-driven GTM" and "account-based advertising" (2024–2025). New tagline: "Connected AI GTM." [Sources: 2024 State of B2B Advertising report intro; AI-advertising press release]

Their Language (verbatim phrases from their public content)

- **How they describe their work:**
 - "AI-driven account-based go-to-market"
 - "Demandbase One™ — the pipeline engine for AI GTM"
 - "Turn pipeline goals into action by prioritising and improving performance"
 - "Campaign Outcomes Agent" — "Choose your ideal outcome for every advertising campaign — our AI DSP optimises each impression to meet that goal."
 - "ABX (Account-Based Experience)" — "ABX unifies marketing, sales and service around the account."
- **How they talk about competitors:**
 - "Unlike traditional marketing automation platforms (e.g., Marketo, HubSpot), Demandbase combines AI-driven intent data with a full-stack ABM solution." [Source: competitive comparison page]
- **Industry jargon they use:**
 - Buying groups, intent data, pipeline velocity, account scoring, Contact Quality Score, DSP, CTV, ABM, ABX, GTM
- **Recurring phrases / brand vocabulary:**
 - "Connected AI GTM," "pipeline engine," "AI-powered advertising," "buying-group targeting," "account-based experience"

Customer Sentiment Signals

THEME	QUOTE (VERBATIM)	SOURCE
Praise — AI-driven targeting	"Demandbase has been a game-changer for our account-based marketing efforts. The AI-powered insights have significantly improved our targeting and conversion rates."	G2
Praise — Pipeline visibility	"The reporting dashboards give us real-time visibility into pipeline health."	Capterra
Praise — Buying-group view	"Our sales team loves the buying-group view — it surfaces the right contacts instantly."	TrustRadius
Complaint — UI complexity	"The platform is powerful but the UI feels cluttered and it takes weeks to get the team up to speed."	G2
Complaint — Price point	"High price point for SMBs" (paraphrased theme across multiple reviews)	G2
Complaint — Support response time	"Pricing, support response time" cited as negatives	TrustRadius

Sentiment skew: 4.5/5 on G2 (~1,800 reviews); 4.4/5 on Capterra (~250 reviews); 4.2/5 on TrustRadius (~120 reviews). Positive on AI & ROI; negative on complexity, onboarding time, and pricing.

Hiring-Signal Roadmap Inference

SIGNAL	EVIDENCE (ROLE TITLES + COUNTS)	INFERRED BET (3-6 MONTHS)
AI / ML investment	2 Data Scientist / ML Engineer roles (Python, PyTorch, TensorFlow, AWS SageMaker, BigQuery)	<i>Inferred</i> — Deepening AI-driven scoring, intent modeling, and ad optimization
Backend engineering scale	4 Software Engineer – Backend roles (Java, Spring Boot, AWS, Snowflake, GraphQL)	<i>Inferred</i> — Platform scalability and data-pipeline expansion
Advertising product expansion	1 Product Manager – Advertising (AI/ML, DSP, campaign optimization, API design)	<i>Inferred</i> — Continued DSP / CTV feature buildout
European / APAC GTM expansion	3 Sales Engineer / Solutions Engineer roles (London, Berlin)	<i>Inferred</i> — Accelerating enterprise sales coverage in EMEA
Customer retention focus	2 Customer Success Manager – Enterprise roles (Gainsight, Salesforce Service Cloud)	<i>Inferred</i> — Addressing churn / retention pressure with dedicated CS capacity
UX improvement	1 UX Designer (Figma, Adobe XD, user research)	<i>Inferred</i> — Tackling UI complexity complaints surfaced in reviews

Hiring velocity: Ramping — multiple senior engineering, data-science, and GTM roles posted concurrently; global geographic spread indicates growth mode.

↓↓↓ ENGAGEMENT LAYER ↓↓↓

Personalized Hooks

Hook 1: Based on Recent News/Activity

"Congrats on the Forrester Wave Leader recognition and crossing \$200M ARR — that kind of visibility puts a target on your back. Curious how you're arming your sales and partner teams with competitive intelligence on 6sense and Terminus as they counter-position."

Hook 2: Based on a Named Pain Point

"Your February press release called out gross and net ARR retention as key wins — which tells me churn is a board-level metric. When enterprise deals stall or renew at risk, how quickly can your AEs pull a fresh dossier on the competitor the prospect is evaluating?"

Hook 3: Based on Competitive or Market Situation

"You're hiring Sales Engineers in London and Berlin while 6sense and Terminus are doing the same. In new markets, the team that arms reps with localized competitive battle cards first usually wins the early pipeline. How are you handling that today?"

Discovery Question Bank

#	QUESTION	WHY THIS LANDS
1	"You've publicly named 6sense, Terminus, Marketo, and HubSpot as competitors. How current are the battle cards your AEs use when those names come up on calls?"	Directly references their own competitive comparison page; tests whether intel is stale.
2	"The Forrester Wave win is great air cover — but analysts also cover 6sense. When a prospect asks 'Why not 6sense?' mid-cycle, what's the playbook?"	Ties to analyst recognition trigger; surfaces objection-handling gaps.
3	"G2 reviewers praise your AI but flag 'steep learning curve' and 'complex UI.' When competitors use those quotes against you, how do your reps respond?"	Uses their own customer sentiment against them — creates urgency to control the narrative.
4	"You're expanding into Europe with new Sales Engineer hires. Do those reps have localized competitive intel, or are they adapting US-centric materials?"	Ties to hiring signals and geo-expansion trigger; exposes potential gap.
5	"Your Premier+ Partner Tier launched last year. How are you equipping partners with competitive positioning so they don't default to 'Demandbase vs. 6sense' objections?"	References partner program launch; tests enablement depth.
6	"With ARR retention under scrutiny, how do you arm CSMs with intelligence on what competitors are pitching to your at-risk accounts?"	Directly references churn pressure from press release; ties to retention pain.
7	"You've shipped a lot of AI features — Campaign Outcomes Agent, Contact Quality Score. How do you keep product marketing's competitive messaging in sync with that release velocity?"	References specific product launches; tests internal alignment.

Recommended Approach

- **Entry point: Kelly Hopping, CMO** — owns competitive positioning, ABM strategy, and partner enablement. Secondary: Sales Enablement or Product Marketing Director (titles not publicly listed; may require LinkedIn prospecting).
- **Best channel: LinkedIn** (Kelly Hopping is active; CMOs in this space respond to peer-to-peer, insight-led outreach). Follow-up via email.
- **Timing: Now** — Forrester Wave recognition (Jan 2025) and global expansion (Feb 2025) create immediate competitive pressure. Competitors will counter-position; Demandbase needs fresh intel.

- **Expected objections:** 1. *"We have an internal competitive intelligence function."* → Probe: "How quickly can they turn around a dossier on a new entrant or a competitor's product launch?" 2. *"We use 6sense's own data for competitive insights."* → Probe: "Does that cover Terminus, Marketo, HubSpot, and emerging players — or just 6sense's view of the market?" 3. *"Budget is locked for the year."* → Probe: "If a deal stalls because reps lack fresh intel, what's the cost of that slipped quarter?"
- **Sample · Sales Intelligence proof points that resonate:**
- **"Map competitors, prospects, and partners across the GTM data landscape"** — directly addresses their named competitive set (6sense, Terminus, Marketo, HubSpot).
- **"Battle cards and dossiers on public B2B vendors and buyers"** — matches their need for decision-maker-ready intel.
- **"3–7 day delivery"** — counters internal CI lag; appeals to fast-moving product and GTM teams.
- **"Competitors + prospects + partners"** — relevant to Premier+ partner enablement.

Action Items

1. [] **Identify Sales Enablement / Product Marketing Director** — not publicly listed; use LinkedIn Sales Navigator to find titles reporting to Kelly Hopping.
2. [] **Draft LinkedIn outreach to Kelly Hopping** using Hook 1 (Forrester Wave + competitive pressure angle); keep under 300 characters for connection request.
3. [] **Prepare a mini battle card** on 6sense vs. Demandbase as a leave-behind / value-add for first meeting — demonstrates capability.
4. [] **Monitor Demandbase LinkedIn Jobs page** for new GTM hires in Europe — potential warm leads for follow-up outreach.
5. [] **Set Google Alert** for "Demandbase" + "6sense" + "Terminus" to surface real-time competitive news for timely follow-up.

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Deep Research

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 Philiotis** – 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). Note: GetLatka claims \$750M, but official PR states "significantly exceeded \$200M".	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)*

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