

Target prospects using TechTarget's prospect intent

The powerful combination of Priority Engine and Demandbase One provides customers with confidence that they're targeting the right buying group members and activating them in existing workflows and orchestration provided by Demandbase.



How Demandbase and TechTarget customers benefit:

- Provides sales & marketing teams with access to Active Prospects – the exact individuals in account buying groups who are doing research in your market each week.
- Marketers and sales teams get a complete view of account intent with TechTarget's unique contact level intent data incorporated in scoring models.
- Identify surging accounts in the TechTarget network that aren't present elsewhere.
- Enhance account scoring and prioritization by providing more detailed and accurate lists to sales and marketing teams.

Benefits for Sellers

- Priority Engine provides immediate access to Active Prospects, whether they are in your CRM or not
- Allows AEs & SDRs to add new members to buying groups in CRM with one click
- Know exactly what topics & content preferences each prospect has, making personalization possible at the prospect level

Benefits for Marketers

- Export these segmented buying groups weekly or flow the data through to your MAS or CRM to support nurture initiatives and any omni-channel campaigns within the Demandbase One platform
- Capture GDPR-compliant, opted-in Active Prospects to power ABM motions with greater accuracy
- Improve workflow aligning Priority Engine & Demandbase motions

How it Works

- In Priority Engine, using the SFDC Connector, map custom fields from Salesforce Account Objects being passed from Demandbase. Examples include:



**Demandbase
Campaign Name**



**Demandbase
Journey Stages**



**Demandbase
Engagement Minutes**

- In Priority Engine, select desired Demandbase custom fields & apply filters (if needed) to create a list of exportable active prospects that match Demandbase segmentation. For assistance, contact your TechTarget Customer Success Manager.
- Set list export settings. Each week, Active Prospects (buying groups) that match chosen Demandbase field segmentation will export to MAS or CRM based on your existing Priority Engine integration setup.
- Take advantage of these active buying team members from Priority Engine in Demandbase via a nightly sync between Demandbase and those systems. There are two main actions that teams will want to take:



**Marketing Teams: Orchestrate
omni-channel campaigns**



**Alerts to Sales Reps via
Snapshot Emails**

- Determine mapping: Joint customers will determine how to map Priority Engine recommended weights to Engagement Minutes scoring methodology.
- Configure their system: Once mapping is determined, the customer will set up their system to convert Priority Engine account data to desired Engagement Minutes values.
- Import data and repeat: Customer imports Priority Engine data into Demandbase through their MAS, CRM or manually and confirms data is mapping accurately. Repeat weekly.

Schedule a customized demo today

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