

Priority Engine & Demandbase: Enhance your ABM results

B2B Marketers and Sellers today need to get the most accurate and comprehensive understanding of their prospective buyers' purchase intent. Priority Engine and Demandbase, two of the top B2B tech ABM solution providers, work together to provide the best possible results.

Discover active buying groups of prospects at the accounts you care about



Identify which accounts to focus on and which to deprioritize



Identify new accounts showing activity spikes in your target market



Prioritize which accounts sales should focus on and provide insights for better outreach



Leverage account intent data to modify account target pools



Inform account scoring and engagement for multi-source intent models



B2B intent data adoption is growing

59%

of B2B Marketers are actively using intent data. 31% are looking to implement in 2022¹

71%

are using 3+ sources of intent data

but using intent data productively is still a challenge

43%

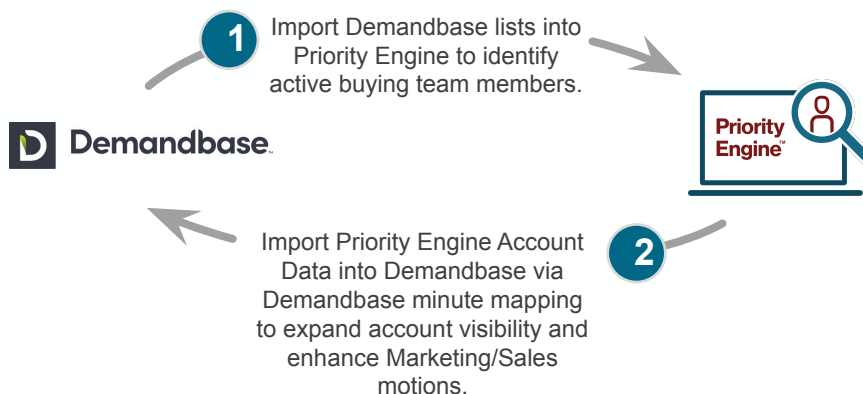
struggle creating a strategy to use intent data

37%

can't measure the impact of using intent data

Using Priority Engine and Demandbase together

Joint customers who leverage Priority Engine and Demandbase together increase ROI and improve operational efficiencies for Marketing and Sales. Enhance your ABM efforts by connecting with active, opt-in members of the buying team, expand your TAM to focus on your most active accounts, and improve scoring for the most complete and actionable intent.



Practical steps you can take using both platforms together

1. Identify the buying team members at your target accounts to increase actionability and improve outreach

- Upload Demandbase lists into Priority Engine. Manually upload csv file directly or sync using Salesforce/CRM or MAP
- Schedule automatic exports to CRM/MAP to continuously bring in active prospects at accounts active in your Demandbase lists.
- Set up a workflow to allow easy access to Priority Engine prospects from Demandbase

2. Discover new in-market accounts to expand your TAM and focus efforts

- Create account lists in Priority Engine that mirror your Demandbase setup
- Import Priority Engine account data into Demandbase to create new Demandbase lists. Manually upload csv file or sync using Salesforce/CRM or MAP
- Identify and monitor your most active accounts to fuel your Marketing and Sales Strategies.

3. Enhance Demandbase scoring inputs to enrich score, rankings and prioritization

- Create account lists in Priority Engine that mirrors your Demandbase setup
- Determine how to map intent insight data fields to your scoring methodology
- Import Priority Engine account data into Demandbase to create new Demandbase lists. Manually upload csv file or sync using Salesforce/CRM or MAP
- Identify and monitor active accounts and their specific research activity to enhance accuracy and add richness to your scoring methodology



About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies.