



COMPETITIVE REPORT

Demandbase Leads the Market

Includes side-by-side comparisons
of Demandbase vs ZoomInfo

Table of Contents

Demandbase Leadership Across Categories, Regions & Segments.....	3
Demandbase vs ZoomInfo SalesOS.....	6
Demandbase vs ZoomInfo MarketingOS.....	9

**Demandbase Is a
Recognized Leader
Across 62 G2 Categories**

Demandbase Is a Recognized Leader Across These Categories, Segments, and Regions

Account-Based Advertising

Account-Based Analytics

Account-Based Orchestration Platforms

Account-Based Web & Content Experiences

Account Data Management

Attribution

Buyer Intent Data Providers

Marketing Account Intelligence

Sales Intelligence



“Demandbase solves the classic conundrum of how to best target accounts - the which, who, and how. Through its Orchestration product and easy-to-use selectors, the user can create complex, engagement-driven audiences in a matter of minutes and port them out to every channel needed.”

[Read full review on G2 >](#)



Evan D.
Director, Marketing Technology Strategy
Enterprise (> 1000 emp.)

Demandbase vs ZoomInfo SalesOS

A side-by-side comparison

Get More Powerful Sales Insights with Demandbase



“The most useful two features are web insights and the keyword intent. Using the two functionalities in conjunction gives you so much leverage and great talk tracks for cold calling.”

[Read full review on G2 >](#)

Nic C.
Associate Business Development Rep
Enterprise (> 1000 emp.)

Source: [G2 Demandbase One and ZoomInfo SalesOS Compare Report](#)

Gain a True Partner in Your Success



“DemandBase ABM integration with Salesforce is very powerful tool. It really changes how sales look at accounts and opportunities in the pipeline. We selected DemandBase against the competition because of the strong database that the tool offers and the excellent customer service.”

[Read full review on G2 >](#)

Source: [G2 Demandbase One and ZoomInfo SalesOS Compare Report](#)

Rafael M.
ABM Leader - Americas
Enterprise (> 1000 emp.)

Demandbase vs ZoomInfo MarketingOS

A side-by-side comparison

Choose the Leader in Account-Based Advertising



“Demandbase IS the leading ABM platform for a reason - Because they get it. They truly understand ABM principles and best practices, and they built their platform to align with those principles and best practices.”

[Read full review on G2 >](#)

Kim T.
Account-based Experience Manager
Mid-Market (51-1000 emp.)

Source: [G2 Demandbase One and ZoomInfo MarketingOS Compare Report](#)

Partner with the One Who Makes Your Job Easier



**Demandbase is my #1
can't live without product**

"I have implemented Demandbase at 4 companies now and it is pivotal to a successful ABM and go-to-market strategy."

[Read full review on G2 >](#)

Verified User in Computer Software
Mid-Market (51-1000 emp.)

Source: [G2 Demandbase One and ZoomInfo MarketingOS Compare Report](#)



Demandbase helps B2B companies hit their revenue goals using fewer resources. How? By using the power of AI to identify and engage the accounts and buying groups most likely to purchase. We combine your sales and marketing data with our validated B2B data to create what we call Account Intelligence. Better data makes better AI. That's Smarter GTM™. For more information about Demandbase, visit www.demandbase.com.

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