

Intentsify vs. Demandbase



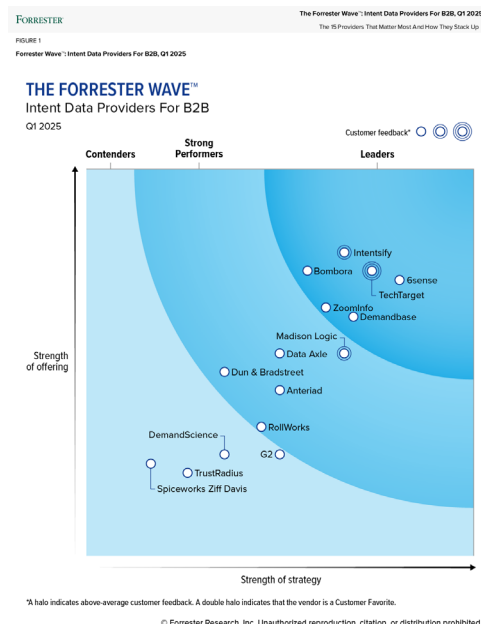
Don't settle for expensive, high maintenance ABM platforms that overpromise and underdeliver. Intentsify's activation solutions are powered by hyper-customized intent models that are tailored to each customer's unique solutions, greatly outperforming Demandbase's generic intent signals.

In The Forrester Wave™: B2B Intent Data Providers Q1 2025 report, Intentsify was ranked #1 for strength of offering and scored higher than Demandbase in 8 categories, including Geographic Coverage, Buying Cycle Analysis, Persona-based Analysis, Insight Generation and Recommended Action, and more.



The introduction of the Intentsify Orbit identity graph in 2024 ranks among the most significant innovations in the space over the past two years, driving persona-based analysis and improved buying group prediction.

THE FORRESTER WAVE™: INTENT DATA PROVIDERS FOR B2B, Q1 2025



Side-by-Side Findings from The Forrester Wave™: Intent Data Providers For B2B, Q1 2025

	INTENTSIFY	DEMANDBASE
Volume of signals	5	5
Keyword coverage	5	5
Geographic coverage	5	3
Identity resolution	5	5
Accuracy and noise filtering	5	3
Future-proofing data collection	5	3
Buying cycle analysis	5	3
Persona-based analysis	5	3
Insight generation and recommended action	5	3
Vision	5	3
Innovation	5	3
Roadmap	5	5

5 = Superior relative to others; 3 = On par relative to others

Why Intentsify

Solution-Level Buying Group Intelligence

- **Demandbase's Limitations:** Monitors generic, account-level intent signals and equally weights them, regardless of relevance to your business
- **Intentsify's Advantage:** The only intent provider that offers custom-fitted intent models tailored to your solutions, delivering highly relevant insights at the account, buying group, and persona level

Comprehensive Data Coverage

- **Demandbase's Limitations:** Limited to 675K keywords, requires an external subscription (e.g., Bombora) for topic-based signals and leverages only 3 intent data sources
- **Intentsify's Advantage:** 90K+ topics and unlimited keywords across 7 different intent sources, delivering greater breadth and depth of intent insights

Complimentary TAL Analysis & Optimization

- **Demandbase's Limitations:** Does not offer a complimentary audit to proactively identify opportunities to optimize your audience and activation strategies
- **Intentsify's Advantage:** Leverages AI and expertise of our professional services team to identify unknown accounts within your ICP and unlock additional opportunities for engagement – without charging an additional fee

Intent-Powered Buying Group Activation

- **Demandbase's Limitations:** Uses limited data within their own platform to target audiences
- **Intentsify's Advantage:** Delivers buying group contacts that are continuously validated using engagement data from over 100 platforms, enabling you to pinpoint and engage in-market buying groups with confidence

Intent-Activated Brand-to-Demand Solutions

- **Demandbase's Limitations:** Does not have their own content syndication solution
- **Intentsify's Advantage:** Offers intent-activated lead generation programs, seamlessly integrated with our programmatic advertising solution

White-Glove Service Model

- **Demandbase's Limitations:** Basic platform support with tiered service levels that result in costly fees
- **Intentsify's Advantage:** Fully managed service with all-inclusive pricing, regardless of campaign volume – resulting in lower Total Cost of Ownership and faster speed-to-value

The Anti-Platform Approach

- **Demandbase's Limitations:** Overly complex platform with unnecessary features that overwhelm your team and requires you to log into yet another tool
- **Intentsify's Advantage:** Our professional services team manages everything, with optional platform access and no lengthy subscription required, providing a faster path to revenue

Speed to Revenue

- **Demandbase's Limitations:** Longer onboarding and complex setup processes with a steep learning curve
- **Intentsify's Advantage:** Agile implementation with AI-powered intent model calibration and topic and keyword selection

Talk to Us About Accelerating
Your Revenue Growth

REQUEST A DEMO