

LeanData + Demandbase

Intelligent GTM execution fueled by real-time account insights and automated routing



LeanData's Intelligent Go-to-Market Execution platform helps companies make smarter decisions and drive better GTM outcomes. Associate all disconnected customer data, GTM tools, and cross-functional teams so you can have deeper insight into your customers – and coordinate the right response across teams through no-code GTM automation.

1. Capture revenue by consolidating signals and opportunity data.
2. Operate efficiently in a competitive environment.
3. Engage customers to drive high-quality engagement from first buying signal to closed-won and beyond.



Demandbase is the leading account-based GTM platform to identify and target the right customers, at the right time, with the right message. With a unified view of intent data, AI-powered insights, and prescriptive actions, go-to-market teams can seamlessly align and execute with confidence.

1. Build an account-based foundation for your revenue teams.
2. Find accounts that are in-market for your solution today.
3. Engage with your target accounts using behavioral data.

Drive Demand
Across Accounts

Align Account
Level Signals

Trigger the Right
Selling Activities

DEMANDBASE™

 LeanData



Automate precision account routing and trigger fast sales engagement with real-time intent signals.

Pair LeanData with Demandbase to supercharge your ABM strategy, providing real-time insights that accelerate targeted engagement and boost conversion rates.

Simplify and accelerate complex selling

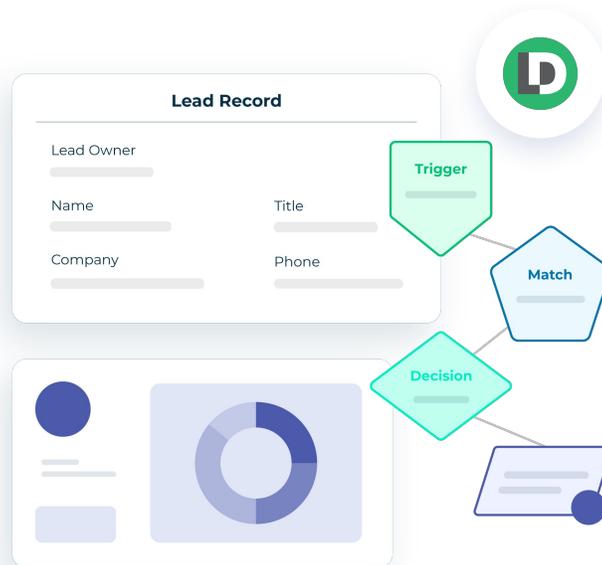
- Design and deploy automation for any business logic at scale using a drag-and-drop interface.
- Route records according to assignment models like Round Robin, Territory, and explicit users.

Maximize the value of all your data

- Use sophisticated capabilities for handling new and existing records in your CRM to prevent dirty data from impacting your revenue teams.
- Automatically identify duplicate buyer signals and merge them with existing records.

Operate with precision at any scale

- Confidently match buyer signals to other CRM records with 95% accuracy — with no required configuration — and customize tiebreakers for further accuracy and routing.
- Match new and updated records with accounts and other data in Salesforce to maximize CRM value.



AI-Powered Insights That You Can See

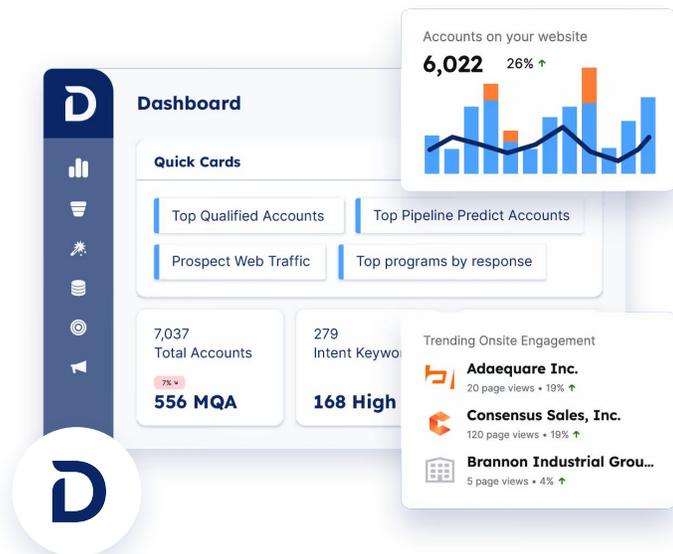
- Harness transparent and tunable go-to-market intelligence generated through advanced AI and machine learning.
- Know who, how, when, and where to target with confidence.

Purpose-Built for Account-Based GTM

- Create more pipeline, increase velocity, and close more deals by identifying and targeting the right accounts with the right message at the right time.

Act with Confidence

- Know your next best actions across marketing, advertising, and sales.
- All the data and insights in the world are not worth anything if you don't act on them. Activate with clarity across all your go-to-market channels with the right automation, controls, measurement, and reporting.



Why LeanData?

Today's growth leaders power their B2B selling with LeanData, the gold standard in modern revenue orchestration and an essential element of the modern RevTech stack. The LeanData Revenue Orchestration Platform, powered by No-Code Automation, simplifies and accelerates coordination of all the plays, people and processes needed to transform buying signals into buying decisions. LeanData is inspiring a global movement among its 1,000 customers and community of 5,000+ OpsStars worldwide, empowering them with revenue operations excellence that translates into compelling buyer experiences and competitive advantage. Join the movement!