

Power your product with our B2B intelligence

Embed B2B data directly into your product. Powered by Demandbase makes it easy to deliver trusted data and insights without heavy engineering.

Deliver richer insights

Give your users access to reliable firmographics, contacts, technographics, intent signals, and visitor identification. With 100M+ companies, 176M+ contacts, 47K+ tracked technologies, and 810K+ intent topics, you can rely on global, trusted coverage.

Grow with confidence

From planning through launch, our partner and developer teams guide you every step of the way. Demandbase data is privacy-first and compliance-ready so your product can scale without risk.

- ✓ Make your product stand out
- ✓ Accelerate time to market
- ✓ Increase feature adoption
- ✓ Create upsell opportunities

Integrate seamlessly

Our delivery options fit your workflow, whether through REST API, flat files, or a JavaScript tag. Start quickly with a one-line tag, scale with batch or real-time APIs, and test in a full developer sandbox with complete documentation.

Drive more value and revenue

Use embedded intelligence to enrich and score accounts in real time, personalize workflows, and power smarter segmentation. Unlock new product tiers and monetization models that boost adoption and stickiness.



Partner with us

Embed intelligence today.
sales@demandbase.com

5 ways to make your product smarter with Demandbase data

1 Account ID

Unmask which companies are seeking your product with greater accuracy
Reveal which companies are in-market for your product

- Power personalized chat experiences
- Identify anonymous visitors
- Personalize outreach with IP-to-company data

2 Firmographics

Create more tailored, automated experiences with rich company attributes.

- Enrich your product's data coverage and boost enrichment volumes
- Deliver dynamic on-site personalization powered by firmographic data

3 Technographics

Add tech stack intelligence to help your customers make smarter decisions.

- Reveal the technologies companies use to refine targeting and risk assessments
- Embed tech insights so your customers can optimize outreach and engagement

4 Contact data

Strengthen your product's data layer with our extensive contact database.

- 163M+ verified contacts across 100M+ companies and 195 countries
- Improve data coverage, accuracy, and enrichment results

5 Intent data

Fuel your product with Demandbase intent signals.

- Increase signal volume, diversity, and precision
- Complement your existing intent capabilities to surface in-market activity sooner

Where our data comes from

Our data ecosystem is built on trusted, privacy-first foundations with multiple layers of validation and security. We combine proprietary Demandbase technology, verified partnerships, and validated third-party data to ensure accuracy, reliability, and compliance. AI-driven enrichment adds another layer of precision, so you can confidently embed dependable B2B intelligence into your product.