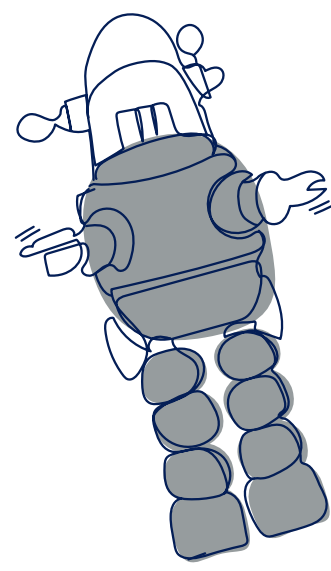
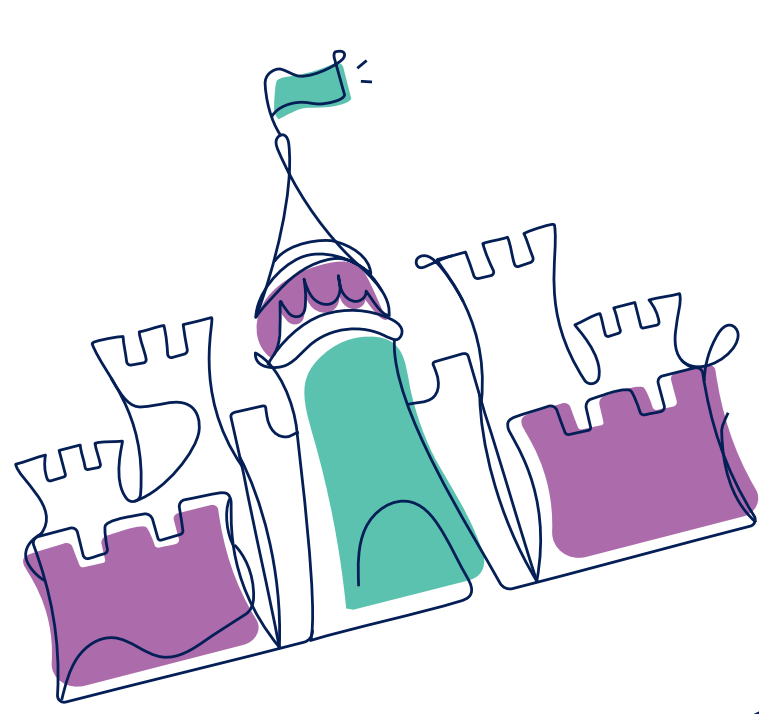


# What Can Santa Accomplish This Holiday Season with Demandbase Solutions?

With roughly 2 billion kids eligible for gifts to find under the tree, the logistics for toy assembly, list-building, gift delivery, etc. can be overwhelming. But Santa doesn't have to do it alone.



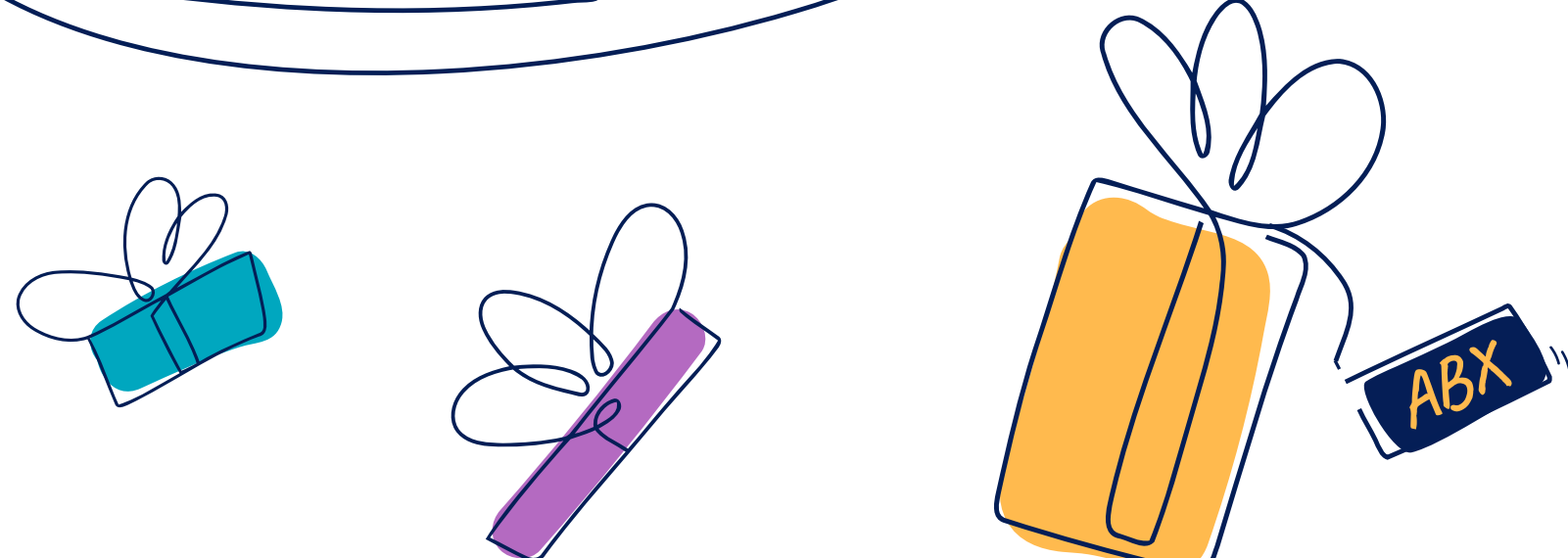
1. The ability to customize and personalize your messaging to the members of the buying committees (after all, mom and dad don't always see eye-to-eye on the toys) is yours with the **Advertising Cloud**.



2. Don't wait to receive the wishlists and letters to get started on the gift assembly line. Leverage firmographics, technographics, intent, etc. brought to you by the **Data Cloud**, and make toy pipeline decisions earlier based on reliable insights.



3. It's top priority to get all the segmentation of the Naughty and Nice lists correctly, but the **Sales Intelligence Cloud** can run that automatically, and much more quickly. Get back some of your very valuable time back!



4. Provide an unforgettable experience to all children as you deploy the **ABX Cloud** to help you plan, execute, and measure your results seamlessly. Your revenue elves will thank you for it.

## It's crunch time, Santa.

Let Rudolph's nose light the way to an ABX holiday with Demandbase!