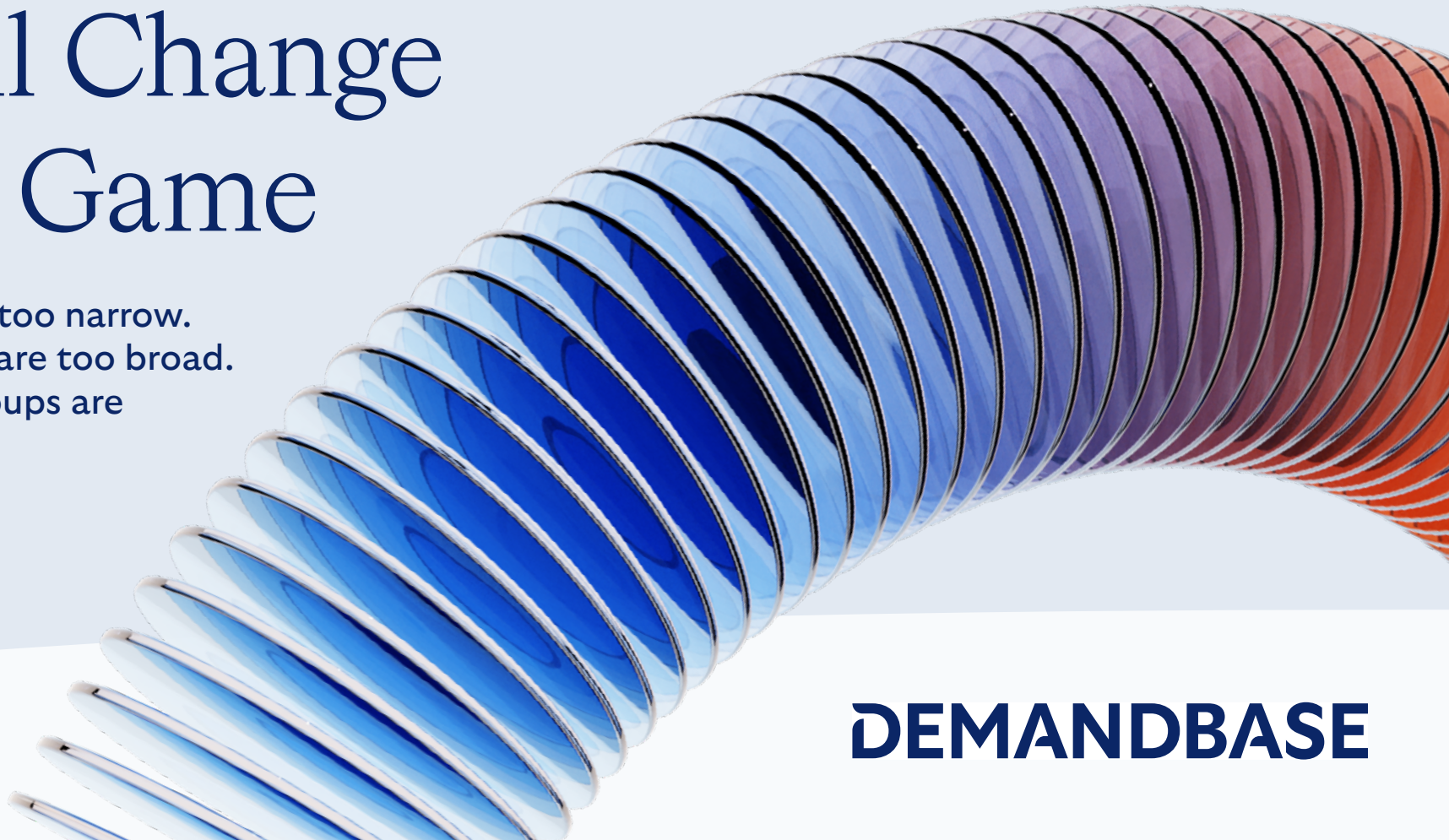


EBOOK

How Demandbase Buying Groups Will Change the Game

Leads are too narrow.
Accounts are too broad.
Buying groups are
just right.



DEMANDBASE

Buying Groups are the next big thing in B2B and Demandbase is on top of it.

Gartner and Forrester have both gone on the record about the size of buying groups and the participation of purchase influencers in committee buying scenarios, respectively.

The research has spoken, and numbers don't lie: buying groups will have the greatest impact on go-to-market strategies since account-based marketing.

What are buying groups?

Buying groups are the people at an organization that make purchase decisions. They consist of champions, influencers, and decision makers.

So how do Demandbase Buying Groups work?

Leveraging data and AI, Demandbase actually finds buying group members across both 1st party and 3rd party data so you can target and influence them to win more deals.

- › Identify potential opportunities.
- › Optimize campaigns.
- › Personalize touches.

The screenshot displays the Demandbase user interface. At the top, there's a navigation bar with the Demandbase logo, an 'Account' dropdown, and tabs for 'People', 'Engagement', and 'Insights'. Below this is a 'Top Buying Groups' table with columns for 'Buying group name', 'Persona coverage', and 'Confirmed member eng.'. The table lists three groups: 'Sales Intelligence' (329 members, 85% coverage, 75% confirmed), 'Advertising' (138 members, 65% coverage, 50% confirmed), and 'Data' (222 members, 3 confirmed). A modal window is open over the 'Advertising' group, titled 'Reach out to contacts in your buying group'. It features a profile for 'Sally Smith' (Marketing Director, 444 connections), a 'Decision Maker (Sales) +1' badge, and a list of activities: 'Visited 166 webpages', 'Attended Meeting - Webinar - 2023 B2B Sales', and 'Viewed Content - AllTime-Blog-How-to-Use-...'. A 'View Account Details' button is at the bottom of the modal.

And track the progress of discrete buying decisions throughout the customer lifecycle.

The result?

Unlocking a competitive advantage that will result in more revenue.

That's the TL;DR. Now let's get into some details.

The Goldilocks approach: Moving from too narrow to just right



Too Narrow

Think of the MQL as simply **too narrow** to go after. Focusing only on individual leads provides limited insights into what is happening during the buying process. Why? With leads: it's hard to distinguish between individual browsers and decision makers with purchasing power; buying signals are overlooked due to lack of monitoring engagement levels across individuals; and it crowds the funnel with individuals who may not even be linked to any target account.



Too Broad

Think of accounts as **too broad** to pinpoint the right contact to reach out to. Not every person at an account participates in every buying decision. Accounts are especially a problem if a prospective account presents multiple selling opportunities. Treating everyone at an account as a “customer” risks alienating potential members of prospect buying committees with wrong nurture tracks, disjointed messaging, etc.



Just Right

Think of buying groups as **just right**. Why? Because B2B purchases are rarely made by individuals acting alone, but rather by groups of stakeholders, all of whom have a say in the process. In short, a B2B buying group is a collection of individuals (often six to 10) within an organization who are involved in the decision making process to purchase a product or service. The “**just right**” approach for B2B marketing is to focus on all of the potential opportunities and the buying groups associated with them.

AND SO, BUYING GROUPS ARE JUST RIGHT.

The hot trail to Buying Groups

Identifying all the members of a buying group for a given account has historically been a huge challenge. Basing the search on guesswork, systematic under-estimation of all personas that make up the full committee, manual processes, and missing and/or inaccurate data have all played a part in the buying group's ability to hide in plain sight.

Until now, nobody has been able to tell you who should be in the buying group. But the buck stops here.

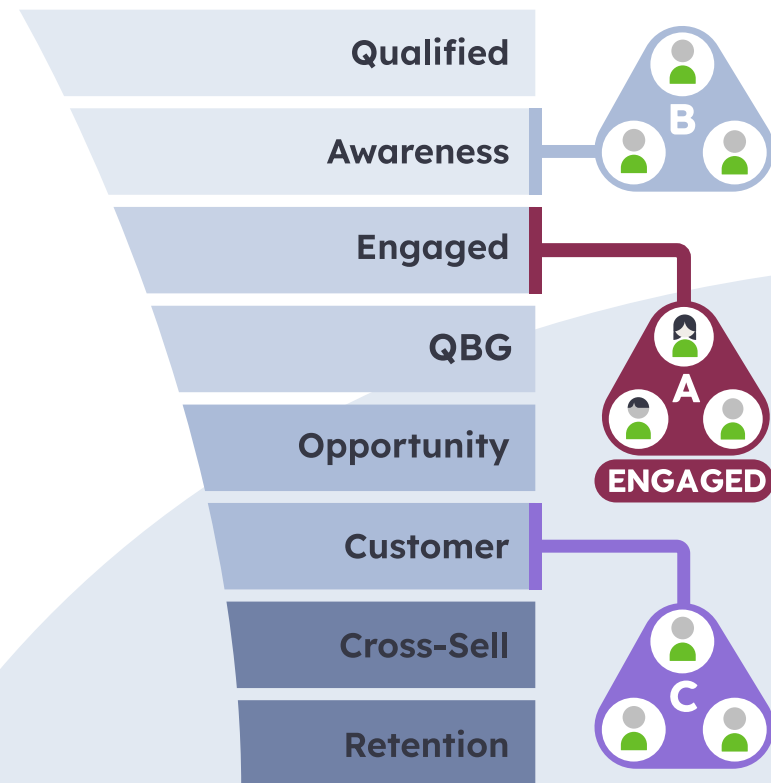
With Demandbase Buying Groups, companies can finally align their go-to-market to the way companies actually buy, unlocking competitive advantage in the process.

Here's what makes this functionality so game-changing:

Identify Buying Groups and Buying Groups members.

Start with defining your ideal Buying Group and the personas that are typically involved in a purchase decision. Demandbase Buying Groups then uses data and AI to find and recommend buying groups and buying group members across both 1st and 3rd party data.

Engage the key decision-makers worth your time. Demandbase Buying Groups allow us to see where each buying group is in its own journey, identify and take action by engaging all the members of the buying group with relevance. This focus on the right people drives efficiency in the go-to-market strategy and unlocks cross-sell opportunities that would otherwise go unnoticed. Naturally, this means fewer lost or delayed deals, and a vastly superior go-to-market execution.



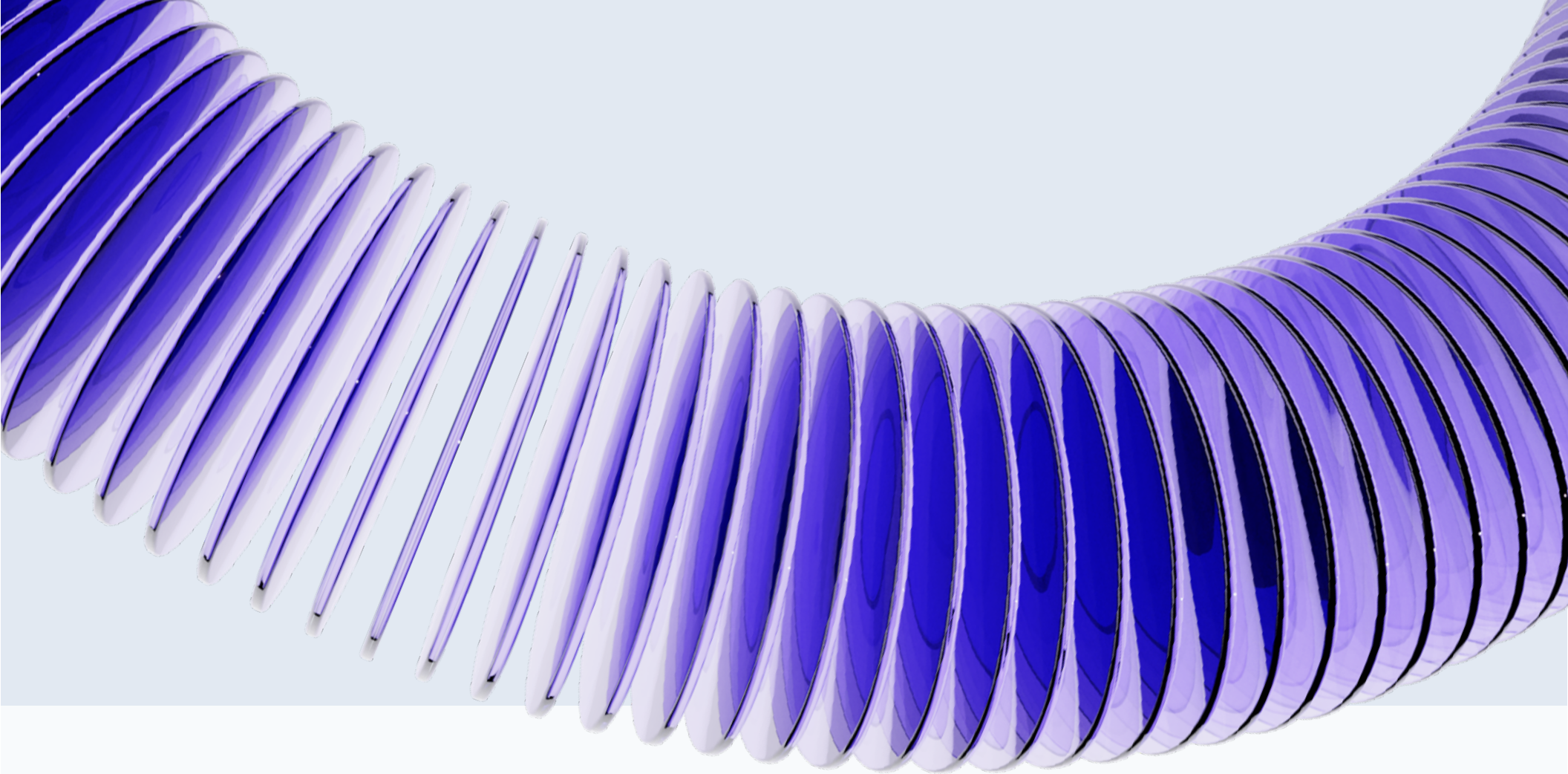
The heat is on for B2B

When every company in the world is challenged to deliver more results with less time and resources, precision is a must. Buying groups allow us to engage the right personas — even those we may have not identified — at our most valuable and most likely to buy accounts.

And actually spending more time and money on the right people — the buying groups — at the right accounts is the ideal state we've hoped for over the last two decades. That hope is finally becoming reality in B2B with Demandbase Buying Groups.

For more information on this upcoming release, check out our [Buying Group page](#).

Thank you!



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Demandbase is the leading account-based GTM platform for B2B enterprises 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. Thousands of businesses depend on Demandbase to maximize revenue, minimize waste, and consolidate their data and technology stacks - all in one platform.

For more information about how Demandbase can help you scale your GTM strategy, visit www.demandbase.com.

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