

HOW TO SET UP YOUR DEMANDBASE PROFILE

BEST PRACTICES FROM DEMANDBASE EXPERTS



Your Demandbase profile is the lens through which Demandbase AI processes massive amounts of data. The inputs in your profile should reflect a specific marketing initiative. Below are some best practices for each of the steps in the profile, to help you get the strongest and most relevant data in your Demandbase products.

You can set up and manage your organization's profiles by logging in to the ABM Platform and navigating to the **SetUp** tab on your home page.

1 NAME YOUR PROFILE

Enter a name that represents your intended focus, such as a product category or industry.

2 WHAT ARE YOUR BUYER'S INTERESTS?

- Start by entering in at least 5 terms.
- Be specific and avoid common B2B terms such as data, analytics, or marketing.
- Be sure to enter in competitor names. Use the specific competitive product name if your competitor is a large, well-known company.
- Enter in your company name as well. Use a line of business or specific product name if your company is a large, well-known one.
- Once you have at least 5 terms entered, use the **Interest Recommender** to help brainstorm additional terms – you want at least 25 but the more the better!

3 WHO ARE YOUR BUYERS?

- List any job titles relevant to your buying cycle: decision makers, influencers, initial points of contact.
- Having trouble thinking of titles? Look up key contacts for some recently closed deals on LinkedIn and review the “people also viewed” contacts.
- Leave in default title exclusions unless one of them is obviously wrong.

4 WHO ARE YOUR CUSTOMERS?

This list of current customers should represent the kinds of customers that you want more of.

TIPS

Having trouble coming up with terms? Here are some helpful tips:

- *Review your web site, specifically your product pages, blogs, and customer case studies. How are your company and your customers talking about pain points and solutions?*
- *Use SEO/SEM keywords to help brainstorm.*