Challenges Before Demandbase

The top 5 challenges customers experience before implementing Demandbase are:

Challenge	Percentage
We couldn't identify where buyers were in the account journey	60%
Marketing struggled to identify the right channels to drive pipeline.	48%
Teams spent too much time prospecting with the wrong accounts.	48%
Our sales and marketing teams were not aligned: sales thought leads were unqualified, marketing thought sales was not focusing on the right deals.	44%
We couldn't measure the impact of our marketing campaigns effectively.	43%

Demandbase. **TechValidate** by SurveyMonkey

✔ Validated   Published: Dec. 23, 2022   TVID: 457-A9F-73B