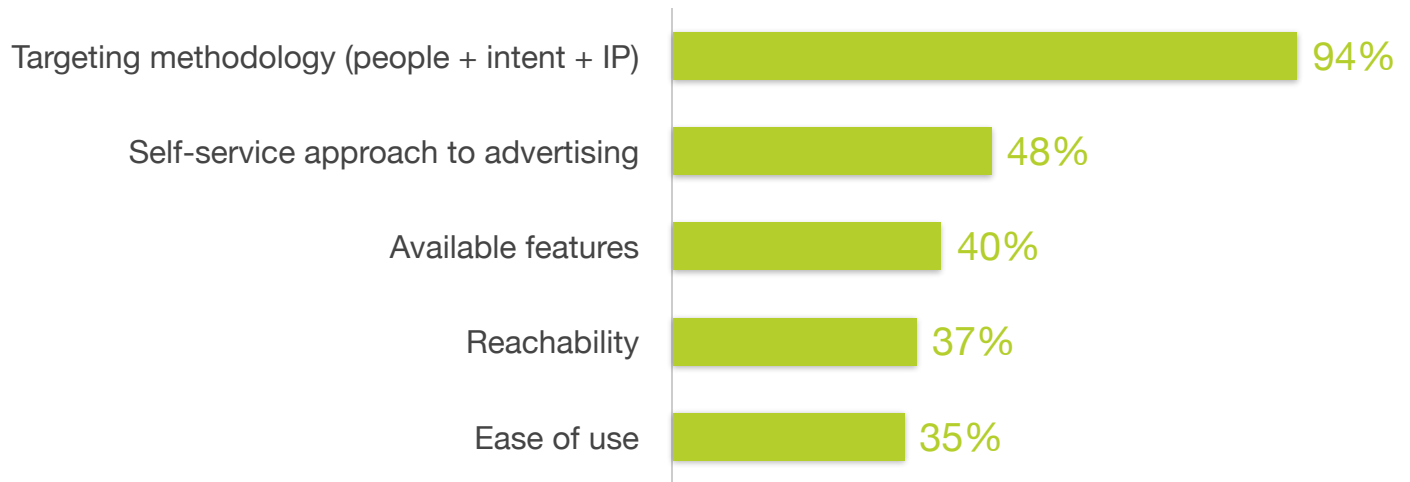


## Top Drivers for Buying Demandbase

The top 5 reasons customers buy Demandbase Advertising are:



Source: TechValidate survey of 62 users of Demandbase

✓ Validated

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TechValidate  
by SurveyMonkey