

## Value of Demandbase

“ Demandbase has been pivotal in designing our account lifecycle system. We tap into important elements like engagement minutes, pipeline predict, and qualification scores to move certain accounts through the funnel. We are also branching out to new initiatives to really prove the efficacy of Demandbase for account qualification powering 70% of our Outbound motion.

— Scott Wright, Manager, Marketing Operations, Levelset

---

Source: Scott Wright, Manager, Marketing Operations, Levelset

✓ Validated

Published: Jan. 12, 2023 TVID: 04D-4C6-8DB



TechValidate  
by SurveyMonkey