



## Model of Excellence

DemandBase

Company:	Business Model:
<b>Demandbase</b> <b>www.demandbase.com</b>	<b>Subscription Supported:</b> <b>By the Slice</b>

### Business Model

The **Subscription Supported: By the Slice** business model allows subscribers to purchase only the exact information they need. This typically expands the market for the product by making it affordable for the sporadic user who could not justify full subscription costs and download fees. This model exists both in a pure form, where all content is sold on a unitized basis, or grafted onto an unlimited access subscription model, so subscribers have full access to base information, with the option to purchase additional content on an as-needed basis.

### Overview

Demandbase has built an interesting new approach to helping companies prospect more intelligently. The company has aggregated information on over 5 million business contacts with sales over \$5 million. Data is sourced from reputable data publishers.

What makes Demandbase interesting is less its content aggregation than how it adds value to it. First and foremost, Demandbase has built a sophisticated and powerful website that lets users easily select the exact prospects they need. Also of interest, there are no subscription fees or other commitments. Users pay for only the data they download, all priced on a per-record basis.

But Demandbase is more than a self-service list marketer. For example, Demandbase scores every contact in its database based on relevancy to a target audience, quality of the data source and conversion potential using historical results. This ability to select prospects based on what effectively is propensity to respond is clearly powerful.

Demandbase customers refer to them as “the iTunes of business contacts” because the service provides novel contextual recommendations of selections and names through its user interface.

As another value-add, Demandbase is tightly integrated into the Salesforce.com platform through AppExchange and automatically removes duplicates when contacts are added to a shopping cart.

Overall, what is intriguing about Demandbase is not only that it provides another distribution channel for data publishers – Demandbase has made a conscious decision not to get involved in developing content – but adds several layers of value to make data more accessible to a broader range of users. Prospect scoring is certainly on the leading edge of the data business right now, and Salesforce.com integration means that customers can put data to use more quickly and easily than if Demandbase were simply selling raw data files to users. Demandbase also offers a data append service for customers not on the Salesforce.com platform.

What we see with Demandbase is a powerful, well integrated product that makes data more accessible, more powerful and more useful ... and that’s the right direction in which to be headed.