

COMPARING

Propensity vs Demandbase

Find out why companies are choosing Propensity over ABM vendors like Demandbase.

At Propensity, we help B2B businesses find companies that are ready to buy your products by combining unique data signals and an integrated propensity model into your CRM. We automatically create an accurate list of in-market accounts in real-time so you'll have the best selection of contacts at your fingertips at exactly the right time.

We begin with a free data test to prove our capabilities, and we'll get you fully implemented in just one hour. Curious about how we compare to other ABM platforms? See for yourself.

Why Propensity?

- 1 Hour Implementation
- Try Before You Buy (Freemium Tier)
- License Starting at \$1,500/mo
- Real-Time Updates



	PROPENSITY	DEMANDBASE
Offers advanced, up-to-date list segmentation	✓	✓
Receive real-time updates directly to your CRM	✓	✗
Integrated to Ad streams	Target your ad budget to the right audience at the right time	✓
Aggregate unique job change signals like job searches and new company contact info	✓	Elite version only
Personalize your Propensity model to your business needs	✓	✗
Automatically generate new leads / accounts	✓	✓
Automatically enrich contacts in just one click	✓	✗
Create high propensity In-Market Account List	✓	✓
Full omnichannel sales and marketing automation	✓	Add-on only
Free In-Market Account List	✓	✗
1-hour implementation	✓	✗
Start for as little as \$2k / month	✓	✗

Would you like to see Propensity in action?

Book a demo with us today to see what Propensity can do for your team.

We can't wait to help power your growth!