demandscience

FULLY MANAGED ABM

The promise of ABM. Without the Platform Tax.

More pipeline. Less platform.

Most B2B marketers need more pipeline. For years, the answer has been more MarTech, more data, more content and more campaigns. Now it is more AI. but more inputs do not necessarily mean more pipeline.

DemandScience takes a different approach. We combine account and buying-group intelligence with fully managed brand and demand programs. We help you identify the right accounts, reach more of the people who influence a purchase, and turn engagement into pipeline. You get the intelligence and execution without another platform to buy, staff, or operate.

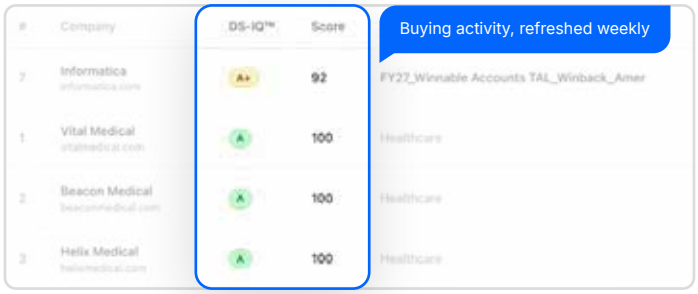
Find the demand your current account list may miss

Start with your ideal customer profile and target account priorities. Ionic helps our team build and manage audiences, inspect buying signals, and use DS-IQ to prioritize accounts showing buying activity. Scores refresh weekly. The point is not another score on a dashboard; it is knowing where to focus your next dollar and your team's attention.

DECISION: Focus the program on accounts showing stronger buying signals.

Target account and audience views bring priorities and buying signals into focus. DS-IQ is a defined scoring model, not an AI prediction of who will close.

WHICH ACCOUNTS DESERVE ATTENTION NOW?



PRIORITY ACCOUNTS. NO ADVERTISING REACH. A SPECIFIC NEXT ACTION.



See the coverage gaps before you spend more.

High-priority accounts are only valuable if your programs actually reach them. Ionic shows account-level advertising reach and engagement so DemandScience can identify coverage gaps and recommend where to adjust targeting. Instead of increasing spend indiscriminately, focus on the accounts your campaigns are missing.

DECISION: Adjust the targeting, not just the budget.

Account-level coverage helps our team review which priority accounts need attention. Any figures shown in demo screens are illustrative, not customer performance results.

THE PLATFORM TAX

With a conventional ABM platform, the license is only the beginning. You still need to connect data, staff the technology, build audiences, run campaigns, and interpret results. DemandScience brings intelligence and execution together as a managed program. You buy the program, not a separate Ionic license.

"After you pay for the platform, you still have to pay for everything that actually generates pipeline."

With DemandScience, the platform charge is $0 because we aren't a platform. We provide the data and outcomes without a complicated tool to use.

From account intelligence to pipeline action.

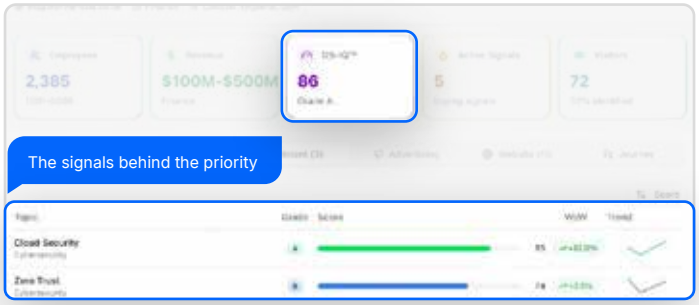
Ionic is the system DemandScience uses to prioritize accounts, activate programmatic advertising, and show which accounts were reached and how they engaged. Our broader managed programs coordinate advertising and content syndication around the same account and buying-group priorities. You can see the intelligence and results; our team does the operating work.

01. PRIORITIZE

Focus on accounts showing buying activity.

Ionic supports target account lists, audiences and DS-IQ prioritization. Our team examines the signals and recommends which accounts to pursue. A high score reflects buying activity, not guaranteed conversion or a predicted close probability.

THE ACCOUNT PRIORITY IS VISIBLE. THE REASON TO ACT IS EXPLAINABLE.



DECISION: Use evidence to guide the account conversation and targeting.

02. REACH

Find the missing accounts your advertising is missing.

See matched account reach and engagement against target priorities. DemandScience can identify gaps and adjust programmatic advertising. Other managed demand programs, including content syndication, are planned and executed against the same account priorities.

NOT JUST WHO IS IN THE AUDIENCE. WHO ARE WE ACTUALLY REACHING?



DECISION: Adjust the targeting, not just the budget.

03. ACTIVATE

Brand and demand, working from the same priorities.

DemandScience handles programmatic advertising through Ionic while aligning content syndication and other targeted programs around your core accounts—delivering full buying-group reach without adding another tech stack to your team's workload.

ONE ACCOUNT PRIORITY. COORDINATED PROGRAMS. MANAGED EXECUTION.

Account and buying group priorities

Programmatic advertising activated in Ionic

Content syndication managed alongside

Coordinated, managed execution

04. MEASURE

See engagement alongside pipeline.

Review which target accounts advertising reached, how they engaged, and, with a connected CRM, related pipeline and revenue information in your DemandScience workspace. That visibility helps our team recommend the next adjustment. It is not a claim that a particular ad caused a sale.

REACH → ENGAGEMENT → PIPELINE VISIBILITY → NEXT DECISION

Reach

Engagement

Pipeline Visibility

Next Decision

You set the strategy. We run it. You own it.

We'll help you set the goals, markets, account priorities, message and budget. DemandScience builds and runs the agreed programs, reviews results with you, and recommends what to change. Your team has view access to the workspace without needing to administer Ionic.

Let's identify the accounts and buying groups your current programs may be missing.

demandscience.com/solutions/ionic