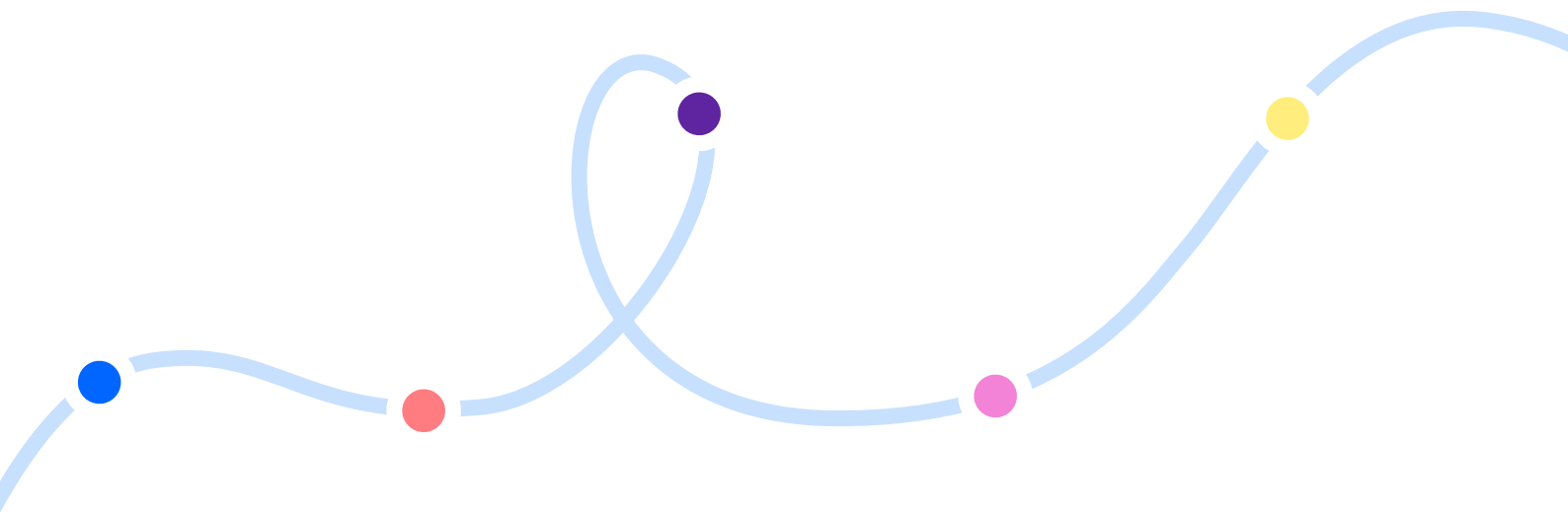# Reachdesk

Better together:
Hit your revenue goals with **Demandbase** and **Reachdesk**

Demandbase's go-to-market platform uses AI to point you to in-market accounts and their buying groups, and helps you engage across channels with spot-on messaging that matches where they are in their buying journey.

Reachdesk empowers B2B companies to deliver moments that matter at scale. We help businesses build deeper connections with prospects, customers, and employees through the #1 global gifting platform.

Rich data on-demand

Ready to combine powerful go-to-market insights with highly personalized direct mail?

In this guide, we'll look at how Demandbase and Reachdesk's life cycles can be merged together to help you engage the best opportunities when and where it counts – with B2B intent data, triggered engagement, and pitch-perfect gifting.

Discover how demand generation, customer success, content, and sales teams are using Demandbase data to map out which decision makers to connect with, where they are in their buyer journey, the right time to send a gift, and much more...

The Demandbase journey

These are Demandbase's out-of-the-box journey stages. Additionally, the platform enables clients to easily map out and create custom journey stages to fit their exact needs.

All Other   Aware   MQA (Marketing Qualified Accounts)   Customer

Qualified   Engaged   Opportunity
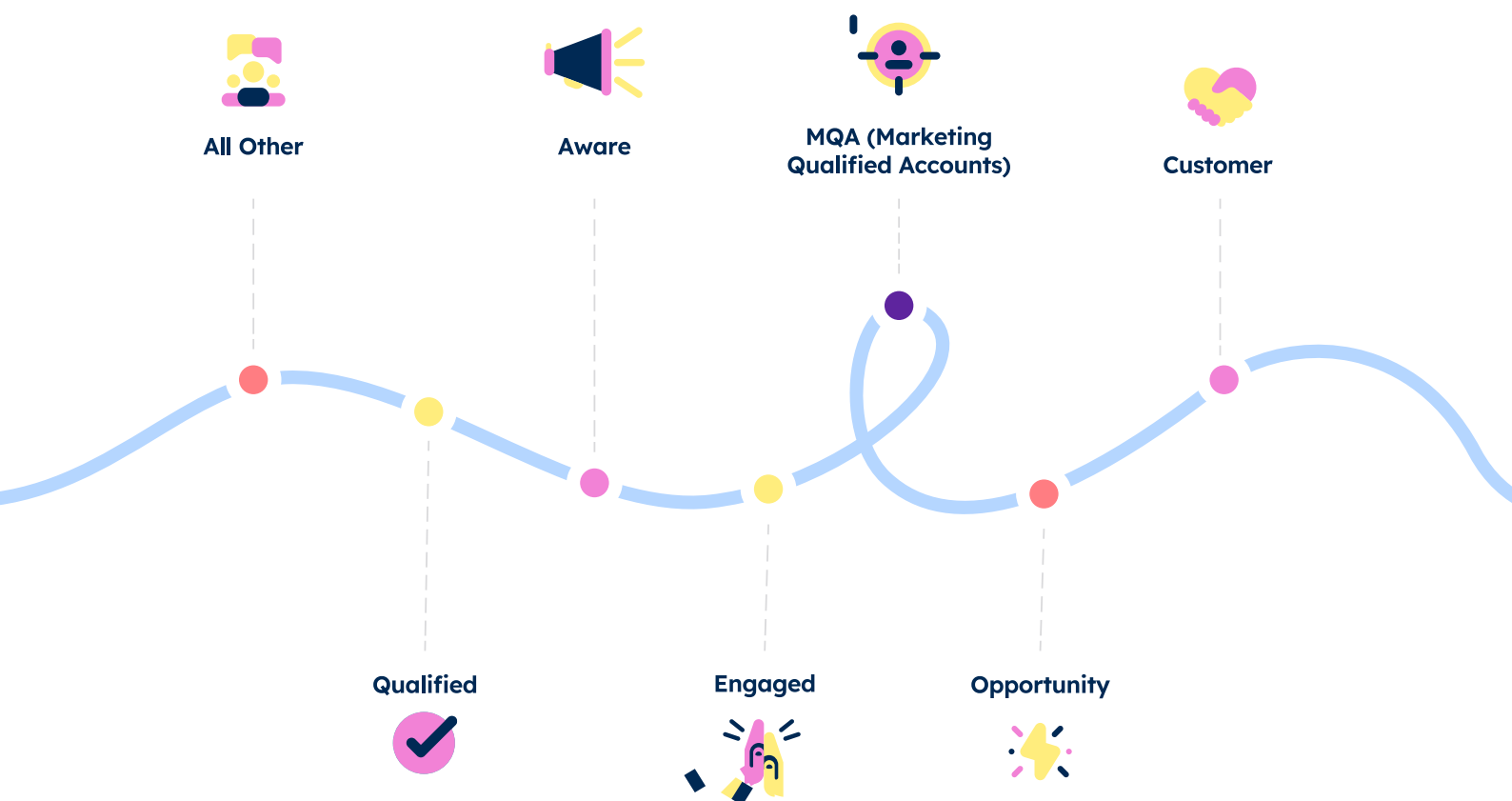
All Other

Accounts that are not showing engagement and don't qualify for any other stage.

Qualified

Accounts with a Qualification Score greater than or equal to 70.

Aware

Accounts with a high intent strength in the last 30 days.

Engaged

Accounts with greater than or equal to 10 Engagement Minutes in the past three months.

MQA (Marketing Qualified Accounts)

Accounts with a Pipeline Predict Score greater than or equal to 85%, or marketing Engagement Minutes greater than or equal to 100 in the past three months.

Opportunity

Accounts with at least one open opportunity.

Customer

Active customer accounts with at least one closed won opportunity.

reachdesk.com

Contents

B2B intent data

Demandbase offers an array of solutions that support marketing and sales teams to create and convert high-quality pipeline into revenue.

But when it comes to combining Demandbase's capabilities with direct mail, it's worth highlighting one of the platform's most valuable features: B2B intent data, which reveals certain online behaviors from your target audience that signal what they're likely to do next.

Demandbase B2B intent data is based on years of AI research. Because they own the technology to identify anonymous accounts and pair that with our direct access to the bidstream, they can deliver more breadth and relevance than any you'll find anywhere else.

These intent signals are fleshed out using a combination of AI and natural language processing to:

Decipher context and minimize irrelevant activity.

Create unlimited keyword sets specific to your products or competitors, which you can use to create account lists.

See historical intent, intent strength, trending intent, and the quality of each keyword.

Why use intent data?

01 **Uncover hidden opportunities**

Proactively engage accounts that are showing intent to buy or actively researching your competitors, and gain a strong head start.

02 **Accelerate campaigns for marketing growth**

Identify the most successful activities your team runs and double down on them to drive even more engagement.

03 **Deliver personalization that feels personal**

Use real-time information about your buyers to create hyper-personalized campaigns that speak directly to their experiences and needs.

A 2023 study revealed campaigns using intent-based targeting were **2.5x more efficient** than campaigns using standard targeting dimensions. ([Foundry](#))
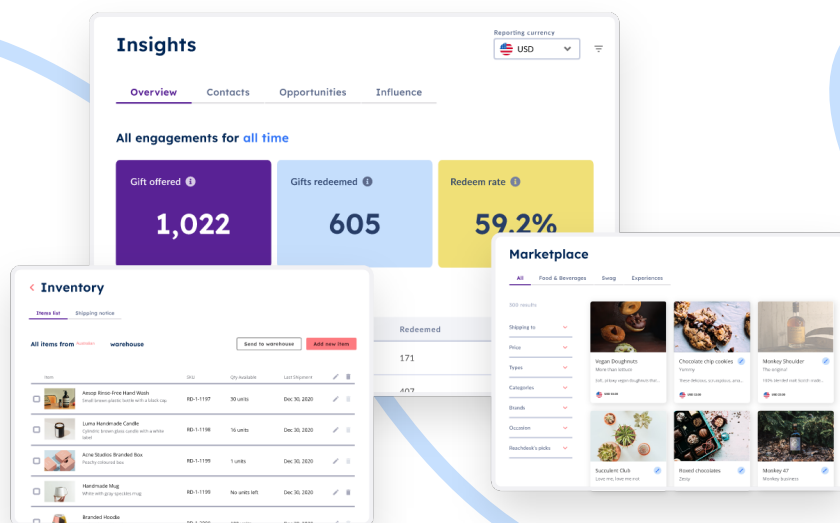
Sales

73% of B2B buyers want a personalized, B2C-like experience, and have come to expect engagement tailored to their needs (**Accenture**)

Demandbase's advanced account and contact intelligence empowers sales teams to deliver personalization that actually feels personal, and ultimately drives higher engagement.

By tracking data around active keyword intent, trending topics, and product comparison research, salespeople can create bespoke outreach campaigns for the right accounts and buying team members that address precise challenges and pain points, such as sending memorable physical gifts accompanied by marketing material.

Backed by a demand generation team that can use hidden buyer intent data to source the most promising leads, a Demandbase-powered sales team can deliver personalized and compelling campaigns to the right audience, at the right time.

Audience: Prospects

Goal: Boost engagement, increase responses, and book more meetings

Gift: Coffee voucher

✉ Subject: **We guess you've bean busy?**

From: to:

Hi [name],

Hope you're well! We've tried to reach out to you a couple of times, but here at **[company name]**, we know how busy **[recipient's role or industry]** can get.

But we also know how important it is to take a rest now and then, so we'd love for you to enjoy a coffee break on us!

Let me know if you have any free spots in your diary for us to sync and get back on track with your account.

We think there's a "latte" of **[value prop]** opportunities you could be missing out on!

Demand generation & ABM

Demandbase looks at historical opportunity data from your CRM to identify and build an Ideal Customer Profile (ICP) fit based on firmographic, demographic, and technographic data.

This is displayed in one platform to help the team determine the most promising leads – as well as the optimal stage to reach out with a gift. This can accompany a relevant piece of collateral or perhaps attached to a webinar or event invitation.

Buyer intent signals are continuously tracked for these ideal fit customers and factored into the predictive model to determine where accounts are in their buying journey.

The team can also see when a prospect is searching for competitors, and then actively target and engage them with their own campaigns. This integration has freed up our sales team to focus their time and attention on the most rewarding opportunities.
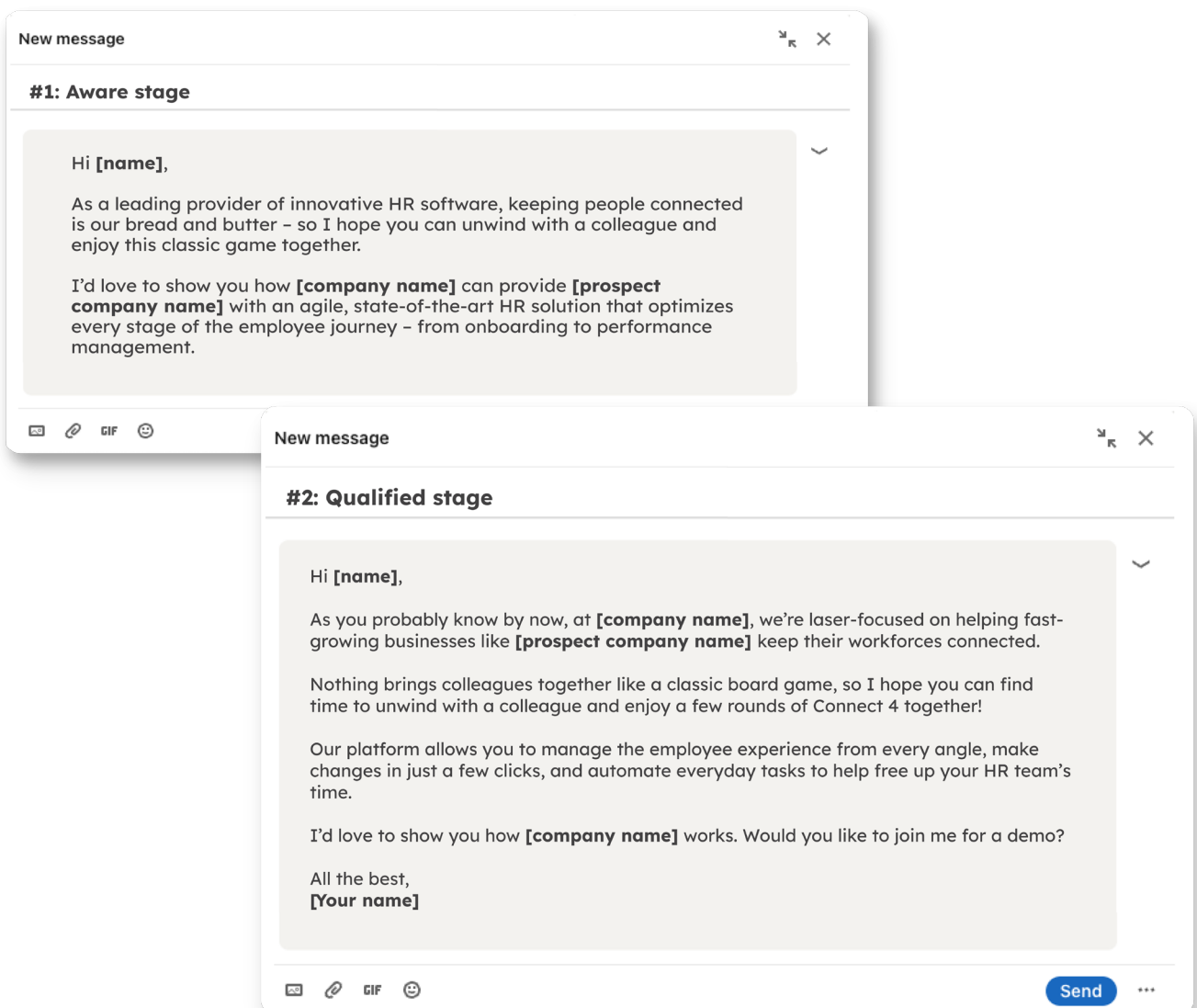
Campaign inspiration

Product: HR software.

Gift: Connect 4 board game.

Audience: Bottom-of-funnel accounts in either the Aware or Qualified stages.

Goal: Encouraging prospects who are aware of your product to book a demo and understand the use cases.

Strategy: The physical gift is delivered directly to prospects, accompanied by a handwritten letter inviting them to book a demo.

New message

#1: Aware stage

Hi **[name]**,

As a leading provider of innovative HR software, keeping people connected is our bread and butter – so I hope you can unwind with a colleague and enjoy this classic game together.

I'd love to show you how **[company name]** can provide **[prospect company name]** with an agile, state-of-the-art HR solution that optimizes every stage of the employee journey – from onboarding to performance management.

New message

#2: Qualified stage

Hi **[name]**,

As you probably know by now, at **[company name]**, we're laser-focused on helping fast-growing businesses like **[prospect company name]** keep their workforces connected.

Nothing brings colleagues together like a classic board game, so I hope you can find time to unwind with a colleague and enjoy a few rounds of Connect 4 together!

Our platform allows you to manage the employee experience from every angle, make changes in just a few clicks, and automate everyday tasks to help free up your HR team's time.

I'd love to show you how **[company name]** works. Would you like to join me for a demo?

All the best,
[Your name]

Send

Content

When it comes to engaging leads with content, choosing the right assets will depend on where they currently are in the funnel.

Top of funnel

Customers at this stage realize they have a business problem, and are looking for solutions. Top of funnel content should focus on helping them understand their problem, not on selling a solution.

Middle of funnel

At this stage, customers have identified possible solutions and are weighing their options. Convince them your solution is the right one with messaging that differentiates you from your competitors.

Bottom of funnel

By this stage of the funnel, customers are getting ready to make their decision. They're familiar with your brand by now, so content can focus on your unique value proposition and validating the customer's decision to move forward

Demandbase helps you see which stage your target accounts are at and impress decision makers with value-packed content that's 100% relevant to their needs.

Stay ahead of the game

Since Demandbase tracks what prospects are researching, it's the perfect way to tailor your content to their interests. Set up trigger sends with Reachdesk that are launched according to engagement.

Make your content truly worth their time by sending a thoughtful physical gift or voucher so they can sit back and enjoy a coffee or treat while they read your thought leadership.

Subject: **[Recipient company name] & [company name]**

From: to:

Have you seen our recent **[content type] [name of content]**? We've designed it specifically for people in roles like yours who might be struggling with **[pain point].**

Our **[content type]** certainly provides food for thought – but we thought we'd still send you a snack box to enjoy while you read it!

Subject: **[Recipient company name] & [company name]**

From: to:

We're buzzed about our brand-new **[content type] [name of content]** – so enjoy this gourmet honey! Just like our **[product solution/name],** it's the bee's knees.

[pain point] is a major challenge for many companies – but **[company/ product name]** can help you avoid a sticky situation!

Customer success

Your net dollar retention (NDR) is one of the most important numbers in your revenue model. Demandbase highlights customer intent signals – including buyer readiness, behavioral, and psychographic signals – that hide in plain sight within your own martech systems. The sources can include:

✔ **Your company website**

✔ **Your Customer Relationship Management (CRM) system**

✔ **Your Marketing Automation Platform (MAP)**

✔ **Competitor and product research**

✔ **Sales conversation content**

✔ **Account health scores**

Customer success teams can use this data to detect when a customer's activity signals disengagement or potential upsell opportunities and take a proactive approach.

Prevent churn

Discover when current customers are researching solutions from your competitors. Remind them why your customer experience is second to none with a surprise gift.

Campaign idea:

Gift: Amazon gift card

Strategy: Is your customer's head turning? Let them know you care by sending a gift to mark a professional or personal milestone – such as a promotion, birthday, or work anniversary. Keep an eye on their social media for any announcements.

Upsell

Identify when your current customers are looking for additional solutions that your company can offer. Let them know just how expansive your product offering is.

Campaign idea:

Gift: Personalized cupcakes

Strategy: Send content to your customers that highlights features or products that they're yet to try, backed up with data to generate excitement. Sweeten the deal by including a treat they can enjoy while reading about your solutions.

Cross-sell

Learn when another branch or department of your client company is researching a solution your company provides. Start building relationships across departments.

Campaign idea:

Gift: Personalized bottle of wine or spirit

Strategy: Lean on your engaged stakeholders to introduce you to contacts in different departments. Follow up by sending both individuals a personalized bottle of wine or spirit, along with a note to say "cheers" for the introduction.

Reach out at the right time

In any of the scenarios above, nurture your customer relationship by creating and sending branded swag using Reachdesk's Merchandise Builder.

Items like water bottles and hoodies let your customers know you're thinking of them, and can be used every day – so you'll stay on their mind, too.

Whether you're sending some swag, marketing material, or a bundle of both, customer success teams can automate sends based on any of these triggers. You can also experiment with triggered sends based on data points such as industry and job title as a way to discover which stage of the funnel is optimal for gifting.

Audience: Customers

Goal: Boost engagement and reduce churn

Gift: Potted desk plant

✉ Subject: **[Recipient company name] & [company name]**
From: to:

Hi [name]

Hope you're well! We've tried to reach out to you a couple of times, but here at **[company name]**, we know how busy **[recipient's role or industry]** can get.

It's important to us that every customer sees growth with their **[company name]** partnership – and it feels like our flower is starting to wilt, ever so slightly!

Let's pick up where we left off to ensure you're making the most of our platform. Come rain or shine, this partnership has the potential to bloom, so don't hesitate to get in touch.

A match made in heaven

Want to learn more about combining Demandbase and Reachdesk to empower your teams and enrich your campaigns?

Get in touch with a friendly Reachdesk expert today by emailing hello@reachdesk.com

Request a demo to find out how Reachdesk can help you deliver moments that matter at scale.
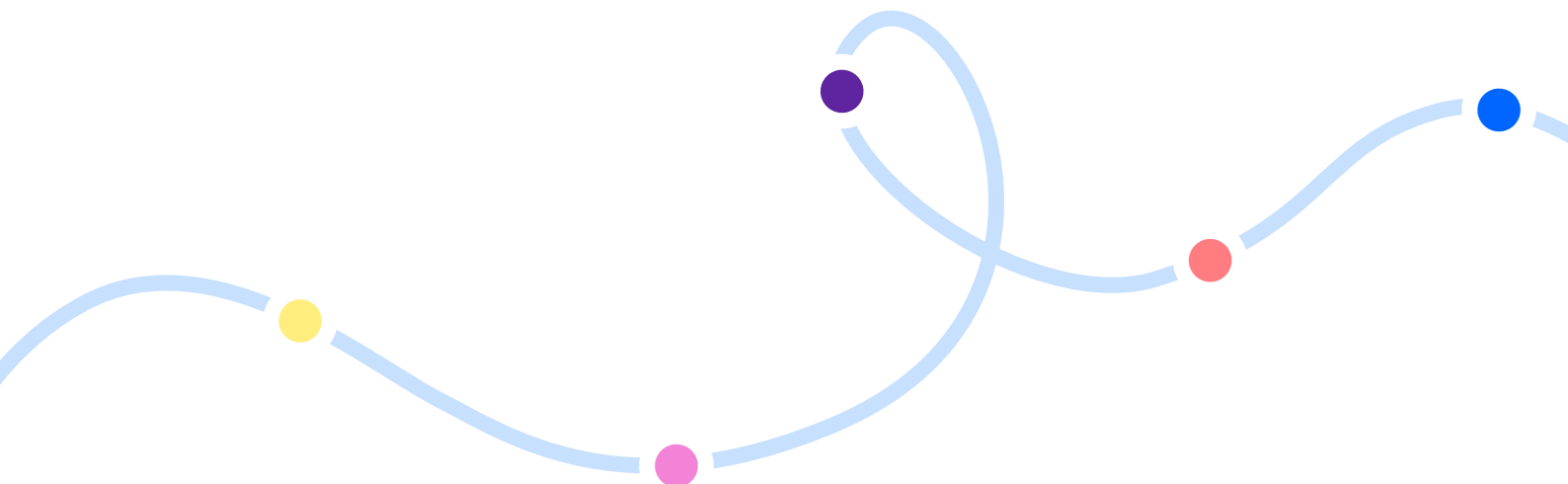
in Reachdesk

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G2 Reviews

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