

# Demand Acceleration Platform

The demand engine for predictable pipeline.



# Connect Channels, Govern Data, and Measure Results

Marketers face unprecedented challenges including changing buyer behaviour, economic concerns, and a lack of clarity around the success of all your programs.

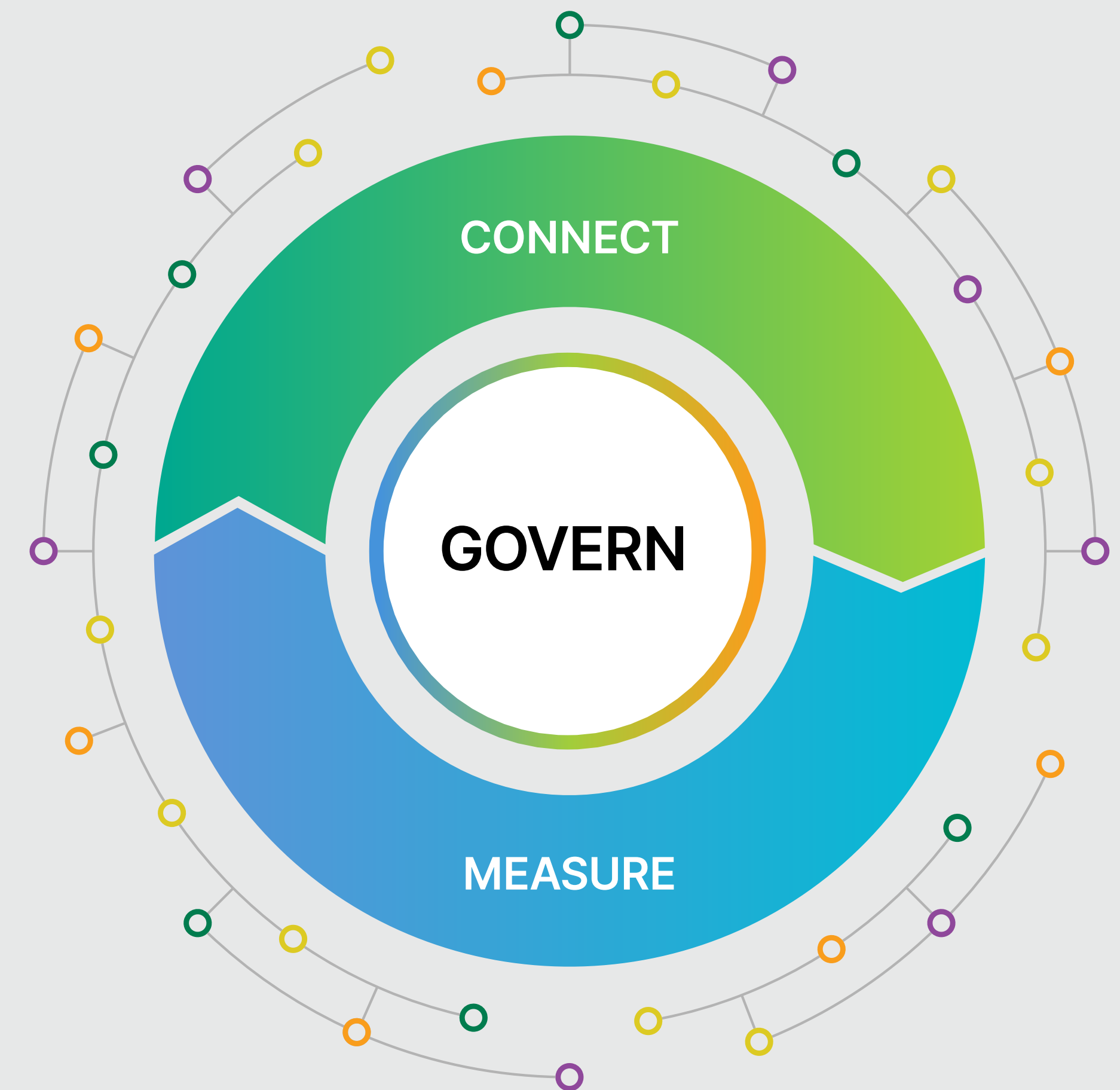
The Integrate Demand Acceleration Platform (DAP) is a SaaS tool that remedies these issues by centralising and connecting marketing technologies and the multi-channel B2B buying experience, paving the way for you to meet your demand marketing goals.

- **Connect:** Connect your channels and tools in a single platform to gain full value from your target account lists, scale account-based programs, and reduce manual drudgery.
- **Govern:** Ensure all lead data is standardised, valid, compliant, for 100% marketable leads.
- **Measure:** Optimise campaigns with a full view across all online and offline channels, intent signals, and buyer behaviour.

The Integrate Demand Acceleration Platform is the leading revenue marketing technology. DAP is a port of entry for all leads to build meaningful experiences for buyers and accelerate pipeline.

**Precision.** You can't afford anything less.

Empower precision  
with the Demand Acceleration Platform.



Build meaningful buyer experiences from a single platform.



# Connect Across Marketing with DAP

DAP eliminates common B2B marketing silos by unifying your data across core marketing systems and delivery channels.

DAP provides both demand execution and precision targeting through Target Account List Import functionality and integrations with leading ABM platforms. DAP allows you to centralise your broad-based demand and ABM activities by connecting your technology to third-party channels. DAP enables marketers to:

- Execute targeted demand campaigns and scale ABM programs with precision.
- Gain full value from your existing target account list investments.
- Send 100% marketable lead data (compliant, validated, and standardised) in real-time to your marketing automation platform (MAP) and CRM systems to improve conversion rates.

DAP connects hundreds of martech technologies, thousands of publishers and live events, millions of websites, and nearly a billion social subscribers to maximise your investments in ABM, MAP, CRM, and delivery channel tools to get the most from your marketing budget.

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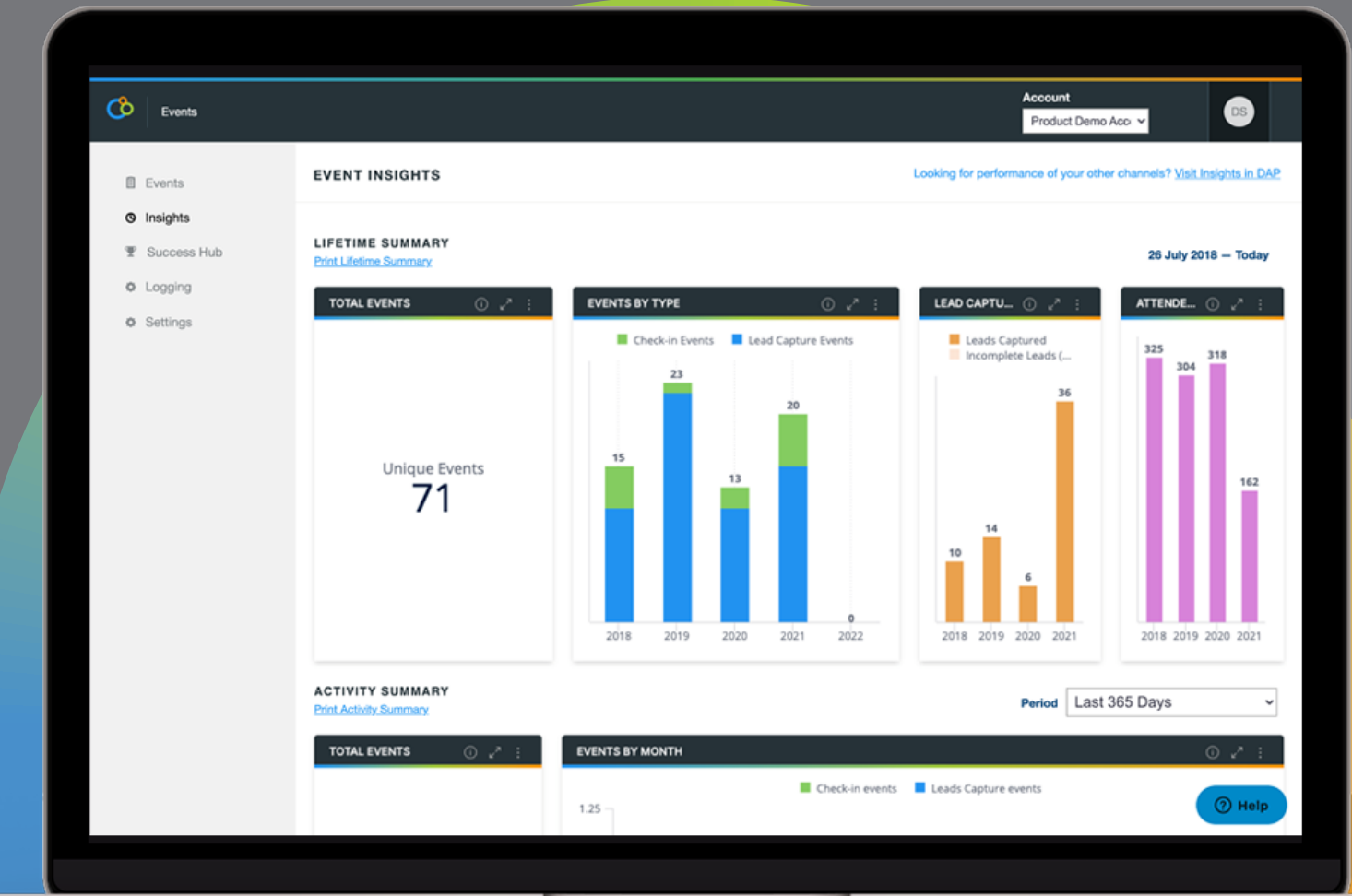
## Single platform. No manual process.

MEASURE

CONNECT



CONNECT



GOVERN

- ✓ Compliance
- ✓ Standardise
- ✓ Enrich
- ✓ Validate

# Connect Offline Leads to Online Experiences with Mobile Connect

Anyone in a B2B field role can use Mobile Connect, a mobile application included with DAP, to gain opt-in consent and collect contact information on prospects wherever they meet them. The lead data is automatically connected to DAP which governs and standardises the contact information before passing it on to your CRM and MAP, enabling you to use the data collected offline in your online cross-channel programs.

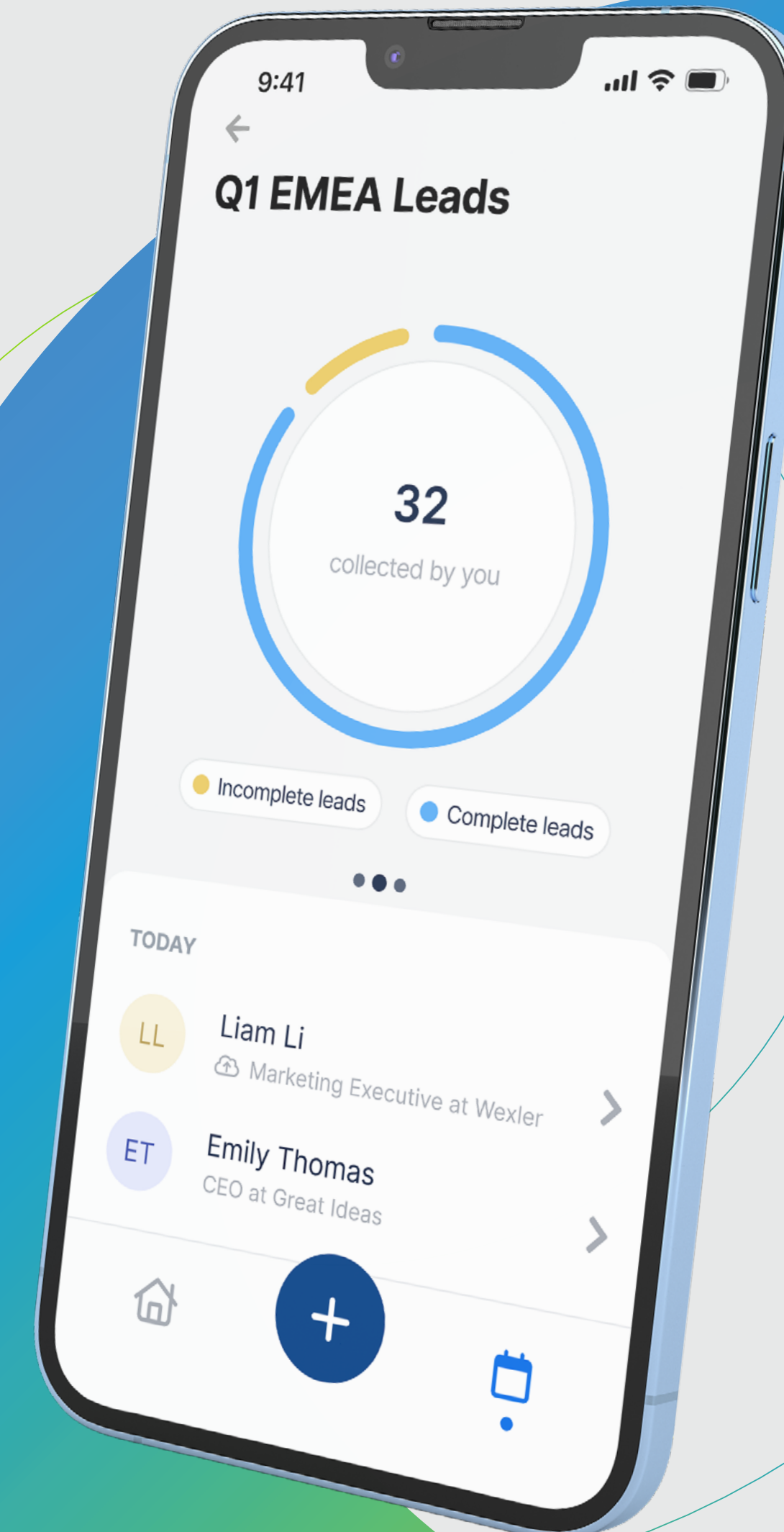
## The Benefits of DAP + Mobile Connect

Mobile Connect benefits your organisation by enabling marketers and revenue teams to get more precise and predictable with your cross-channel outreach:

- **Capture leads anytime, anywhere:** Sales conversations can happen anywhere. Now your team can collect contacts at any time, regardless of location.
- **Easy to use:** Field reps simply snap pictures of business cards, event badges, or scan LinkedIn QR codes.
- **Increase teamwork:** By having an “always on” tool – marketing and sales can stay aligned even when events aren’t happening.
- **Improve critical data governance:** With DAP and Mobile Connect, leads are automatically standardised, validated, and checked for compliance.
- **Become more efficient:** Eliminate manual processes and route prospect data to your systems in real-time for faster nurture and follow-up.

**Precision.** You can't afford anything less.

Connect your prospect data,  
buyer experiences, and revenue teams.



# Govern Marketing Data With Precision

Bad data increases costs and reduces lead velocity. Reaching the ideal buyers at your target accounts requires valid, complete, and compliant data. The Demand Acceleration Platform governs your data to prevent non-qualified leads from entering your downstream connected systems.

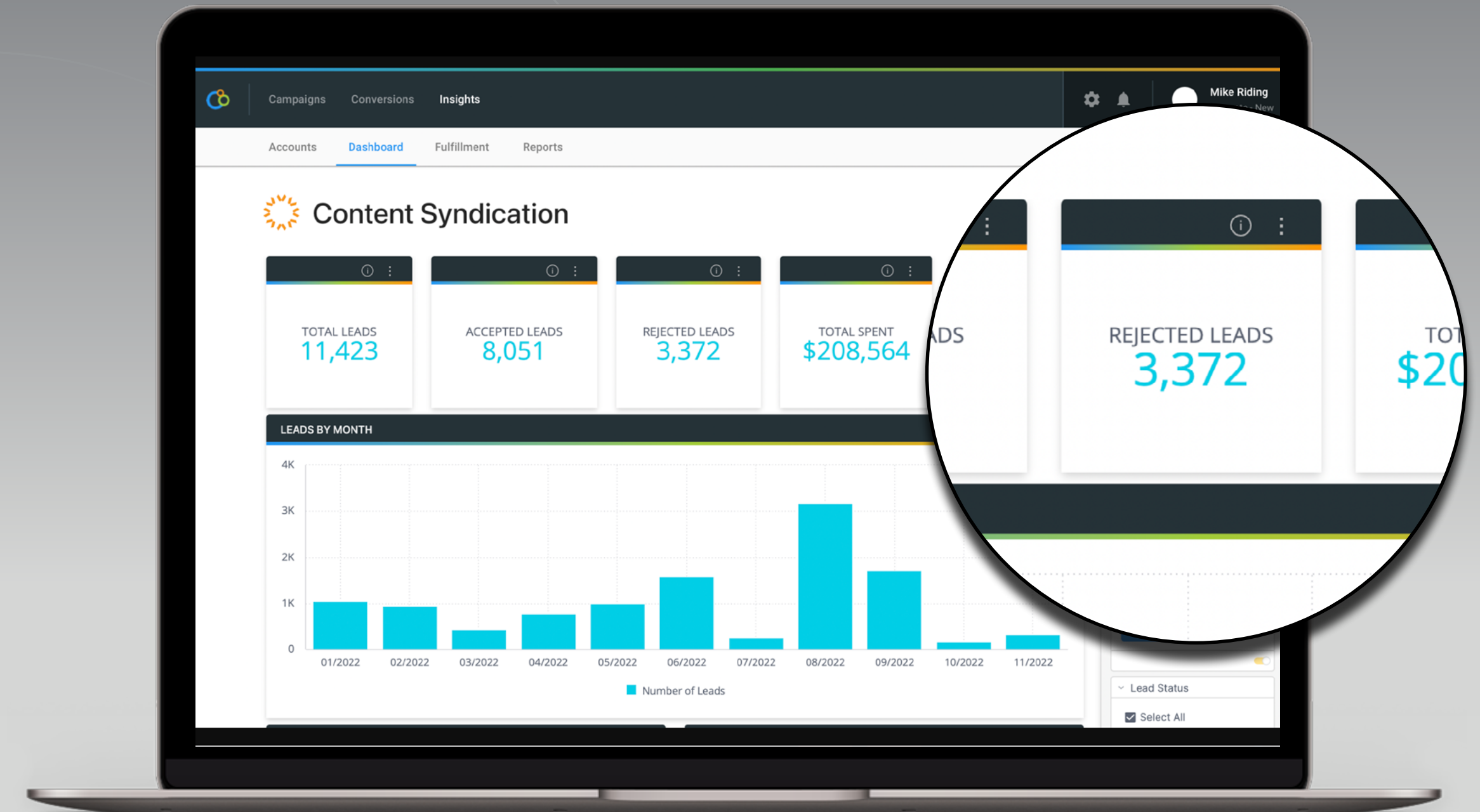
Automate data governance from all marketing channels to:

- Be fully compliant with global privacy regulations and have 100% marketable data.
- Establish a seamless flow of standardised and de-duped data directly into MAP and CRM systems.
- Leverage validated data to improve conversion rates.

The Demand Acceleration Platform gives you complete control over governing your data. Lead data is controlled by Company Domain, Job Title, and Geographic Region attributes. Centrally set maximums across your entire campaign via DAP Target List Optimisation.

**Precision.** You can't afford anything less.

Governance for trusted data.



Accelerate pipeline with clean data.



# Measure Account and Channel Engagement

52% of B2B marketers say their ability to measure and analyse marketing impact is either sub-par or nonexistent, especially when it comes to ABM program impact. The Demand Acceleration Platform addresses this gap by providing a clear view of how your cross-channel marketing campaigns are engaging accounts and buyers to generate pipeline and revenue.

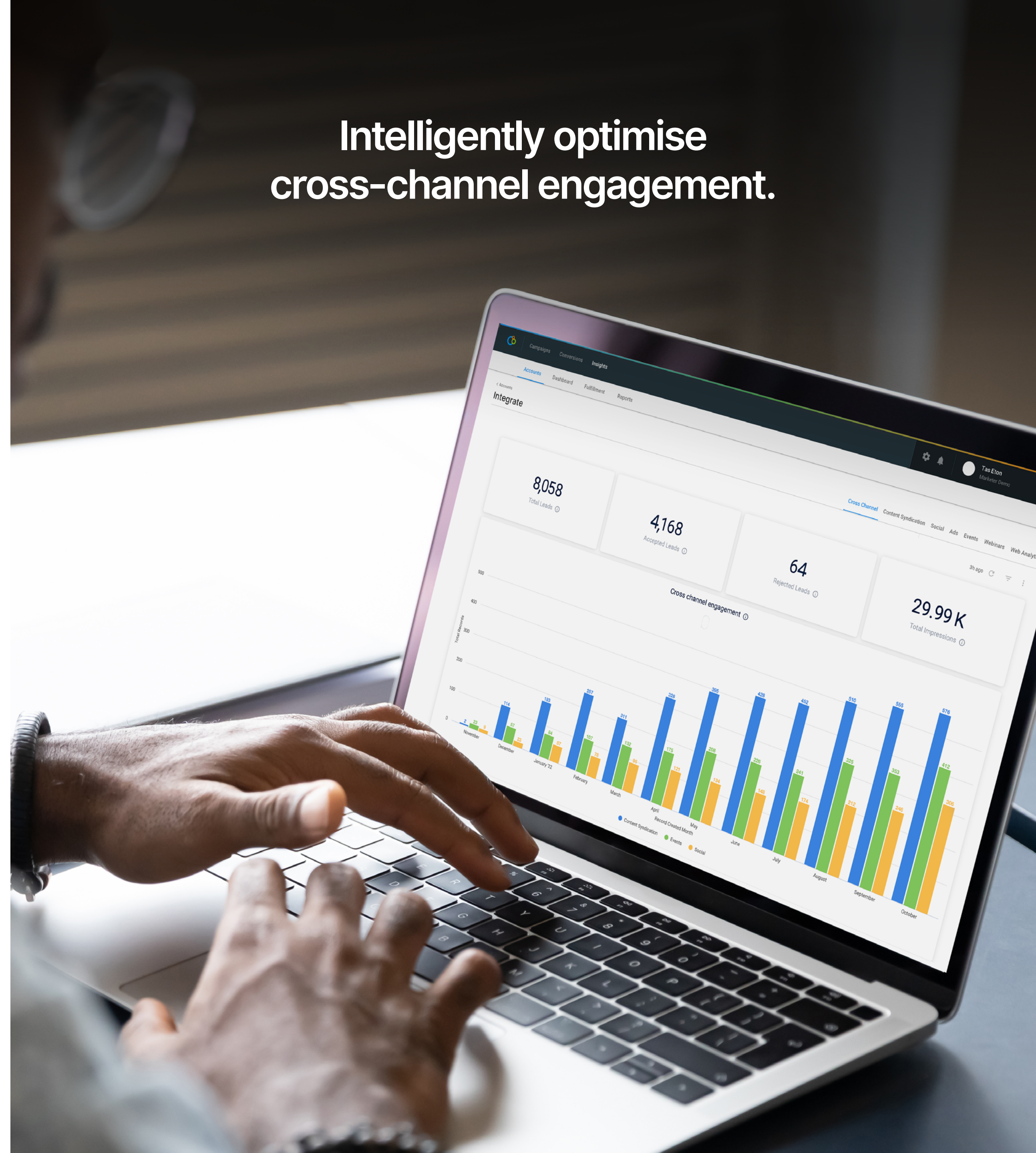
Obtain real-time metrics to optimise and improve campaign performance with cross-channel dashboards:

- Identify the campaigns, sources, and content that deliver the best results.
- Gain a holistic view of account engagement across all channels and programs via Account Profiles.
- Track spend, impressions, lead quantities, leads by source, and more through Insights.

Understand cross-channel account engagement in real-time to optimise ABM strategies for improved buyer engagement.

**Precision.** You can't afford anything less.

Intelligently optimise  
cross-channel engagement.





## Instana Sees 95% Target Account Penetration Rate

“The Integrate Demand Acceleration Platform was a no-brainer and a necessity to keep up with evolving buyer needs.

We needed to make our demand strategies work smarter, not harder, which meant evaluating our tools and tech and finding ways to free up time and budget resources.”

Starr Stephenson  
Director of Demand Generation  
Instana, an IBM Company

**Precision.** You can't afford anything less.



Influenced  
**\$6M**

in open opportunities and closed \$1.2M.

More than  
**6.49M**

impressions served across two target account lists. Additionally, nearly 5M impressions served against four target account lists across EMEA and the US.



# Connect to Buyers and Accounts With Precision

The Integrate Demand Acceleration Platform connects your channels, processes, and tools to create an efficient demand engine that enables marketing and sales teams to transform data into revenue. Our syndication, digital, events, and social solutions allow you to connect, govern, and measure marketing campaigns across demand channels with precision.

Demand Acceleration Platform connects existing demand channels, allows you to specify which data is most important, and converts leads and accounts to revenue to increase marketing return on investment. With governance and deep insights capabilities, DAP empowers marketing teams to make the best decisions with reliable, validated, standardised lead data at any point in time.

Learn what Integrate can do for your team:

[integrate.com/uk](https://integrate.com/uk)

