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Demandbase Announces the 2023 SMART Awards Winners

Organizations Selected for Their Breakthrough Ideas, Behind-the-Scenes Expertise, and Achieving Exceptional Go-to-Market (GTM) Success with Demandbase

(SAN FRANCISCO – Oct. 24, 2023) — [Demandbase](#), the leader in AI-driven account-based go-to-market (GTM), today applauds the winners of its 2023 SMART Awards. The SMART Awards honor organizations that are crushing their pipeline and revenue goals by aligning their sales and marketing teams around a single GTM strategy using the Demandbase One™ platform. The winners were selected by a committee of Demandbase executives. Demandbase thanks all those who took the time to nominate their companies and share their success stories.

“Our platform keeps evolving, and the winners of this year’s SMART awards have proven to grow and innovate with it,” says Gabe Rogol, chief executive officer of Demandbase. “We’re so proud of these organizations, and the internal champions who dedicated themselves to not only harnessing all the power Demandbase unlocks, but also for taking advantage of every new feature and capability we release. Their results speak for themselves, and we commend them whole-heartedly.”

The SMART Award categories, finalists, and winners for 2023 are:

The Omni Award: Smarter GTM™ with Account Intelligence. Everyone’s being asked to do more with less, and we’re still expected to make our revenue numbers. The

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- ▶ **First place:** [Palo Alto Networks](#)
- ▶ **Second place:** [DocuSign](#)
- ▶ **Third place:** [Thales Group](#)

For Mid-Market

- ▶ **First place:** [Workato](#)
- ▶ **Second place:** [XiFin](#)
- ▶ **Third place:** [Kahua](#)

The Bullseye Award: Smarter Digital Marketing with Demandbase Advertising. Most ad tech was built to support highly transactional B2C sales. B2B is much more complex. That's why Demandbase Advertising was designed, built, and optimized for B2B. This award is for those organizations using Demandbase Advertising to target smarter, engage with more relevance, and swarm their best opportunities.

For Enterprise

- ▶ **First place:** [Workday](#)
- ▶ **Second place:** [Palo Alto Networks](#)
- ▶ **Third place:** [Clario](#)

For Mid-Market

- ▶ **First place:** [Tricentis](#)
- ▶ **Second place:** [meQuilibrium](#)
- ▶ **Third place:** [Monotype](#)

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For Enterprise

- ▶ **First place:** [ServiceNow](#)
- ▶ **Second place:** [Verizon Connect](#)

For Mid-Market

- ▶ **First place:** [Camoin Associates](#)

The Insight Award: Smarter Systems with Demandbase Data. Today's B2B buying journeys are almost entirely digital, masking the identities and intentions of accounts and their buying groups until the journey is almost over. The winners in this category are those who have learned to use data and insights to light up the journey and deeply understand their accounts by infusing Demandbase's world-class data and intelligence into their tech stack.

For Enterprise

- ▶ **First place:** [Salesforce](#)
- ▶ **Second place:** [SAP Concur](#)

For Mid-Market

- ▶ **First place:** [MoEngage Inc.](#)
- ▶ **Second place:** [StreamSets, a Software AG Company](#)

Partner Recognition

- ▶ **First place –** [Ignitium](#)

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About Demandbase

Demandbase helps B2B companies hit their revenue goals using fewer resources. How? By using the power of AI to identify and engage the accounts and buying groups most likely to purchase. We combine your sales and marketing data with our validated B2B data and AI to create Account Intelligence that informs every step of your buyer’s journey.

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