

THE DEMANDBASE DEMAND ENGINE: A POINT OF VIEW

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The moment

Three facts define this role right now. A new CMO arrived in January to define pipeline AI as a category. Demandbase AI shipped in April: conversational GTM, MCP integrations, an AI GTM certification. And the market has not caught up. In a sample of nine third-party sources I reviewed in August (category roundups, review sites, buyer guides), one uses the term pipeline AI, eight still introduce Demandbase through its ABM history, and one calls it a legacy ABM platform. 6sense is co-mentioned in five of the nine. Category creation is now a demand generation problem: the new language has to show up in pipeline, or it stays a press release.

What I would own

The pipeline number, built backward. Revenue goal by segment, translated through win rates and ACV, staged through funnel conversion with a named owner and an SLA at every handoff, and funded by cost per opportunity. Budget follows conversion every quarter: programs that convert get funded, programs that do not get cut, including the legacy line items nobody wants to touch.

First 90 days

Days 1-30, diagnose: live inside the pipeline reviews, audit every program on cost per opportunity, align targets and lead quality with Sales and SDR leadership.

Days 31-60, decide: publish segment pipeline targets with the coverage math behind them, stand up a quarterly reallocation review, rebrief agencies and vendors on pipeline outcomes.

Days 61-90, move: execute the first budget reallocation, ship two AI-assisted always-on programs, and deliver the first QBR where I own the number rather than report on it.

Proof I can build

At Forbes I took B2B marketing-influenced revenue from \$0 to eight figures with a team of two, and I run campaign production as an AI-assisted system: a campaign measured at 149-206 specialist hours across 6-8 roles now ships in 71-74 hours with one operator. To show that rather than claim it, I built **Playkit** (playkit.williamdelehanty.com): pick a segment and a play, and it produces the brief, LinkedIn ads, email nurture, landing page, and SDR touch, pressure-tests the kit against a synthetic buying group, and gates it for unverified claims before anything ships. It runs on my own stack, built by me.

The gap, named

I have evaluated Demandbase as a buyer, not run it in production. I learn platforms fast because I personally operate them, and I have recently sat through your sales motion from the prospect's chair, which strikes me as useful context for the person about to run your demand engine.

I would welcome 20 minutes to hear what this page gets wrong about your funnel.