

Demandbase Engages 100% of the Company in Performance Programs

The Challenge

Paving the way for an entire genre of B2B marketing is no easy task, and at Demandbase it requires some of the best minds in tech. For their HR department, the name of the game is “attracting top tier talent, retaining [them], employee satisfaction, and employee engagement,” said Landon Pearson, VP of HR and talent acquisition. The need for sophisticated performance management continues to grow with each new hire and funding round.

Yet as with any expanding organization in tech, Demandbase needed fast, streamlined performance management tools. Rather than loading managers down with time-consuming tasks, they were looking for a solution to make everyone’s lives at work easier.

The Solution

Demandbase began using Reflektive for performance reviews. The team wanted a solution to streamline the process of collecting and delivering long-term feedback for their managers. “When a manager sits down to do the performance review, 80% of the content should be written for them,” said Pearson. “They won’t have to start from scratch.”

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The beauty of Reflektive is that it collects data throughout the course of the year.

Landon Pearson — VP of HR and Talent Acquisition at Demandbase

Using Reflektive for performance management means Demandbase can collect feedback at the most relevant time. This provides a more transparent picture of an employee’s performance when it comes time for annual reviews. Recognition for important work employees have done can get lost in the shuffle, but with Reflektive everything is documented.

DEMANDBASE

Demandbase is the leader in Account-Based Marketing (ABM). The company offers the only Artificial Intelligence-enabled, comprehensive ABM platform that spans Advertising, Marketing, Sales and Analytics. Enterprise leaders and high-growth companies such as Accenture, Adobe, DocuSign, GE, Grainger, Salesforce and others use Demandbase to drive their ABM strategy and maximize their marketing performance. The company was named a Gartner Cool Vendor for Tech Go-To Market in 2016. Demandbase closed a \$65M financing round in May 2017 which will be invested in future growth and investment in Ai and machine learning initiatives.



COMPUTER SOFTWARE

Industry



2007

Year Founded



SAN FRANCISCO, CA

Headquarters



250

Employees



MISSION

Help B2B marketers achieve greater business impact



VALUES

Execution, growth, people, innovation, customer success, customer advocacy

The Results



COMPLETION RATE (2016)



Completion rate for performance reviews was **84% in 2016**.



COMPLETION RATE (2017)



In 2017 Demandbase achieved an incredible **100% completion rate** for their performance reviews.

“It’s truly a solution that doesn’t require training. People got into it and intuitively were able to understand how to use it, and that went a long way with the employee population,” said Peter Isaacson, chief marketing officer at Demandbase.

“The employees at Demandbase have been really happy using Reflektive,” said Pearson. “You make their job easier, because they get peer feedback, self-assessments, and real-time feedback throughout the course of the year.” Performance reviews are now easier, less stressful, and more efficient.

Demandbase continues to keep people engaged, winning the 5th Best Place to Work in the Bay Area for 2015 from Silicon Valley Business Journal.

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Landon Pearson

VP of HR and Talent Acquisition
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From the business standpoint it didn’t require any selling at all. Everyone looked at this as a great solution for helping to professionalize how we delivered feedback, documented feedback, and documented our success against goals.



Peter Isaacson

CMO at Demandbase