



AI Brand Leader Report

Account Based Marketing Platforms

itbrandpulse.com



Executive Summary

The March 2026 AI Account Based Marketing Platforms Brand Leader Survey captures the sentiments of sales and marketing pros across a rapidly expanding market driven by demand for automation, personalization, and productivity gains in sales workflows.

This report includes the results of voting for Market, Intelligence & Innovation, Creativity & Expression, Accuracy & Trust, and Human Empowerment leaders.

The companies voted brand leaders embody the industry's shift from basic automation to agentic, insight-driven sales systems that augment human sellers, improve decision-making, and accelerate revenue generation across modern enterprise sales organizations.



Account-Based Marketing (ABM) Platforms enable sales and marketing teams to identify, target, engage, and convert high-value accounts through coordinated, personalized campaigns across channels. These platforms combine account identification, intent data, advertising, orchestration, sales alignment, and analytics to focus resources on accounts most likely to convert.

The survey results show a clear but not absolute leader in the category. Demandbase was voted Market Leader (38.55%) and Accuracy & Trust Leader (39.44%), reinforcing its position as the most established and trusted ABM platform. 6sense leads Intelligence & Innovation (29.11%), Madison Logic leads Creativity & Expression (30.70%), and RollWorks leads Human Empowerment (38.02%).

The results highlight a multi-dimensional market where leadership is distributed across trust, intelligence, creativity, and usability, rather than consolidated in a single vendor.

Prepared by
Frank Berry
Frankie Berry
Harrison Griffin

Brand Leadership Defined



Market Leader

AI buyers want to know the product they invest in today will exist, grow, and be supported tomorrow. Market leaders create this assurance with their ability to define categories, influences standards, and attracts ecosystems. Survey results often suggest that other brand leader values are driving perceptions of who is market leader.



Intelligence & Innovation Leader

Intelligence & innovation leadership represents a brand's ability to push boundaries, pioneer new capabilities, and deliver meaningful advancements before competitors. It's about consistently releasing smarter models, new techniques, improving performance, and efficiency, and solving previously unsolved problems.



Creativity & Expressions Leader

This is the value that transformed generative AI into a cultural phenomenon. Creativity & expression leadership reflects a brand's ability to unlock human imagination, artistic output, and new modes of communication. It shows up in multimodal expression, storytelling, design assistance, idea exploration, and playful experimentation.



Accuracy & Trust Leader

Trust is the currency of AI. When a system suggests medical information, legal recommendations, financial calculations, or mission-critical actions, accuracy becomes existential. A single major failure can erode trust overnight. This value represents the brand's seriousness about quality, reliability, and responsibility.

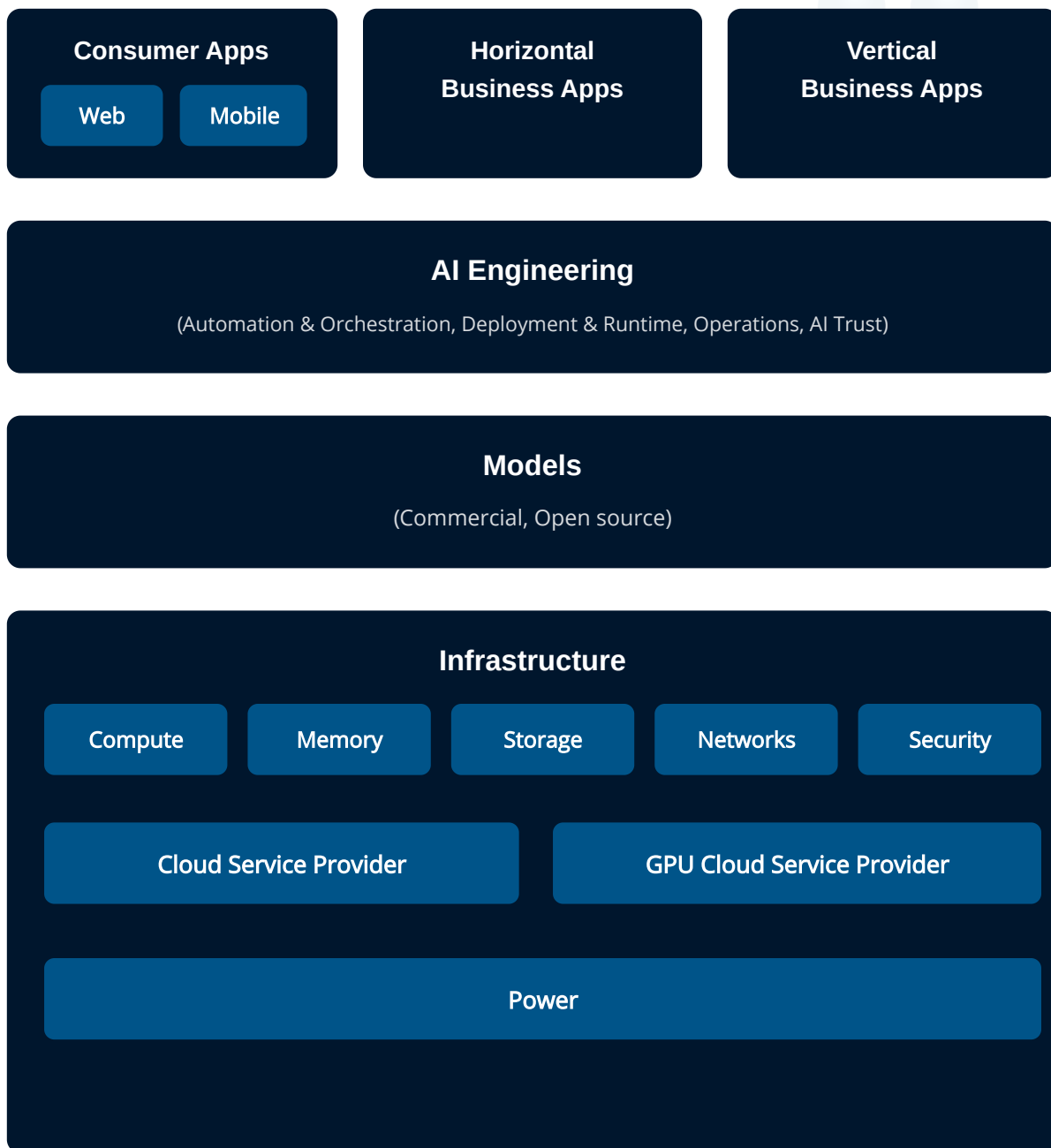


Human Empowerment Leader

The world is wrestling with fear and uncertainty about AI. Will it take my job? Will it make decisions I can't understand? Will it operate in ways that harm me or my community? These anxieties are real and widespread. Human empowerment leadership defines a brand's a commitment to amplifying human capability, not replacing it.

AI Product Taxonomy

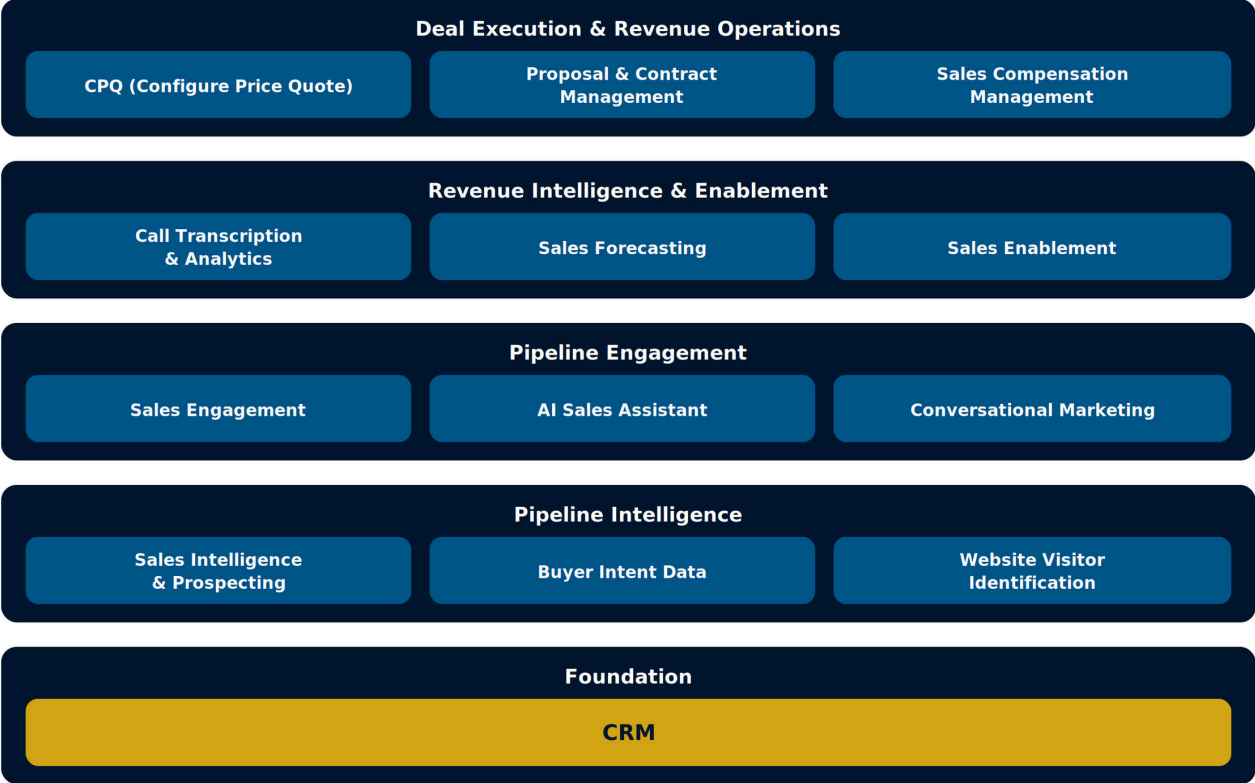
The AI Sales products covered in this survey are part of the Horizontal Business Apps layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



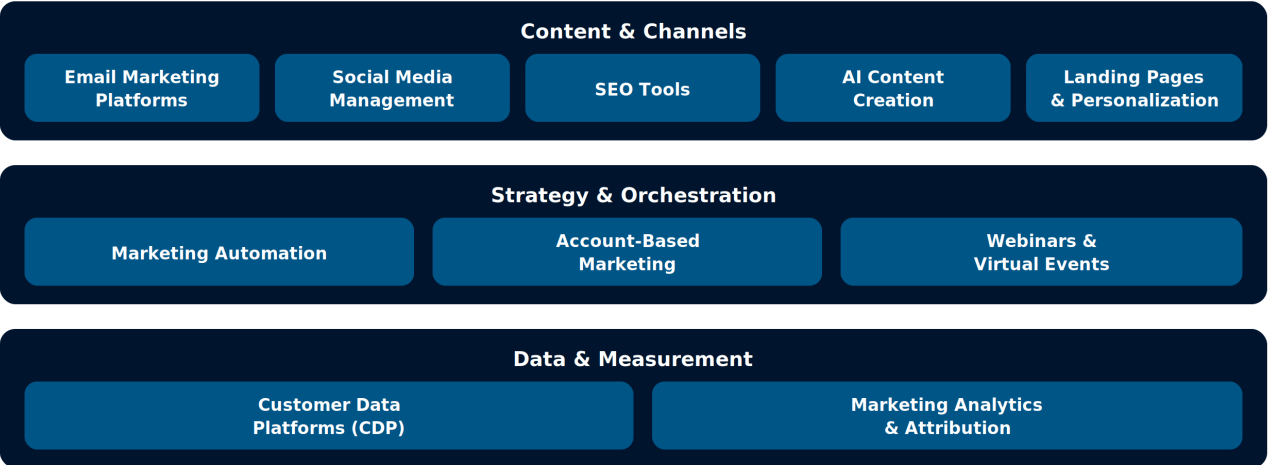
AI Sales & Marketing Stacks

Below are the the product categories and sub-categories, that makeup the AI Sales and Marketing stacks inside the Horizontal Business App layer in our AI Product Taxonomy.

AI Sales Products



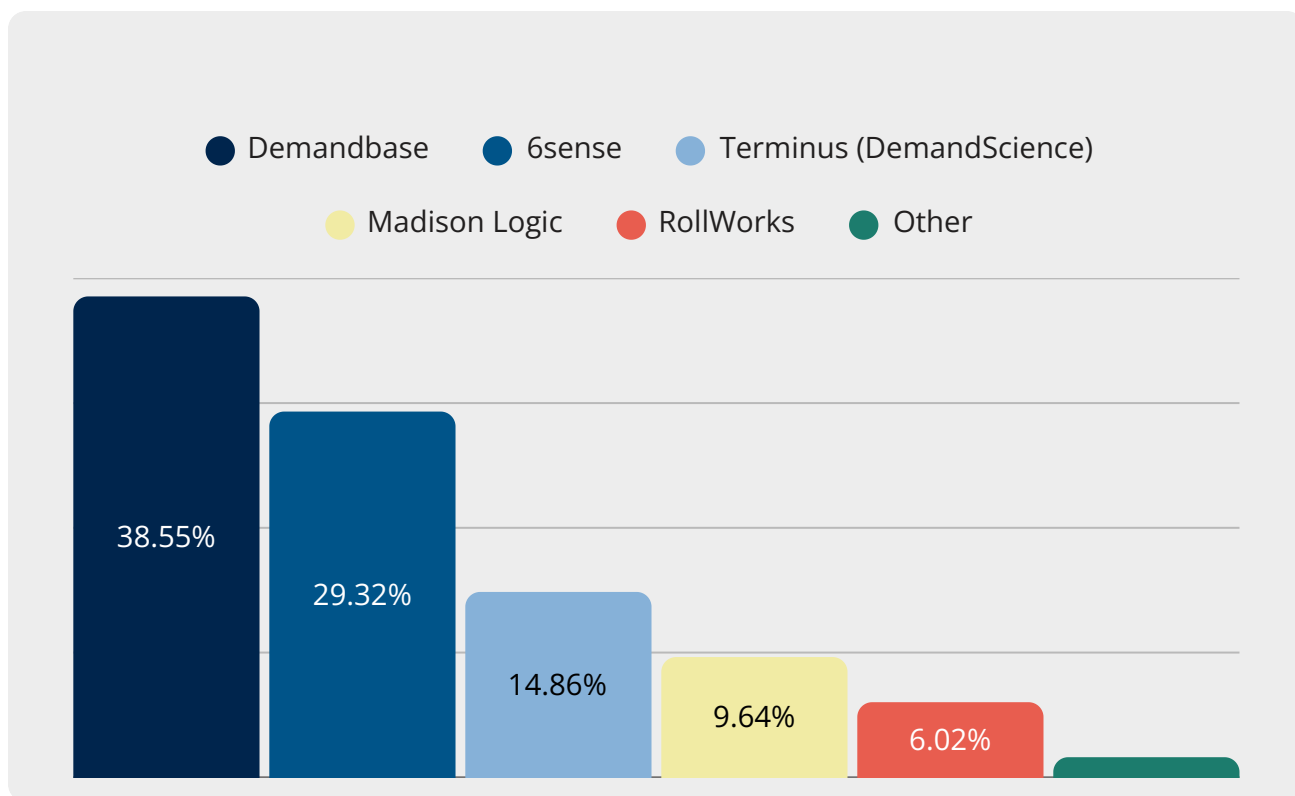
AI Marketing Products



Account Based Marketing Platforms



Demandbase is the Market Leader with 38.55% of votes, followed by 6sense at 29.32%, creating a 9.23-point spread. This is one of the stronger leadership gaps across all categories you've analyzed so far. Demandbase is clearly perceived as the category anchor, with a meaningful advantage over its closest competitor, though not so dominant that competition is irrelevant.



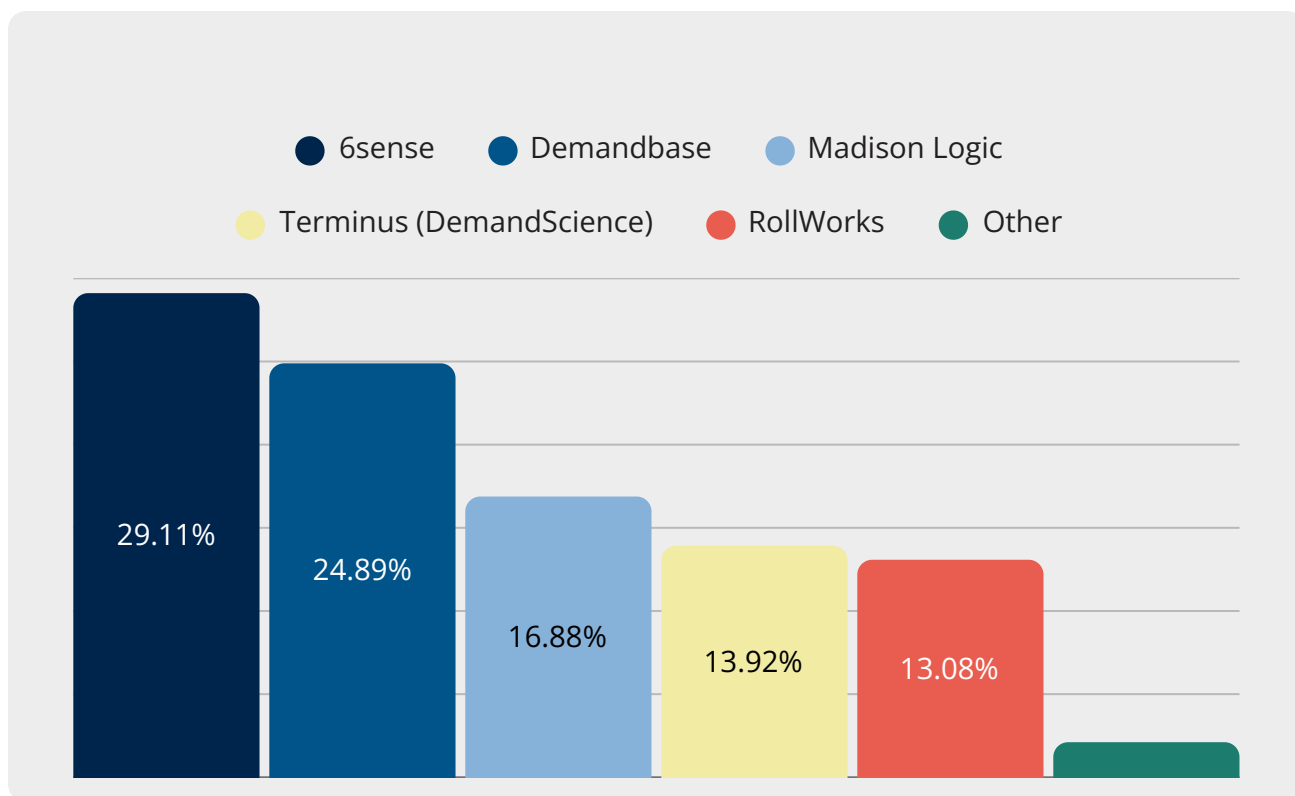
Demandbase's leadership likely reflects its long-standing position in ABM, breadth of capabilities (advertising, intent, orchestration, data, and analytics), and enterprise adoption. Its simultaneous leadership in Accuracy & Trust further reinforces that buyers associate Demandbase with reliability, data quality, and execution confidence—key factors in ABM success.



Account Based Marketing Platforms



6sense leads Intelligence & Innovation with 29.11% of votes, followed by Demandbase at 24.89%, a 4.22-point spread. This is a competitive result, but it clearly signals that the market sees 6sense as the innovation leader in ABM—particularly in predictive intelligence, intent data, and AI-driven account prioritization.

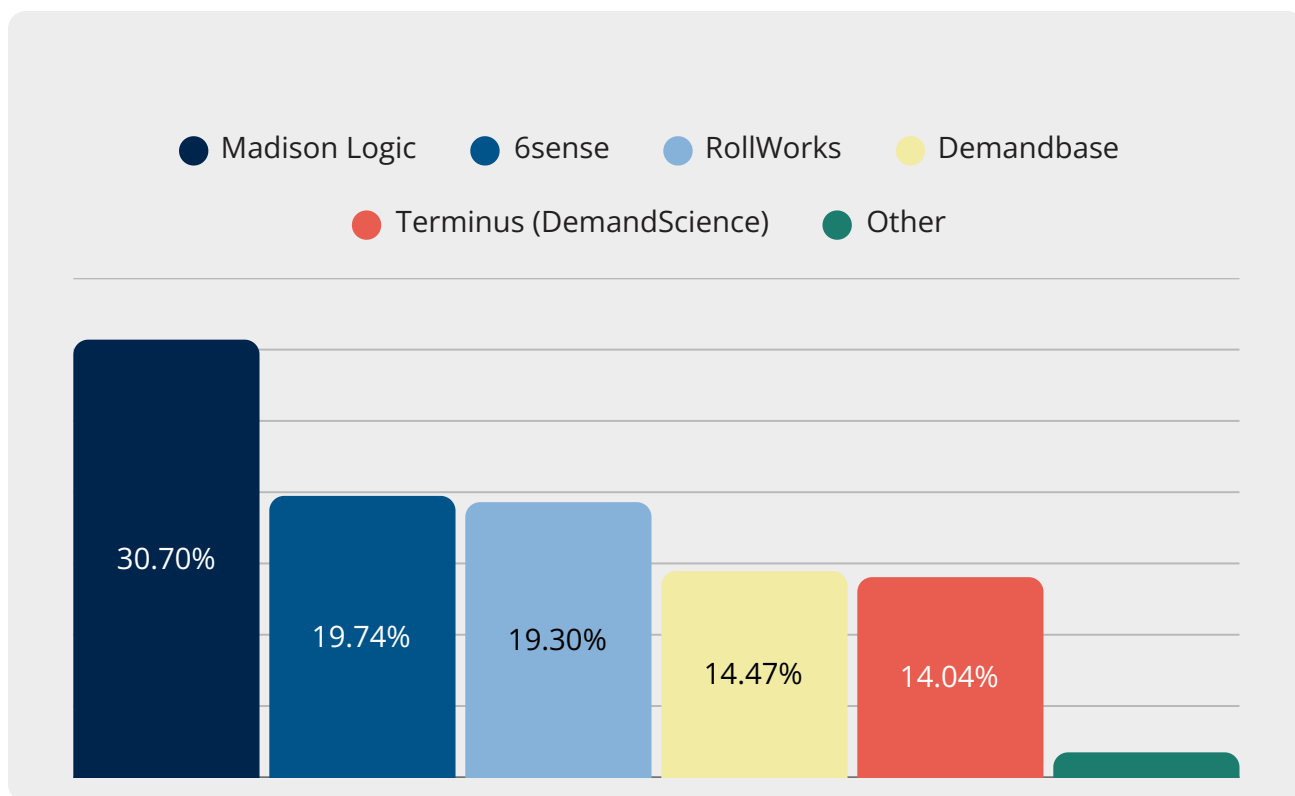


6sense’s innovation perception likely stems from its strong positioning around AI-powered revenue intelligence, predictive modeling, buying stage identification, and intent signal aggregation. There is a strong correlation between innovation and market leadership with 6sense second in Market Leader. This suggests that while innovation is critical, installed base and trust still anchor category leadership.

Account Based Marketing Platforms



Madison Logic leads Creativity & Expression with 30.70% of votes, followed by 6sense (19.74%) and RollWorks (19.30%). The 10.96-point gap between first and second is one of the largest spreads in this category, indicating that Madison Logic is strongly differentiated in how it enables marketers to design and execute creative, content-driven ABM campaigns.



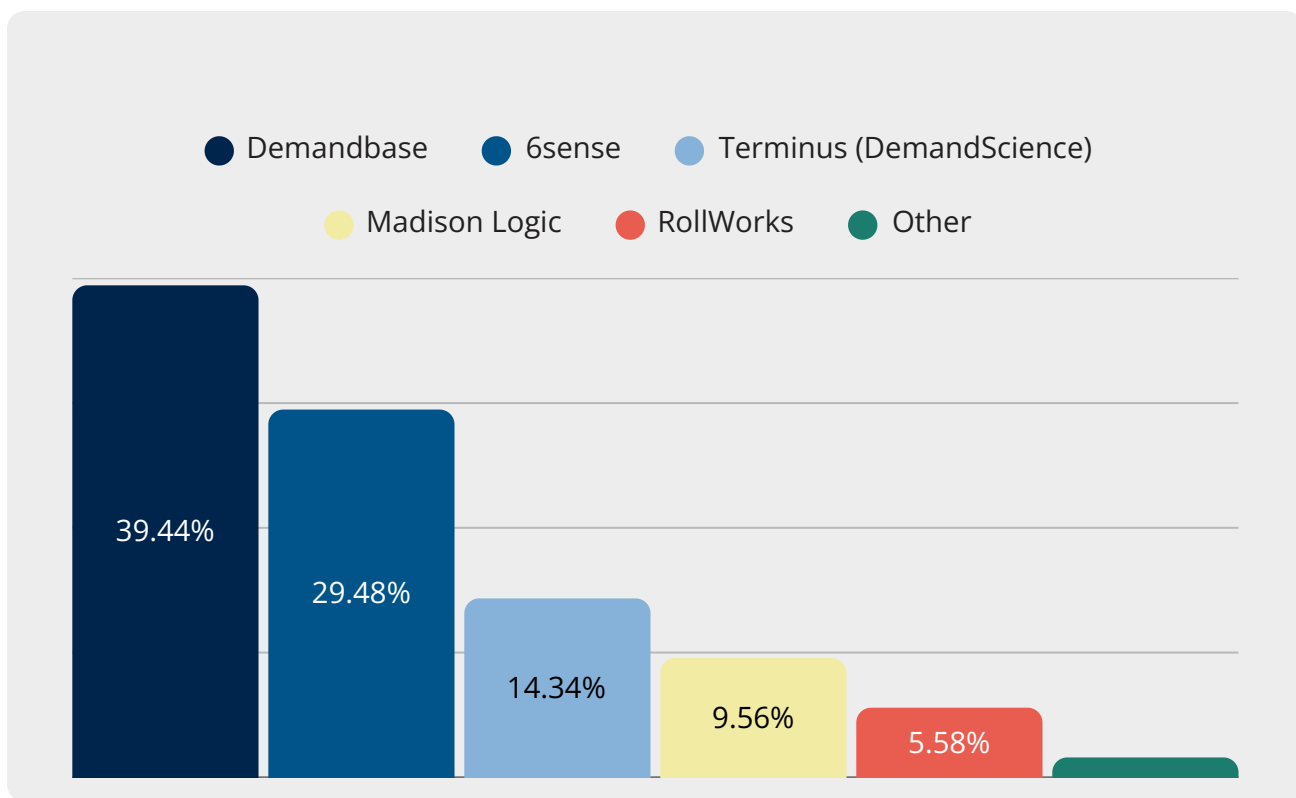
MADISON
LOGIC.

Madison Logic's leadership likely reflects its roots in content syndication, programmatic distribution, and campaign execution. Its strength lies in enabling marketers to deliver targeted content experiences to specific accounts at scale. Madison Logic ranks fourth in Market Leader voting indicating voters see it as a specialist in campaign creativity and execution rather than a full-platform ABM leader.

Account Based Marketing Platforms



Demandbase leads Accuracy & Trust with 39.44% of votes, followed by 6sense at 29.48%, creating a 9.96-point spread—the largest gap across all five dimensions. This is a decisive signal that Demandbase is viewed as the most reliable and trusted platform in ABM, particularly around data accuracy, targeting precision, and measurement.



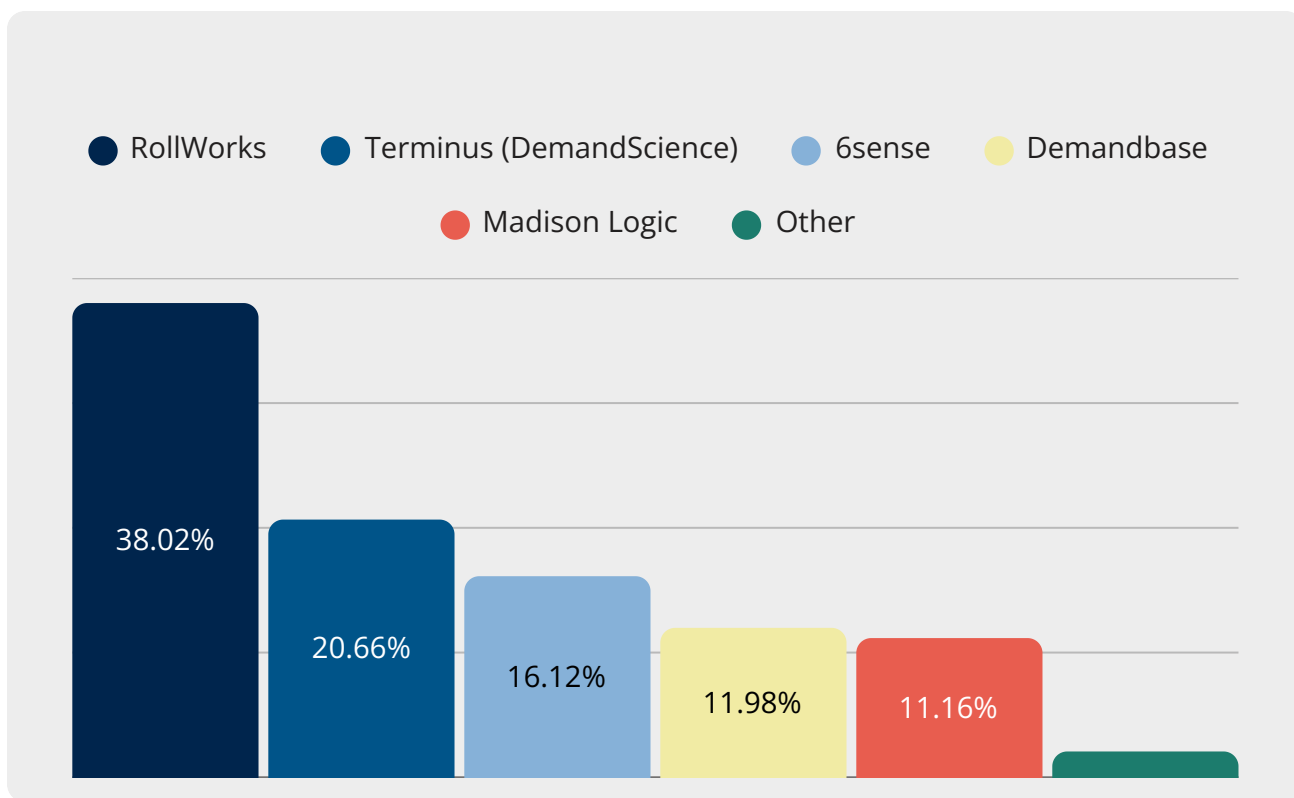
This strong alignment between Market leadership and Accuracy & Trust is not accidental. ABM success depends on targeting the right accounts and measuring engagement correctly making trust foundational. The correlation here is very strong: the vendor that is most trusted is also the Market Leader, reinforcing the idea that trust is the core currency in ABM platforms.



Account Based Marketing Platforms



RollWorks leads Human Empowerment with 38.02% of votes, followed by Terminus at 20.66%, creating a substantial 17.36-point gap—the largest margin in the entire dataset. This indicates that RollWorks is widely perceived as the platform that best enables marketers and sales teams to execute ABM effectively without excessive complexity.



RollWorks' leadership likely reflects its positioning toward mid-market and growth teams, with an emphasis on ease of use, accessibility, and fast time-to-value. The platform simplifies ABM execution through streamlined workflows, advertising, and account targeting. RollWorks ranks fifth as Market Leader reinforcing a pattern: usability leaders represent a different segment focused on empowerment over enterprise scale.

Looking Forward



Predictions

1. ABM Platforms will evolve into “Account Intelligence & Buying Group Platforms.”

Future taxonomy will shift from account-level targeting to buying group orchestration, with new categories such as Buying Group Intelligence Leader and Account Signal Aggregation Leader.

2. Intelligence will overtake targeting as the primary competitive axis.

Brand Leader voting will increasingly reward vendors that identify when and why accounts are buying, not just who to target, favoring platforms like 6sense and redefining the Innovation category around predictive revenue intelligence.

3. The market will bifurcate into Enterprise ABM Platforms and Accessible ABM Platforms.

Demandbase and 6sense will dominate enterprise orchestration, while RollWorks and similar vendors will lead in usability-driven segments. Future Brand Leader reports might reflect this split with separate voting segments for Enterprise ABM and Mid-Market ABM platforms.



AI Brand Leader Program

IT Brand Pulse Brand Leader Awards are voted by thousands of IT professionals, not algorithms or small judging panels. Our surveys measure brand perception across the Five Pillars of AI brand leadership, giving winners credible, third-party validation that resonates with customers, analysts, and investors.

See the latest survey results at:

<https://itbrandpulse.com/brand-leader-program>.

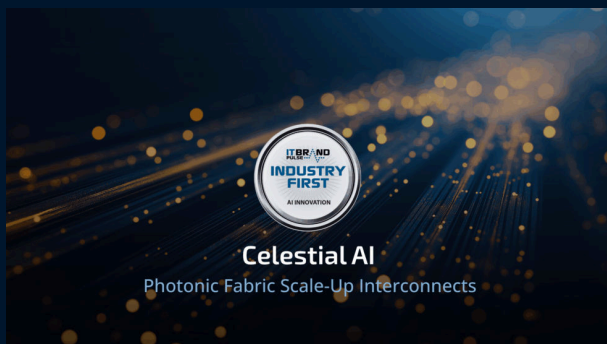




Industry First Program

IT Brand Pulse's Industry First Program provides independent, third-party validation that you were first to deliver a meaningful AI innovation. Our analysts verify your timeline, technical claims, and market precedence, then publish a comprehensive validation article documenting your achievement.

See the latest industry firsts and nominate your product at: itbrandpulse.com/industry-first.



✉ info@itbrandpulse.com

🌐 itbrandpulse.com

📍 1895 Avenida Del Oro #4683
Oceanside, CA 92052