What is Demand Base Application: Demand base is a SaaS application that is focused on Account-Based Marketing (ABM) solutions to help businesses personalize their marketing efforts and engage with target accounts more effectively

Architecture of DemandBase: Demandbase would involve a combination of front-end and back-end components, databases, integrations, and other elements to support its features and services.

Escalation Point of contact POC for DemandBase Application: For technical issues, the escalation point of contact is Himani (Himani@abc.com). For customer service matters point of contact is Praveen ([Praveen@abc.com](mailto:Praveen@abc.com))

SME Subject Matter Expert for DemandBase Application: You can Contact Vikas Agarwal (vikas@abc.com) as he is the Subject Matter Expert (SME) for this application. He possesses in-depth knowledge and expertise and can provide valuable assistance regarding any inquiries or issues related to the application

What is Account Connector or How to access it of DemandBase Application : Using Account Connector, you can connect your Demandbase account data with other third-party integrations. Account Connector supports Adobe Analytics, Google Analytics, Drift, Optimizely, Uberflip, and other custom integrations. To access the Account Connector page, from the left navigation bar, go to Settings\_N.png Settings > Demandbase-Wide Settings > Account Connector See [Set Up Demandbase to Send Data to an Integration: Account Connector](<https://support.demandbase.com/hc/en-us/articles/360057169531>)

What data can Account Connecct send: Account Connector (API) can send account data only

Who has access to Account Connector in DemandBase: Only users with Admin privileges

Are there limits to the number of integrations you can create : There is no limit for the number integrations you can create

Are there limitations on the number of variables you can select for the response : You can select up to 200