

Agencies + Partners: Integrate your client's Demandbase ABM list into your NetLine Campaign



This guide provides essential steps for agencies and partners looking to seamlessly synchronize their client's Demandbase ABM list(s) into NetLine campaigns, enhancing targeted marketing efforts. Let's get started!

- 1 Log in to your Portal Account and navigate to the Account tab.

NetLinePortal

Get certified to optimize campaigns

Welcome

Welcome to the NetLine Portal for B2B Marketers

Your centralized B2B lead management platform with on-demand scale when you need it.

What's right for me?

New Direct Campaign

New LeadFlow Campaign

Your Existing Campaigns

Campaign Name	Type	Status	Status Reason	Pending Date	Lead Goal	Good Leads	% Complete	Start Date	End Date	Last Update	Excel Report	Web Report
Demo Campaign	LeadFlow	Draft			25					01-28-2025		

Top Resources for Success

- THE NETLINE LEAD GEN CAMPAIGN LAUNCH TOOLKIT
- How the NetLine Portal Works
- Earn Certification as a NetLine Expert
- Step-by Step Guide To Build Your First Campaign
- Self Service Portal Quick Start Guide

2 Click "Integration"

The screenshot shows the NetLinePortal user interface. On the left, a sidebar menu lists various options: Your Brands, Credit Card Info, Billing Contacts, Change Password, Email Preference, Question Library, Content Library, **Integration** (highlighted with an orange box), User Management, Delete Account, and Address. The main content area is titled "Your Existing" and contains a table with the following data:

Campaign Name	Type	Status	Status Reason	Pending Date	Lead Go
Demo Campaign	LeadFlow	Draft			25

Below the table, there is a section titled "Top Resources" featuring three video thumbnails. The first is "NetLine THE NETLINE LEAD GEN CAMPAIGN", the second is "How the NetLine Portal Works", and the third is "Certified NetLine".

3 Click "Connect" to initiate your client's API connection to NetLine.

The screenshot shows the "Manage Integrations" page for Demandbase in the NetLinePortal. The page title is "Manage Integrations" and the sub-header is "DEMANDBASE". A "Connect" button is highlighted with an orange box. Below this, there is a section titled "Your Integrations" which contains a table with the following data:

Integration	Status	Account Name	ABM Lists	Email	Last Updated	Action
Demandbase	Enabled	Test	0		2026-02-18 06:32:53	Disable
Demandbase	Disabled	Test123	0		2026-02-18 06:19:07	Enable
Demandbase	Disabled	Test	0		2026-02-18 06:19:00	Enable
Demandbase	Disabled	Test@Marketer	1		2026-02-18 06:18:58	Enable
Demandbase	Enabled	Test5	0		2026-02-18 06:17:31	Disable
Demandbase	Disabled	laurafe06	0		2026-02-06 06:46:20	Enable
Demandbase	Enabled	Test2	0		2026-02-06 06:44:03	Disable

At the bottom of the page, there is a footer with the text "© NetLine 2026 | All Rights Reserved." and a logo for "LET'S LOVE US SYSTEMS".

4 First, enter your client's account (company) name.

Next, add the email address and first name for the contact on your client's team who will complete the authentication process in their Demandbase account.

Click "send Request to Generate API Key" and NetLine will automatically send an email to the designated client contact with instructions to generate their unique API key.

The screenshot shows a web interface for adding a new integration. The main heading is "Add New Integration". Below the heading is a paragraph of instructions: "Please provide the following information to initiate your client's API connection to NetLine. Once submitted, NetLine will automatically send an email to the designated client contact with instructions to generate their unique API key. After the client creates the key, they can log into their ABM partner system and use it to establish the connection to NetLine and begin securely pushing data." The form contains four input fields: "Client Account Name", "Client Email", "Client First Name", and "Your Branding" (a dropdown menu with "No Branding" selected). A blue button labeled "Send Request to Generate API Key" is located below the form, with an orange arrow pointing to it from the right.

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Once your client receives their authorization email and clicks "Authorize Integration" they will be prompted to generate an API key.

NetLine will notify you via email once your client has approved your access to their Demandbase integration in the NetLine Portal.

[Action Needed] Authorize your Demandbase integration-test



Portal Support <portal-support-test@netline.com>
To ○ [Redacted]



[If there are problems with how this message is displayed, click here to view it in a web browser.](#)

Your Demandbase Integration



Demandbase

Authorize Your Demandbase Integration

Good news! NetLine Agency is setting up your Demandbase integration so you can sync ABM lists straight into NetLine and power your campaigns with ease.

Please click the link below to generate your API Key to authorize the integration.



Once that's done, you'll be one step closer to accelerating your ABM campaigns. Thanks for helping us get you fully set up.

Sincerely,

The NetLine Portal Team
portal-support-test@netline.com

Successful B2B Marketers Start Here.
NetLine is the #1 Programmatic B2B Lead Generation Platform, empowering marketers to engage in-market buyers with targeted content and accelerate revenue growth. Visit www.netline.com.

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Your client will then click "Generate API Key" to authorize the connection between Demandbase and NetLine.

NetLinePortal Demandbase

Integration Set Up

NetLine Agency is ready to launch your Demandbase integration to sync ABM lists directly into your NetLine lead generation campaigns.

Complete your integration with the following steps:

1. Generate your API Key to authorize the connection between Demandbase and NetLine.
2. Save your API Key in a secure location. **NetLine cannot retrieve or display this key again.** If misplaced or lost, you will need to disable the integration and generate a new key.
3. Log into your [Demandbase account](#) and enter the API Key under Custom Integration to complete the setup process.

[Generate API Key](#)

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(408) 340-2200

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Next, they will click "Copy API Key" and save the key in a secure location. **NetLine will not be able to share the key again.** If your client misplaces the key, you will need to disable the integration and initiate the process to generate a new API key.

Thanks for generating your API Key. You can now continue the process in your Demandbase account.

Integration Set Up

NetLine Agency is ready to launch your Demandbase integration to sync ABM lists directly into your NetLine lead generation campaigns.

Complete your integration with the following steps:

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2. Save your API Key in a secure location. **NetLine cannot retrieve or display this key again.** If misplaced or lost, you will need to disable the integration and generate a new key.
3. Log into your [Demandbase account](#) and enter the API Key under Custom Integration to complete the setup process.

[Generate API Key](#) `0c3b0d793be1353fd0dbb918d3a7be5369117140` [Copy API Key](#)

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After your client creates and copies the key, they can log into their Demandbase account and use their key to establish the connection to NetLine and begin securely pushing data.

Thanks for generating your API Key. You can now continue the process in your Demandbase account.

Integration Set Up

NetLine Agency is ready to launch your Demandbase integration to sync ABM lists directly into your NetLine lead generation campaigns.

Complete your integration with the following steps:

1. Generate your API Key to authorize the connection between Demandbase and NetLine.
2. Save your API Key in a secure location. NetLine cannot retrieve or display this key again. If misplaced or lost, you will need to disable the integration and generate a new key.
3. Log into your Demandbase account and enter the API Key under Custom Integration to complete the setup process.

Generate API Key

dc3b0d793be1353fd0dbb918d3a7be5369117740

Copy API Key

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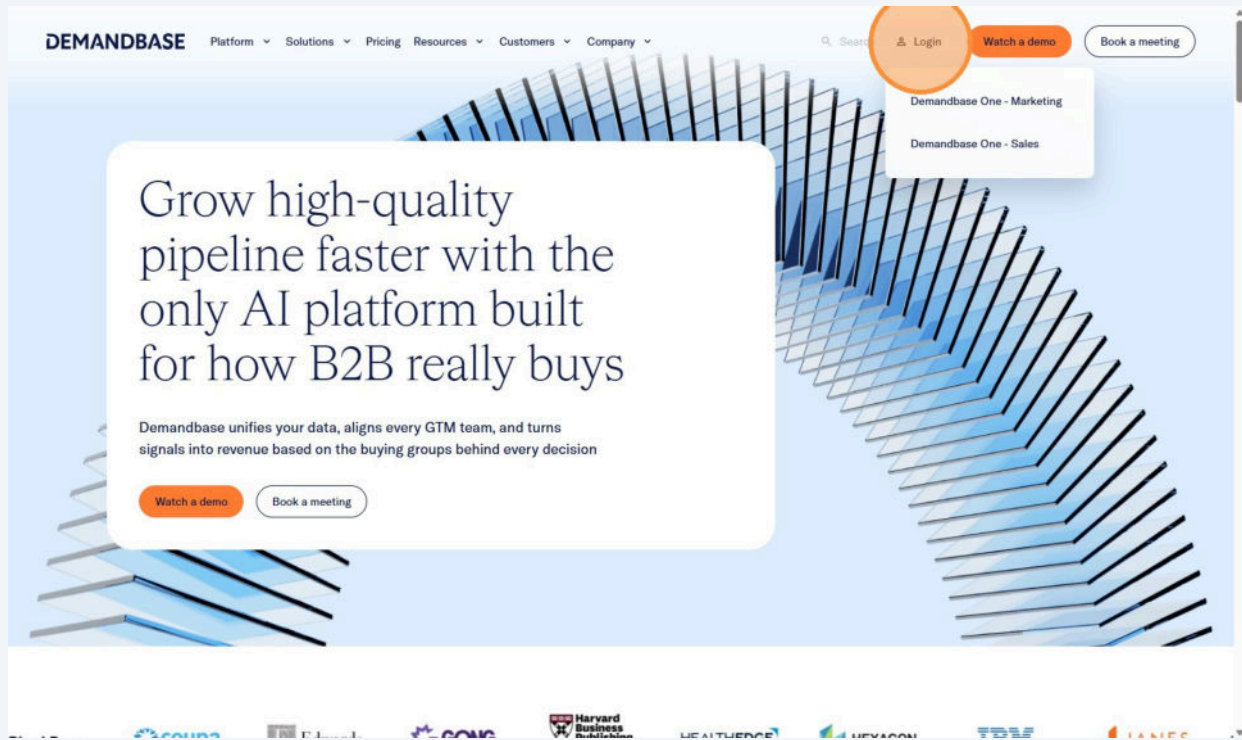
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Your client will log into their Demandbase account to complete the integration process.

In Demandbase, they will enter the API Key as a Custom Integration.

See [Demandbase's integration setup article](#) for further instructions.

Once the integration is setup, they will follow [Demandbase's Automation Instructions](#) to add their account list to your NetLine campaign.



Learn how to add a Demandbase Integration to a NetLine Campaign

10 Navigate to the Campaign Builder in NetLine.

NetLinePortal

Get certified to optimize campaigns

Welcome

Welcome

Campaigns

Archived Campaigns

Leads

Reports

Plan

Help

Account

Campaign Dashboard

View the current status of each campaign at a glance. To learn more about the campaign status, [click here](#).

[New Direct Campaign](#) [New LeadFlow Campaign](#)

Learn more about each campaign type.

Campaign Name	Type	Status	Status Reason	Pending Date	Lead Goal	Good Leads	% Complete	Start Date	End Date	Last Update	Excel Report	Web Report	Action
Demo Campaign	LeadFlow	Draft	-		25	-	-			01-28-2026	-	-	Select

Page 1 of 1

Download

View 1 - 1 of 1

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11 Within the "Filters" tab, navigate to "Apply Advanced Filters."

LeadFlow Campaign Setup | Demo Campaign

Pricing Calculator

Base Lead \$14
(0) Questions \$0
(3) Filters \$24.50

Suggested CPL \$38.50

Short on time or need guarantees?

For \$9.63 more per lead, you can switch to Full Service, where we'll take care of everything from campaign setup to management.
*Requires a minimum spend per campaign to qualify.

[Click here](#) and your Account Manager will quickly be in touch to get you started!

Lead Filters

Select the filters that define your ideal lead, all values left unchecked will not be delivered in your fulfillment file. NetLine g will only receive and pay for leads that request your content and match your selected filter criteria below. The cost-per-lead values are selected.

Select Your Filters (Highly Recommended)

- What is your country?
- What area best describes your job in your company?
- What is your job level in your company? Filtered(\$0)
- What industry best describes your company? ABM Override
- How many employees are in your company? (Recommended) ABM Override
- What is the annual revenue of your company? ABM Override
- Apply Advanced Filters (optional)**
- Account-Based Marketing Filtered(\$17)
- Account Suppression ABM Override
- Business Only Email Addresses Filtered(\$2.50)
- Max Number of Leads Per Company Filtered(\$5)

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First, click the "Account-Based Marketing" dropdown and select "Integration Sync."

Next, select the Company Domains* for the ABM List Type.

**We recommend selecting Company Domains for immediate syncing. Company Names will take up to 15 minutes to sync into the Portal.*

10. Review
11. Submit

Leads
Reports
Plan
Help
Account

you can switch to Full Service, where we'll take care of everything from campaign setup to management. *Requires a minimum spend per campaign to qualify. Click here and your Account Manager will quickly be in touch to get you started!

What area best describes your job in your company?
What is your job level in your company?
What industry best describes your company?
How many employees are in your company? (Recommended)
What is the annual revenue of your company?

Apply Advanced Filters (Optional)

Account-Based Marketing

Note: By uploading a target account list, you will not be able to select a company si

Apply your ABM List: Upload File Integration Sync None

Select Your ABM List Type: Company Names Company Domains

Integration: Demandbase
Integration Name: TestDBMarketer
List Name: List28domains

13 Select "Demandbase" under the "Integration" drop down.

Next, locate and select the "Integration Name" and "List Name" for the ABM list you want to apply to your campaign.

The selected list will automatically update at the cadence you defined in Demandbase.

Apply Advanced Filters (optional) ⓘ

Account-Based Marketing ⓘ Filter

Note: By uploading a target account list, you will not be able to select a company size or industry filter

Apply your ABM List: Upload File Integration Sync None

Select Your ABM List Type ⓘ: Company Names Company Domains

Integration	Demandbase	▼
Integration Name	TestDBMarketer	▼
List Name	List28domains	▼

File Name = [List28domains_company.csv](#)

Company List= 29 Invalid Records= 0 Duplicates= 0 Subtotal= 28

Matched Companies= 26 ([View List](#)) Unmatched Companies= 2 ([View List](#))

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Congratulations! The Demandbase ABM list sync process is now complete!
Questions? Reach out to portal-support@netline.com

