

# Marketers: Integrate your Demandbase ABM list into your NetLine Campaign



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

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

The screenshot shows the NetLinePortal user interface. On the left, a sidebar menu contains several items: Welcome, Campaigns, Leads, Reports, Plan, Help, and Account. The 'Account' item is highlighted with an orange rectangular box. The main content area displays a welcome message: 'Welcome to the NetLine Portal for B2B Marketers'. Below this, there are two buttons: 'New Direct Campaign' and 'New LeadFlow Campaign'. A table titled 'Your Existing Campaigns' is visible, with one row for a 'Demo Campaign'. At the bottom, there is a section for 'Top Resources for Success' with five video thumbnails.

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	-	-			01-28-2026	-	-

## 2 Click "Integration"

Your Existing Campaigns

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

Top Resources

- NetLine THE NETLINE LEAD GEN CAMPAIGN
- How the NetLine Portal Works
- Certified NetLine

## 3 Generate an API key to authorize your connection to Demandbase. Start by clicking "Connect"

Manage Integrations

**DEMANDBASE**

[Connect](#)

Your Integrations

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	TestDBMarketer	1		2026-02-18 06:18:58	Enable
Demandbase	Enabled	Test5	0		2026-02-18 06:17:31	Disable
Demandbase	Disabled	laurafeb6	0		2026-02-06 06:46:20	Enable
Demandbase	Enabled	Test2	0		2026-02-06 06:44:03	Disable

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First, enter the name of your integration to distinguish this in your list of integrations.

Next, add the email address for the contact on your team who will complete the authentication process in your Demandbase account.

Click "Generate API Key."

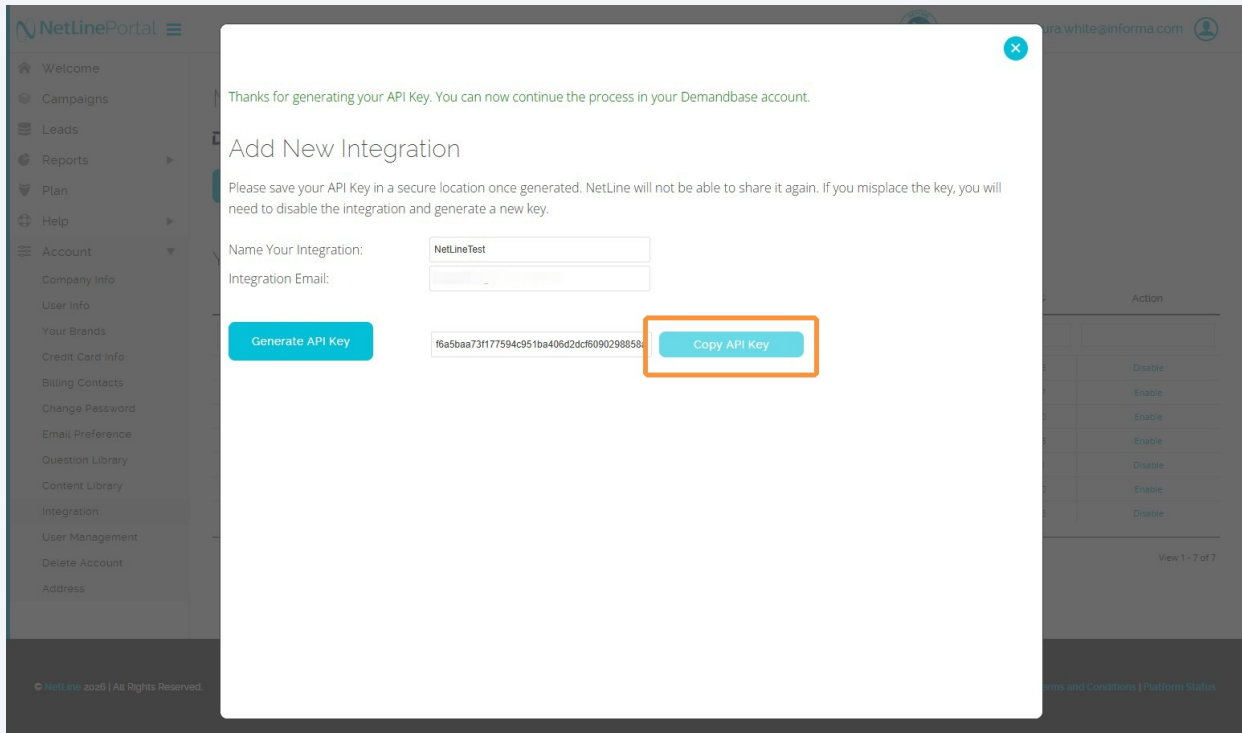
The screenshot shows the NetLinePortal interface with a modal dialog box titled "Add New Integration". The dialog box contains the following elements:

- A warning message: "Please save your API Key in a secure location once generated. NetLine will not be able to share it again. If you misplace the key, you will need to disable the integration and generate a new key."
- A label "Name Your Integration:" followed by a text input field containing "NetLineTest".
- A label "Integration Email:" followed by an empty text input field.
- A blue button labeled "Generate API Key".

The background shows the NetLinePortal sidebar with various menu items like Welcome, Campaigns, Leads, Reports, Plan, Help, and Account. The footer of the page includes "© NetLine 2025 | All Rights Reserved." and "Terms and Conditions | Platform Status".

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Click "Copy API Key" and save the key in a secure location. **NetLine will not be able to share it again.** If you misplace the key, you will need to disable the integration and generate a new key.

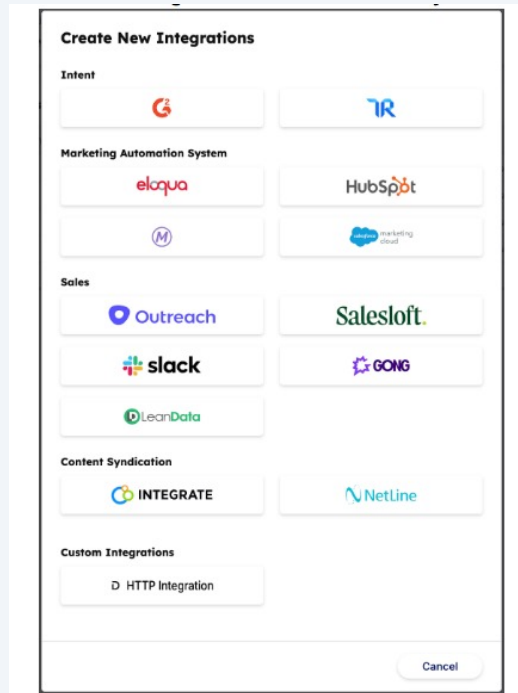


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Log into your [Demandbase account](#) to complete the integration process. *You must have Admin permissions or be assigned a permission set that provides access to Orchestration to set up Automations.*

**Step 1:** From the left navigation bar, go to Settings, click Integrated Systems, and then Integrations.

**Step 2:** Click New Integration and select Content Syndication, and then NetLine.



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**Step 3:** Enter your NetLine API Key and click Save.



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**Step 4:** Add your Automation: Account List to your NetLine Integration within Demandbase. *You must have Admin privileges or be assigned to a permission set that provides access to Orchestration.*

1. From the left navigation bar, go to Orchestration and then Automations.
2. **Create an Automation** with Account Member Type.  
*Tip: You can edit an existing automation by clicking the name of an Automation.*
3. In the left main action panel, select Content Syndication > Add Account List to NetLine.
4. In the right subaction panel, complete the following drop-down:  
Add List: Demandbase account list you want to push to NetLine.
5. Connect the subaction node to the main action node.
6. Click Save Update.
7. Click Confirm.
8. **Publish the Automation.**

## Adding your Demandbase Integration to a NetLine Campaign

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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

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Download

View 1 - 1 of 1

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## 10 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.gu 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)

## 11 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 size.

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

**12** 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** File

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**

**Integration Name**

**List Name**

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! Your Demandbase ABM list sync process is now complete! Questions? Reach out to [portal-support@netline.com](mailto:portal-support@netline.com)

