

Buying Group Profiles for B2B Demand Gen



**Stop chasing single leads.
Start reaching the entire buying group.**

Anteriad's Buying Group Profiles identify and activate complete buying groups using proprietary B2B data and AI. See who is already in-market and move faster toward pipeline.



The challenge

B2B buying has changed. The typical decision now involves 13 internal stakeholders and 9 external influencers, with larger buying groups, earlier procurement involvement, and more scrutiny on every investment.

Most demand gen strategies have not kept up. Teams still target individuals while the broader buying group remains invisible, slowing deals and stalling conversion rates.

Buying groups are not the challenge. Execution is.



Anteriad received a 5 out of 5, the highest possible score, in the Buying Group Detail criterion in The Forrester Wave™: Marketing and Sales Data Providers for B2B, Q1 2026.

How it works:

- 1 Build your Buying Group Profile**
Dynamic Profiles use AI and Anteriad's proprietary B2B data to assemble buying groups by product and account. Manual Profiles let you define roles directly.
- 2 Activate across every channel**
Managed multichannel campaigns, content syndication, and BDR outreach in 30 languages reach the full buying group across every touchpoint.
- 3 See who is already engaging**
Post-campaign analytics surface buying group members who engaged but were not originally targeted. Uncover hidden demand and real buying group formation.
- 4 Refine and scale**
Refine profiles by product, audience, and geography while tracking engagement across the full group. Strategy improves over time and compounds impact.

Ready to move beyond the single lead?

See your full buying groups. Reach the people who drive decisions. Build pipeline with precision.

Contact sales@anteriad.com to learn more!