

UNVARNISHED REVIEWS

6sense vs. Demandbase vs. RollWorks: The Enterprise ABM Platform Verdict

Unvarnished Reviews Research

Market Position: The Consolidation Story

Account-based marketing (ABM) has moved from a niche enterprise tactic to the default B2B go-to-market motion. The platforms that orchestrate ABM through intent data, account scoring, advertising, and sales-and-marketing alignment are consolidating budget that used to be split across separate demand-generation and advertising line items into fewer, larger annual contracts. 6sense, Demandbase, and RollWorks are the three names most consistently compared in 2026 ABM platform evaluations, and each has staked out a different wedge: 6sense on predictive, AI-driven account scoring, Demandbase on bundling advertising with account intelligence and sales signals into one platform, and RollWorks on accessible, publicly tiered pricing for mid-market teams not yet ready for a six-figure enterprise contract.

That last sentence needs a correction most comparison research online hasn't caught up to yet. RollWorks, as an independent product name, is gone. NextRoll, the parent company that owns both RollWorks and the consumer-facing AdRoll advertising platform, announced on August 27, 2025 that it was folding RollWorks into AdRoll as a unified brand. The product itself didn't change, the same logins, campaigns, audiences, and reporting carried over, but the name did: RollWorks is now sold and supported as **AdRoll ABM**. The rollworks.com domain still resolves and redirects to AdRoll's product pages, though NextRoll's own help center documentation was still split between the legacy rollworks.com help site and the new AdRoll ecosystem as of recent reporting, itself a minor but real symptom of an incomplete migration. This report uses "RollWorks" in its title because that is still the name most buyers search for, but every reference to pricing, features, and the product generally in the sections below reflects AdRoll ABM, the platform's current name.

6sense and Demandbase, by contrast, have stayed stable on naming, but neither publishes list pricing anywhere a buyer can see it without a sales conversation. That opacity, combined with genuinely modular, scope-dependent pricing structures at both companies, is the central reason this comparison exists: Publicly available research on what these platforms actually cost at a given company's scale is inconsistent to the point of being close to useless, with quoted enterprise-tier figures from different sources ranging from under \$100,000 to over \$600,000 for what are nominally similar deployments.

6sense: The Upside

Predictive, AI-driven account scoring is the platform's core differentiator, and independent sources consistently rank it ahead of Demandbase on this capability. 6sense ingests first-party web activity, third-party intent data (including Bombora as part of its signal mix), technographic data, and CRM history, then assigns each tracked account a buying-stage label (Target, Awareness, Consideration, Decision, Purchase) and a fit score. Independent benchmarking gives 6sense materially higher marks than Demandbase on intent and signal data quality, even in comparisons where Demandbase scores higher overall.

6sense holds a strong second-place G2 rating-to-review-volume combination among the platforms compared here, behind Demandbase alone: 4.2-4.3/5 across roughly 1,400-1,500 reviews as of September 2026, a large, well-established review base that gives the rating real statistical weight. Reviewers consistently describe it as the platform of choice once a RevOps team is in place to act on what the model surfaces, "a smarter, more predictive revenue strategy" rather than traditional demand generation, in the words of one G2 review summary.

6sense: The Downside

The predictive model's core strength is also its most consistent complaint: The scoring logic is difficult to explain to executives who want to see the reasoning, not just trust the output. Teams that lean on 6sense successfully are reported to be the ones willing to trust the model and work the accounts it flags without demanding a fully transparent breakdown of why; teams that need to justify account prioritization to leadership in plain terms report more friction.

Contact and data credits are a documented, recurring source of budget surprise. Multiple independent sources describe credits running out faster than teams forecast, turning what looked like a fixed annual cost into a mid-contract renegotiation. This pairs with 6sense's modular pricing structure: Predictive analytics, additional intent topics, and sales intelligence seats are priced as separate line items, which gives users flexibility to scope a deployment precisely, but also means the quoted base price is reliably not the full picture.

Implementation carries a steeper learning curve than Demandbase's, and independent sources are consistent on this point. Teams migrating from Demandbase to 6sense report losing Demandbase's native advertising capabilities (6sense routes advertising through a third-party demand-side platform rather than its own), a steeper configuration curve for the predictive models, and documented difficulty migrating historical engagement data during the switch.

Demandbase: The Upside

Demandbase is the most complete bundled platform in this comparison, combining advertising, account intelligence, and sales intelligence under one roof, and independent G2 category scoring consistently rates it ahead of 6sense across advertising-specific metrics. In head-to-head G2 category comparisons, Demandbase outscores 6sense on account-based advertising (8.2 vs. 7.6), retargeting (8.4 vs. 7.9), and campaign measurement (8.4 vs. 7.8), and Demandbase operates what it describes as a B2B-purpose-built demand-side platform rather than relying on a general-purpose advertising stack adapted for account targeting.

Demandbase holds the highest G2 rating of the three platforms in this comparison: 4.4/5 across roughly 1,950-1,992 reviews as of recent checks, the largest review base of any platform compared here and the strongest combination of rating and volume. G2 reviewers describe the interface as something teams "grasp quickly and turn into action," a contrast to 6sense's steeper, model-driven learning curve, and Demandbase's native Salesforce and HubSpot integration is independently rated the strongest in the category.

Bundled pricing simplifies procurement, a real advantage for buyers who want one number rather than a menu of modules to assemble. Where 6sense's modular pricing offers more precise scoping, Demandbase's platform-fee-plus-per-user model is a single line item buyers can negotiate as one contract rather than several.

Demandbase: The Downside

The platform's breadth comes from assembling multiple acquired products, and the UI reflects that history, lacking a unified design. Independent reviews describe navigation as inconsistent, "like several acquired products stitched together," and reporting as requiring more manual setup than teams expect going in. These are UX-integration complaints distinct from the core advertising and intelligence capabilities, which are not in question.

Contact data quality is documented as uneven outside North America, a material gap for any organization running a genuinely global ABM program. This is a recurring finding across independent sources, and it is the kind of gap that doesn't show up in a product demo built around a North American account list.

Support response times are reported to vary sharply by contract tier. Buyers signing at a lower tier to control cost should confirm the support SLA attached to that tier in writing, rather than assuming the support experience described in reference calls with larger customers will carry over.

RollWorks (AdRoll ABM): The Upside

RollWorks remains the only platform of the three with public tiered pricing, a significant procurement advantage over 6sense and Demandbase's quote-only models. Published tiers run from roughly \$12,000-\$30,000/year at the entry level to \$60,000-\$120,000/year at the top tier, letting a buyer self-serve a realistic budget estimate before ever engaging a sales team, something impossible with either competitor.

G2 rates the platform (under its new AdRoll ABM name) at 4.3/5 across roughly 655 reviews, earning G2 badges for "Leader," "Easiest Setup," and "Best Estimated ROI" in its category. Independent sources describe a lighter onboarding experience than 6sense or Demandbase, consistent with its mid-market positioning, and its native HubSpot and Salesforce sync is well regarded for teams already standardized on one of those CRMs.

It is the clear value play among the three on a pure cost basis: roughly one-third the price of Demandbase and one-fifth the price of 6sense at comparable tiers, according to independent analyst estimates. For a team not yet at the scale or budget to justify enterprise ABM pricing, this is an advantage.

RollWorks (AdRoll ABM): The Downside

The August 2025 rebrand has produced ongoing migration confusion. Product documentation remains split between the legacy rollworks.com help center and the new AdRoll ecosystem, and a buyer searching for "RollWorks" today will land on content, including third-party comparison research that has not caught up to the name change. Confirm "AdRoll ABM" appears explicitly in any quote or contract, not a legacy RollWorks SKU, so pricing, support, and roadmap commitments are unambiguous.

Intent data depth trails both competitors, a tradeoff for the lower price. RollWorks layers Bombora's co-op intent data with its ad-network conversion signals, a shallower signal stack than 6sense's multi-source proprietary layer or Demandbase's intent network plus its G2 review-intent partnership.

At the upper end of its pricing tiers, RollWorks approaches the lower end of Demandbase and 6sense's range, narrowing the value gap that makes it compelling at the entry tier. A team scaling toward \$100,000+/year on RollWorks should price out whether a Demandbase or 6sense contract at a comparable spend level delivers meaningfully more capability, rather than assuming RollWorks stays the budget option at every tier.

Platform Ratings at a Glance

Platform	G2 Rating	G2 Reviews	Trustpilot	Note
6sense Revenue Marketing	4.2-4.3 / 5	~1,400-1,525	No meaningful Trustpilot presence identified	Enterprise and mid-market; predictive scoring is the core differentiator
Demandbase One	4.4 / 5	~1,935-1,992	No meaningful Trustpilot presence identified	Largest review base of the three; strongest on bundled advertising
RollWorks (AdRoll ABM)	4.3 / 5	~655	No meaningful Trustpilot presence identified	Only platform with public tiered pricing; G2 "Easiest Setup" badge holder

Trustpilot coverage is thin to nonexistent for all three platforms, consistent with their positioning as high-ACV, sales-led enterprise software rather than self-serve SaaS with a large population of individual billing-experience reviewers. G2 is the dominant, best-populated source for all three and is weighted accordingly throughout this report.

Pricing (October 2026)

Platform	Entry Tier	Mid Tier	Enterprise Tier	Pricing Model
6sense	Not published	\$60,000-\$150,000/yr (typical)	\$150,000-\$300,000+/yr	Custom quote; modular (predictive analytics, intent topics, and sales intelligence seats priced separately)
Demandbase	Not published	\$40,000-\$80,000/yr (typical)	\$250,000-\$600,000+/yr	Custom quote; platform fee plus flat fee per user
RollWorks (AdRoll ABM)	\$12,000-\$30,000/yr	\$30,000-\$60,000/yr	\$60,000-\$120,000/yr	Published tiered pricing (Starter/Standard/Pro)

The single most reliable anchor for 6sense and Demandbase's typical contract value is not a vendor's marketing or a comparison blog's estimate. Both vary by a factor of three or more across those sources. More reliable is Vendr's marketplace data, drawn from verified SaaS purchase transactions rather than quoted or advertised figures. Vendr's reported medians are \$68,591/year for Demandbase and \$62,440/year for 6sense. Treat the wider ranges in the table above as the realistic spread a given deployment's scope can land in, and the Vendr medians as the most defensible single-number anchor for a typical mid-market contract at either company.

TCO Comparison: 50-Person Revenue Team, Mid-Market Enterprise Deployment, One Year

This scenario models a company in the \$50 million-\$250 million revenue range deploying ABM across a combined marketing and sales organization of roughly 50 people, a realistic mid-market enterprise buyer for any of these three platforms.

Line Item	6sense	Demandbase	RollWorks (AdRoll ABM)
Base platform license (Vendr median or published mid-tier)	\$62,440	\$68,591	\$45,000
Programmatic ad spend required to use advertising channel meaningfully	\$30,000-\$60,000	\$30,000-\$60,000	Included in platform spend at this tier
Integration and implementation (one-time, amortized)	\$15,000-\$25,000	\$12,000-\$20,000	\$5,000-\$10,000
0.5 FTE RevOps/ABM manager (partial allocation, documented industry norm)	\$45,000-\$55,000	\$40,000-\$50,000	\$30,000-\$40,000
Estimated Year-1 total	\$152,440-\$202,440	\$150,591-\$198,591	\$80,000-\$95,000
Multiplier vs. base license alone	2.4x-3.2x	2.2x-2.9x	1.8x-2.1x

The platform license fee is never the full number for 6sense or Demandbase. The pattern documented across independent sources is consistent: Budget 1.5x-2x the license fee as a baseline, driven primarily by the ad-spend requirement and the near-universal need for at least a half-time dedicated operator, not by implementation services alone. RollWorks' lower multiplier at this tier reflects both its lower base pricing and the fact that a mid-market RollWorks deployment is less likely to require a dedicated ad-spend line separate from the platform itself. At enterprise scale (\$150,000+/year platform fees), RollWorks' lower pricing gap widens substantially.

Costs the Pricing Table Misses

- **The advertising channel is not free to turn on.** Both Demandbase and 6sense's account-based advertising capability, a headline feature in both platforms' marketing, requires a separate programmatic ad spend commitment, documented at \$30,000-\$60,000/year or more, on top of the platform license. A buyer evaluating either platform primarily for its advertising capability should treat this as a mandatory second line item, not an optional add-on.
- **A dedicated operator is a near-universal cost, not an edge case.** Independent analysis puts the staffing cost at a minimum of 0.5 full-time equivalent (FTE) to operate either platform at the level its pricing implies, \$40,000-\$55,000/year in fully loaded cost even at partial allocation, a cost line absent from every vendor's pricing page.
- **6sense's modular pricing means the quoted base figure is rarely the final one.** Additional intent topics and sales intelligence seats are priced separately. Confirm exactly which modules are included in any quote before comparing it to a competitor's bundled figure.
- **Demandbase's per-user fee structure means headcount growth has a direct compounding cost.** A platform-fee-plus-per-user model scales predictably but linearly. Model realistic 12-24 month headcount growth before signing, not just the team size at contract signature.
- **RollWorks' entry-tier pricing understates what a global or high-volume ABM program will cost.** Teams scaling past the Standard tier should price out the Pro tier's \$60,000-\$120,000/year range before assuming RollWorks stays meaningfully cheaper than the alternatives at enterprise scale.

Complexity Comparison

Dimension	6sense	Demandbase	RollWorks (AdRoll ABM)
Implementation	Documented at 6-10 weeks typically, extending toward 8-12 weeks for full enterprise deployments with multiple data integrations	Documented at 5-9 weeks typically, the fastest of the two enterprise-tier platforms per independent sources	Lightest of the three per independent sources and G2's "Easiest Setup" badge; consistent with its mid-market, lower-complexity positioning
Admin/RevOps dependency	Highest of the three; independent sources consistently describe a dedicated RevOps or admin function as effectively required to configure and act on the predictive model, not optional	Moderate; strong native CRM integration reduces some administrative overhead, but reporting is documented as requiring more manual setup than teams expect	Lowest of the three; lighter onboarding and simpler configuration are consistently cited, consistent with its accessible, published pricing positioning
Learning curve	Steepest of the three, independently and consistently documented; the predictive model's logic is specifically hard to explain to non-technical stakeholders, a distinct friction from basic platform navigation	Moderate; G2 reviewers describe the interface as quick to grasp and act on, though navigation inconsistency from the platform's acquisition history is a documented, separate complaint	Gentlest of the three per independent sources, though its intent-data signal stack is also the shallowest, a direct tradeoff between ease of use and analytical depth

The pattern across all three platforms: Analytical depth and administrative burden move together. 6sense's predictive scoring is the deepest and most differentiated capability in this comparison, and it demands the most dedicated operational investment to use well. RollWorks sits at the other end deliberately, a shallower intent-data stack in exchange for the lightest implementation and lowest ongoing admin burden. Demandbase occupies the middle on both axes, with its complexity concentrated in integration-era UI inconsistency rather than in the core workflow.

Red Flags

Every finding below is independently documented and material enough to influence a purchasing decision. These are not edge cases or one-off complaints.

6sense	Demandbase	RollWorks (AdRoll ABM)
• Contact and data credits are documented as running out faster than teams forecast. This turns what looks like a fixed annual spend into a mid-contract renegotiation; model usage conservatively and ask the sales team what happens, and what it costs, when credits run out before renewal.	• Contact data quality is documented as uneven outside North America, a material gap for any genuinely global ABM program. This does not surface in a product demo built around a North American account list; request data coverage specifics for your target geographies before signing.	• The August 2025 rebrand has produced ongoing migration confusion. Product documentation remains split between the legacy rollworks.com help center and the new AdRoll ecosystem, and a buyer searching for "RollWorks" will land on content, including third-party comparison research, that hasn't caught up to the name change. Confirm "AdRoll ABM" appears explicitly in any quote or contract.
• The predictive model's reasoning is documented as difficult to explain to executive stakeholders. If leadership buy-in depends on being able to see and trust the logic behind account prioritization, not just the output, this is an adoption risk independent of the model's underlying accuracy.	• Support response times are documented as varying sharply by contract tier. A lower-tier contract might come with a materially different support experience than the one described in reference calls with larger, higher-tier customers. Get the SLA in writing.	• The value gap that makes RollWorks compelling at the entry tier narrows substantially at the upper end of its pricing. At \$100,000+/year, RollWorks approaches the lower end of Demandbase and 6sense's range; price out whether either competitor delivers meaningfully more capability at that spend level before assuming RollWorks stays the budget option.
• Required ad spend for the advertising channel, \$30,000-\$60,000+/year, is not disclosed as a prerequisite in vendor marketing that leads with advertising as a core capability. Get this cost confirmed before evaluating 6sense primarily on its advertising feature set.	• The same undisclosed ad-spend requirement documented for 6sense applies here: \$30,000-\$60,000+/year beyond the platform fee to use the advertising channel meaningfully.	• Intent data depth is the documented tradeoff for RollWorks' lower price, not a separate undisclosed gap. Its signal stack (Bombora co-op data plus ad-network conversion signals) is shallower than either competitor's. Confirm this tradeoff is acceptable for the target-account research depth the use case requires.

The Decision Framework

Choose 6sense if:

- Predictive, AI-driven account scoring is the primary capability driving the purchase, not advertising or bundled sales intelligence.
- A dedicated RevOps or marketing-ops function exists, or will exist, to configure and act on the model's output. This platform is documented as underperforming without one.
- You have budgeted separately for programmatic ad spend if the advertising channel is part of the use case, rather than assuming it's included in the platform fee.
- You have confirmed which modules (intent topics, sales intelligence seats) are included in a quoted price before comparing it to a competitor's bundled figure.

Choose Demandbase if:

- A single bundled platform covering advertising, account intelligence, and sales signals is preferred over assembling separately priced modules.
- Native Salesforce or HubSpot integration depth is a primary evaluation criterion.
- Your target accounts are concentrated in North America, or you have independently confirmed data coverage quality for your target geographies.

- You have the support SLA for your contract tier in writing, not assumed from reference calls with larger customers.

Choose RollWorks (AdRoll ABM) if:

- Public self-serve pricing is a requirement, and a six-figure enterprise ABM contract isn't justified by current pipeline or budget.
- Your team is standardized on HubSpot or Salesforce and wants native sync without a lengthy enterprise integration project.
- A lighter implementation and lower ongoing admin burden matter more than the deepest available intent-data signal stack.
- Any quote or contract explicitly says "AdRoll ABM" rather than the legacy RollWorks SKU, to ensure that the rebranded product and support terms are unambiguous.

Key Decision Factors

Cost, complexity, and documented risk should be weighed together here, not treated as a tradeoff where cost wins by default. 6sense and Demandbase both carry undisclosed costs beyond their license fees, most significantly the \$30,000-\$60,000+/year ad-spend requirement documented in the Red Flags section above, that push Year-1 spend to roughly \$150,000-\$200,000 for a mid-market deployment, 2.2x-3.2x the base license figure. Both also demand ongoing operational investment: a dedicated or near-dedicated RevOps function for 6sense and confirmed data-quality and support-tier terms for Demandbase. Neither platform's marketing states these costs or conditions plainly at the point of sale. Get them in writing before signing.

RollWorks (AdRoll ABM) is the value play, roughly one-third Demandbase's price and one-fifth 6sense's at comparable tiers, but it is not a feature-equivalent substitute. Its intent-data depth is shallower, a direct tradeoff for its lower price and lighter implementation, not a hidden flaw. The August 2025 rebrand adds one more risk: Confirm "AdRoll ABM" appears explicitly in any contract, and verify the documentation and support resources that apply, since the migration from the RollWorks name is still incomplete in places at the time of this report's research.

The bottom line:

- An organization with the budget and RevOps capacity to act on predictive scoring should choose 6sense.
- An organization that wants a single bundled platform with the strongest advertising and CRM-integration depth should choose Demandbase.
- An organization not yet ready to justify a six-figure enterprise ABM contract, or that wants to start account-based marketing without building a dedicated RevOps function, should choose RollWorks, now AdRoll ABM, and confirm that name on the contract.