

# USING ACCOUNT-BASED MARKETING FOR B2B DIGITAL ADVERTISING



## TARGET

**Account-Based Marketing (ABM) tailors marketing, advertising, and sales efforts toward specific accounts, resulting in a more personalized experience.** Using ABM to fuel B2B digital advertising strategies, AdDaptive identifies your target accounts, optimizes your advertising campaigns toward your goals, and provides transparent firmographic reporting.

**80% OF CONSUMERS ARE MORE LIKELY TO DO BUSINESS WITH A COMPANY IF IT OFFERS PERSONALIZED DIGITAL EXPERIENCES.**

(Source)

**Leveraging an ABM approach makes your data actionable, allowing you to learn how best to target your ideal accounts; in turn, this increases the likelihood that your marketing will resonate with your target audience.** AdDaptive's proven solution uses ABM in conjunction with validated data to increase awareness among your target business audience, reaching the accounts that matter most and fostering long-term relationships.



## ENGAGE

**97% OF MARKETERS SURVEYED SAID ABM HAD HIGHER ROI THAN ANY OTHER MARKETING ACTIVITY.**

(Source)



## STRATEGIZE

**Analytics from ABM campaigns provide meaningful insights that support the optimization of future campaigns; the result is improved engagement among your target audience and higher returns on your marketing budget.** AdDaptive's proprietary technology evolves with your needs, enabling your dedicated account manager to update targeting strategies and maximize results in real-time. Using AdDaptive's expert approach, customers achieve greater accuracy, scale, and engagement, fueling increased ROI.

**AdDaptive**  
Smarter B2B Advertising

Leverage AdDaptive's ABM approach to B2B digital advertising to make your data actionable and reach your target audience efficiently and at scale.

**GET STARTED**

