

# B2B ADVERTISERS WHO FIND **COST-EFFECTIVE, FLEXIBLE** SOLUTIONS WILL THRIVE IN ANY ENVIRONMENT

*Navigating uncharted waters is easier with flexible ABM than with long-term contracts*

## CHALLENGE

**In uncertain times, it is risky to rely solely on long-term licensing agreements for B2B advertising.**

Employing any licensing model, such as SaaS and similar subscription-based applications, locks advertisers into long-term contracts that could tie up budgets or prevent pivoting.

If you don't know what the environment will look like in a year, it may not be the best strategy to invest all of your money into one approach for a long period of time, especially when efficiency is key.

## SOLUTION

Instead of crossing your fingers and hoping that your locked-in strategy with a SaaS or licensing tool will still fit in a year, it would behoove advertisers to find a more versatile solution.

**The solution is flexible, cost-effective, CPM-based media solutions.**

- ✗ Licensing agreements add monthly user fees simply to access their tools.
- ✓ Spend budget on media to maximize efficiencies.
- ✗ Subscriptions require using the same approach a year from now.
- ✓ Flexible, B2B ABM solutions enable you to pivot as necessary to optimize your strategy as things change.
- ✗ Being locked into a year-long agreement can cause strategies to grow stale.
- ✓ Focus your approach with flexible campaigns that pivot with your strategy and audience insights.

**Bonus:** Technology providers that offer transparent, firmographic reporting will have an edge in this environment as they can prove business impact while using validated data to inform future strategies.

## IMPLEMENTATION

**Find a partner that can change with you.**

Focusing existing media plans with a cost-effective, flexible, CPM-based ABM solution will help companies thrive in any economic environment and pivot as the landscape changes, as these approaches yield better strategies, campaign results, and business impacts than stringent, long-term licensing agreements.

To help businesses work smarter, AdDaptive's smarter B2B advertising approach ticks all the boxes with none of the extra fees or wasted budget. Reach out to [sales@addaptive.com](mailto:sales@addaptive.com) to discuss how this solution could benefit your team today.