

# HOW TO STRENGTHEN YOUR B2B DEMAND STRATEGY

*During Times of Economic Uncertainty*

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## USE DATA-DRIVEN B2B DISPLAY ADVERTISING TO SUPPORT YOUR DEMAND STRATEGY



At times of economic uncertainty, every dollar matters. And since every part of every media buy is being scrutinized, marketers want to ensure they can prove value with every solution they employ.

Because many providers cannot provide ABM analytics that validate performance on B2B display advertising, this budget is often the first to get cut. But companies cutting display budgets are doing a disservice to their funnel and could be missing out on highly qualified leads.



Even if you have been experiencing pressure on your display performance, incorporating B2B display advertising into your demand strategy will allow you to promote brand awareness and warm leads while also generating data that will lead to more efficient outreach for your sales team.



A **TechTarget case study** has proven that pairing display advertising with lead generation dramatically improved performance and demand: TechTarget saw a **30% lift** in the probability of an advertiser ending up in the client's consideration set when pairing display and lead gen, compared to executing on lead gen alone.

**30% LIFT**

Finding a partner like AdDaptive that can hit brand awareness goals with data-driven B2B display advertising and show clear ABM reporting will support your demand strategy by yielding data that shows how leads are being warmed through your advertising efforts. This will give you the most well-rounded approach and set you up for success in any environment.

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## DEPLOY UNGATED THOUGHT LEADERSHIP TO PRODUCE USEFUL DATA – AND LEADS



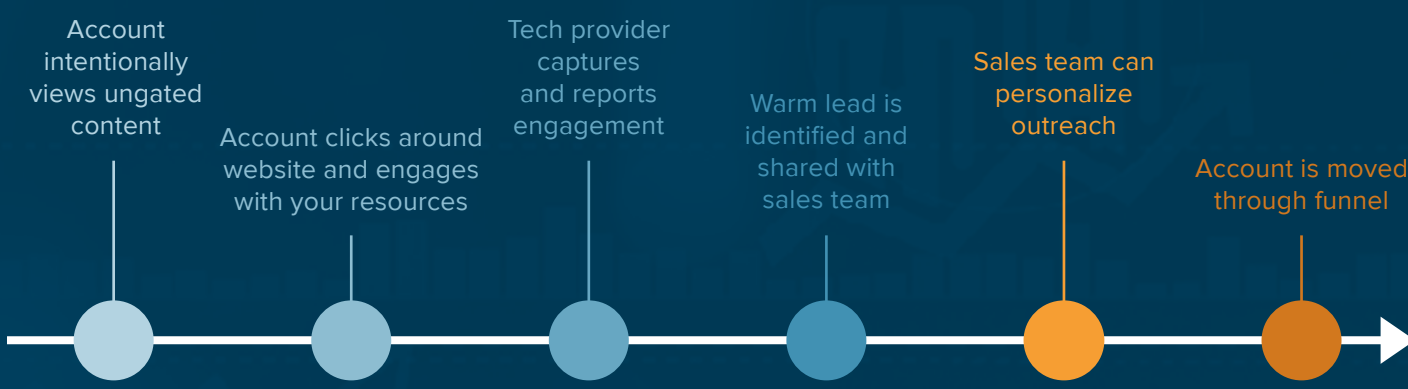
Gating content is not the only way to track B2B audience intent, which is good news for companies that want to provide more thought leadership during times of economic uncertainty.

**Gated content:** downloadable material that requires users to fill out a form in order to access it

**Ungated content:** freely available material that does not require providing information to access

If you deliver a display ad to a company on your ABM list through AdDaptive's Platform, for example, you can track how engaged that company is through their behavior with your content, even if you don't gate it.

**Here's a glimpse into how the process might work:**



### BENEFITS OF UNGATED THOUGHT LEADERSHIP



Requires fewer actions by the target audience



Shares thought leadership resources without creating boundaries



Tracks account engagement across greater customer journey



Produces a better lead for your sales team



Yields downloads 20-50 times more often than gated content

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## GATHER COMPREHENSIVE ABM ANALYTICS TO FUEL YOUR SALES PIPELINE



Successful ABM reports will paint a picture of campaign success and business impact while also drilling down into the specific companies that are engaging with your advertisements.

**Here are a few tips to reading these reports that will maximize your experience:**

### TIP #1

*Compare pre- and post-campaign ABM analytics to learn about your audience and optimize your strategy.*

If some companies are engaging more than others, tweak your budget and delivery to achieve the intended results. This is especially useful when faced with tight budgets.

### TIP #2

*Use the results of your ABM list to fuel the lead pipeline for your sales team.*

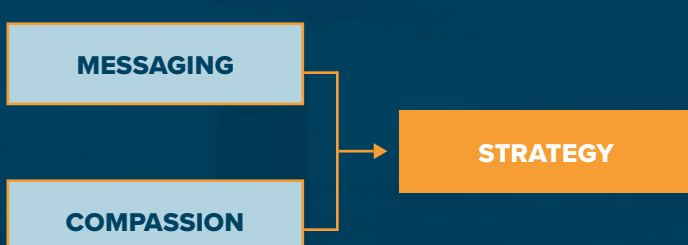
Post-campaign ABM reports can be combined with your lead list, translating ad engagements into intent to interact with your brand. Evaluating this list of who is already engaging will help your sales team personalize their communication.

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## SUMMARY: YOUR DEMAND STRATEGIES CAN REMAIN STRONG, EVEN IN TIMES OF CRISIS



Adjusting your messaging to convey greater compassion during difficult times is only step one of a well-rounded strategy during times of economic uncertainty. There are other ways you can continue to build long-term business relationships and elicit brand awareness that will help your business survive crises and emerge stronger as a result.



When linking B2B display advertising to ungated content as part of the lead gen portion of your overarching demand strategy, effective analytics can show account movement through the funnel without asking for additional behaviors by your target audience.

### Why companies benefit from this integrated approach:

- Is simpler for your audience
- Provides your marketing team with evidence of their efforts' value
- Provides your sales team with a high-quality pipeline based on intentional behaviors

Data-driven B2B display advertising can support thought leadership and fit into your demand strategy if you work with partners that provide comprehensive ABM analytics, such as the pre- and post-campaign ABM reporting AdDaptive supplies to our clients.

If you don't have these elements in your strategy yet, consider focusing your approach with these tactics to increase touchpoints through the funnel with your target audience in the most effective and efficient way possible.