

# THE VALUE OF DATA TRANSPARENCY DURING ECONOMIC UNCERTAINTY

Data transparency has always been a differentiator in B2B advertising. In today’s economy, it may be more of a survival tactic than anything else.

### ISSUE

During times of economic uncertainty, media buys are being scrutinized more closely than ever before, with extra pressure on B2B advertising performance.

### ROADBLOCK

True data transparency is still fairly rare in B2B advertising.

### SOLUTION

Data transparency from ad tech partners could be the prime way for companies to understand their impact, calculate their ROI, and determine future strategies.

### NEED

Companies need to prove their media plans are yielding appropriate returns; they need effective reporting to illustrate performance success and business impact.

### NEED FULFILLED

If companies need to show campaign results with greater detail, tech vendors that can deliver comprehensive B2B ABM analytics reports will outshine the rest.

### CHALLENGE

Brands must be smart and careful with their messaging and advertising; they know it is most effective to provide informative content to build trust, but they also need to continue to drive revenue in order to outrun the pandemic.

### SOLUTION

To strategize efficiently and prove business success, B2B marketers need to know where their ads are being sent, which companies are seeing them, and what is happening as a result.

### RESULT

The best validation they can receive for their marketing efforts is data transparency and accountability from their ad tech vendors. Ad tech vendors that can provide these comprehensive reports will help companies thrive through uncertain and difficult times.

## BENEFITS OF DATA TRANSPARENCY DURING ECONOMIC UNCERTAINTY:



Learn about audience



Inform future strategies



Increase ROI



Minimize wasted spend



Drive business outcomes

A partner like AdDaptive can help marketers deliver their important messages to their intended audiences effectively and efficiently by providing extensive B2B ABM reports.

This level of data transparency and accountability will make the company feel supported, as they can feel confident that they are strategizing wisely during this time.

Read the full story on our blog