



AdDaptive Intelligence

PRESS KIT

AdDaptive
Smarter B2B Advertising

As of January 2022

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WHO ARE WE?

AdDaptive Intelligence is the leading provider of Account-Based Advertising and Analytics. AdDaptive’s proprietary technology bridges offline and online data, optimizes ad campaigns, and provides transparent B2B analytics to help clients reach the accounts and decision-makers that matter most. The result is the industry’s most accurate B2B targeting solution. For more information, visit www.addaptive.com or follow AdDaptive Intelligence on [LinkedIn](#), [Twitter](#), or [Facebook](#).

MISSION

AdDaptive’s mission is to connect B2B advertisers to their customers at scale with superior accuracy
We see several opportunities in the B2B advertising industry: improve reporting and transparency, eliminate black-box third-party data, increase scale, and enhance service. With accurate data, intelligent technology, and an expert team, we create innovative digital advertising solutions for the world's biggest B2B brands by reaching the accounts that matter the most with efficiency, precision and scale. Our focus on procuring the best technology, data, and expertise in the industry makes us a trusted partner and fuels long-term relationships with our valued clients.

VISION

People and technology working together to solve B2B advertising’s most pressing challenges
When we look at the future, we see a world where people and technology work together to reach new heights not previously possible. This mindset impacts everything we do, from gathering and analyzing data and driving advertising goals to providing world-class service to our clients. We’ve built the best team in the industry to work alongside the best technology, and the right balance of the two is how we’re able to provide the best outcomes in the market.

The pillars of our vision are as follows:

- We challenge ourselves to grow and improve our skills, knowledge, perspectives, and capabilities, in a never-ending journey toward excellence.
- We aim to diversify our cultural insights and widen our collective range of experiences, fostering a brave space for employees’ voices to be heard.
- We leverage our strengths to fulfill market needs with cutting-edge technology and innovation.
- We view our clients as teammates that inspire us to do better, work smarter, and reach goals more efficiently.
- We are greater than the sum of our parts. When we align our efforts toward a shared goal, we can work together to achieve the unthinkable.

VALUES

AdDaptive's core values are:

Excellence	Innovation	Diversity	Empowerment	Collaboration	Community
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FACT SHEET

SUCCESS IN ACTION

4,000–5,000

Each quarter, AdDaptive runs between 4,000–5,000 campaigns for all customers (brands, agencies, and publishers)

33%

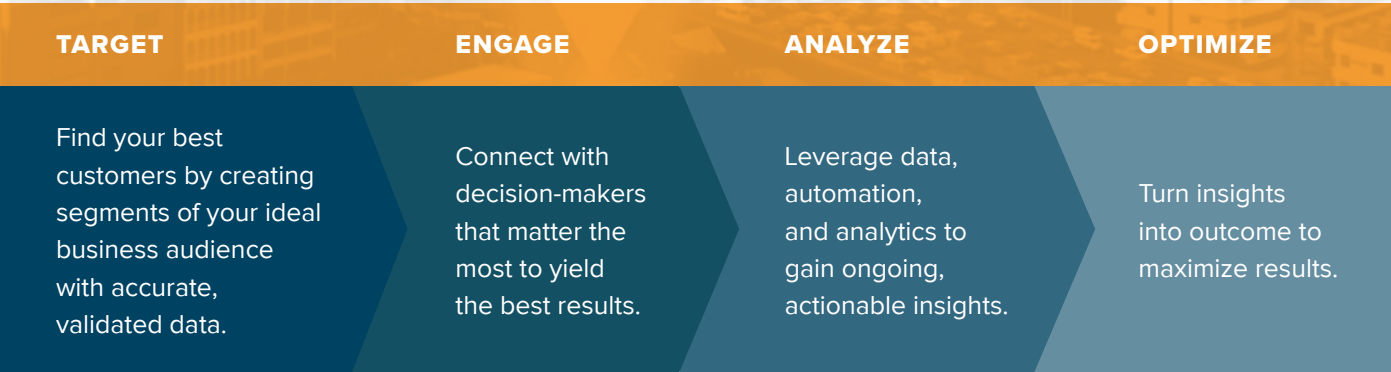
About 33% of AdDaptive’s clientele consists of Fortune 100 companies who utilize our smarter B2B solutions to deploy their ads

600–700M

600–700 million impressions are served on average each quarter via various digital ad formats

TECHNOLOGY TO POWER RESULTS

- *Traditional Targeting*
Advertisers have commonly identified their customers through third-party cookie data.
- *Modern Insights*
Validated offline data provides more accurate insights that allow you to find more people who are more likely to buy.
- *Data Mapping*
When reliable data is mapped to digital identifiers, targeting can be highly specific at scale.
- *Real-Time Analysis*
We analyzed over 50 billion data points every day including ad serving data, geolocation data, mobile signals, and more.
- *Results*
Our data is updated in real-time to ensure you have the most accurate data to better inform your targeting, generate best results, and minimize wasted spend.



To learn more and start effectively targeting your B2B audiences today, **visit our website** and request a meeting to speak with an expert



B2B TECHNOLOGY SOLUTIONS AND CAPABILITIES

AdDaptive's B2B Targeting is an accurate way to reach key accounts and business decision makers. This solution allows us to reach your target companies at the rooftop level and focus on the specific accounts you want to engage.

Build a list of business targets in AdDaptive's Platform or bring your own pipeline. AdDaptive's Platform allows you to use precise firmographics, such as company names, employee size, revenue and industry, to reach any business from a sole proprietor to the Fortune 100.

B2B ONLINE AND OFFLINE TARGETING

AdDaptive has partnered with industry leading offline data partners to provide B2B marketers with the most powerful targeting and measurement solutions in the industry. Our offline data is highly accurate, deterministic, and trustworthy. Combined with AdDaptive's state of the art technology, this is an invaluable opportunity for B2B marketers.

AdDaptive's B2B IP Targeting reaches key influencers at your target accounts online, then matches unique, digital, B2B identifiers with validated, offline data for the most comprehensive picture of your audience. AdDaptive's powerful technology strengthens this approach by creating accurate audience segments from verified data for superior business targeting.

B2B ABM

Upload and target your account lists in one centralized Platform. Do you know which companies you want to target, but don't have the account data? Our Platform allows you to select the attributes of the businesses and decision makers you want to reach to create an ABM list and get started instantly.

By onboarding your own data and building new custom audiences you can amplify the effectiveness of your marketing campaigns and deliver better customer experiences, achieving a higher return on your marketing budget.



Transparency

Using ABM to fuel B2B digital advertising, AdDaptive identifies your target accounts, optimizes your advertising campaigns toward your goals, and provides transparent firmographic reporting on the accounts' engagement with both your ad campaigns and your website.



Engage

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.



Strategize

Analytics from ABM campaigns provide meaningful insights that support the optimization of future campaigns; the result is improved engagement among your intended businesses and higher returns on your marketing budget.



PRODUCTS

DISPLAY ADVERTISING

Display advertising is an integral part of a successful B2B marketing campaign. It can permeate every aspect of the funnel, with the potential to provide brand awareness and complement lead generation - depending on your campaign goals. Best of all, AdDaptive's display advertising is measurable and can move forward your overall business goals.



With an engaging creative, a specific audience segment, and the ability to scale business targeting, an effective advertising campaign can increase valuable touchpoints with key accounts. AdDaptive's powerful technology allows your ads to reach your target audience with a more scalable, accurate solution that bridges data gaps and maximizes ROI.

B2B SPONSORED CONTENT

Use AdDaptive's B2B Sponsored Content to amplify your content through native advertising. AdDaptive's technology places your content among premium inventory and provides comprehensive firmographic reporting, illustrating which companies see your B2B Sponsored Content and how their interactions fuel your business goals. AdDaptive's more detailed insights, greater scale, and lower price make it the smarter, cost-effective choice.

Did you know?

Depending on the campaign targeting and goals, AdDaptive's CPM for B2B Sponsored Content is on average 10% less than competitors who access the same ad inventory.

VIDEO ADVERTISING

Strategically place your ad in a :15 or :30 second video format inside a banner placement to reach your intended audience at scale.

Take a multi-channel strategy by pairing video ads with Display and distribute resources across multiple avenues to reach your B2B audience effectively. Utilizing AdDaptive's video advertising solution will enable you to draw dynamic attention to your campaign and engage your audience at every step throughout the customer journey.



B2B CONNECTED TV (CTV)

Leverage AdDaptive's programmatic B2B CTV solution to achieve brand awareness and engagement in a digital-first environment. AdDaptive's B2B CTV Solution promotes your brand through accurate B2B targeting informed by validated online and offline data. Successful CTV campaigns leverage premium inventory to target viewers as part of an integrated digital marketing strategy.



By promoting your brand to an audience that is already digitally engaged, you are creating a well-rounded B2B advertising plan. Combining CTV with other media types diversifies your offering by utilizing a low-risk strategy and ensures that all touchpoints are being reached to achieve maximum effectiveness of the campaign.



PRODUCTS

AUDIO ADVERTISING

Add B2B audio marketing capabilities to your campaign to send a more personalized message.

Achieve a high customer engagement rate by supplementing programmatic audio with Display, Video, B2B Sponsored Content, or CTV by reaching and tracking B2B audio listeners across multiple devices. A cross-channel targeting strategy will amplify your advertising campaign and provide you with the most comprehensive way of reaching your business audience.



AUDIENCE COMPOSITION

Know more about your audience before launching your campaign. AdDaptive's pre-campaign analytics report provides valuable insights that allow you to evaluate how your targeting list stacks up and improve the success of your B2B targeting. All data that meet your criteria will show up in the preview report, including:

- *Number of Companies*
- *Years in Business*
- *Region*
- *Business Sector*
- *Annual Sales*
- *State*
- *Number of Employees*



AIR (ACCOUNT INSIGHTS REPORTING) SUITE

Campaign Analytics

AdDaptive's pre- and post-Campaign Analytics reports provide valuable insights that elevate your B2B targeting strategy.

Receive comprehensive firmographic reporting on your campaign's performance, audience learnings, and recommendations for future optimization and strategic planning. Walk away knowing more about your audience, your strategy, and your performance, including context, meaning, and actionable next steps.



Site Analytics

Site Analytics informs advertisers about their key accounts, illustrating engagement by account in association with a brand's ABM efforts in a way that helps advertisers identify prospective companies' interest through lift. Site Analytics doesn't just show the difference an ad campaign makes in terms of site traffic – it arms advertisers with valuable knowledge about their key accounts. As a complement to AdDaptive's Campaign Analytics reporting, Site Analytics shows how your key accounts are engaging with content on-site, thus providing a holistic view of companies' key accounts that will allow maximum strategic optimization toward KPIs.





CASE STUDIES: PROOF OF OUR TECHNOLOGY'S POWER

1 AdDaptive's offline data targeting drives high engagement among decision-makers for top retail brand across multiple verticals, reaching over 249,000 businesses

Goals

An online retailer for business cards turned to AdDaptive to craft a custom-built audience segment using AdDaptive's audience builder tool. They aimed to deliver their ads to relevant decision-makers and drive engagement among their target audience.

Solution

Using proprietary offline validated data, AdDaptive customized B2B targeting segments to reach businesses in retail, real estate, architecture, law, technology, creative, and marketing. Additionally, job title data was layered on top to reach decision-makers at over 249,000 unique organizations.

Results

During the 2-month campaign, the client saw a significant number of engagements on their website. In fact, the client hit its goal number of clicks, but subsequent engagements exceeded that number by 350%: AdDaptive's B2B analytics report showed that after clicking on the ad, about 2,000 unique organizations returned to the advertiser's site organically and re-engaged with the brand directly, demonstrating the effectiveness of AdDaptive's B2B advertising solution in targeting the right accounts and achieving customers' business goals.

2 AdDaptive's technology aids hospitality company in surpassing CTR and conversion goals among niche audience

Goals

A business solutions company aimed to target the hospitality service with a goal of their ads reaching hotel GMs. The brand's goal was to achieve 5,000 conversions in three months.

Solution

AdDaptive's validated offline data contributed to a comprehensive strategy in which NAICS codes and title overlay refined the company's audience segment and delivered their ads to the intended recipients successfully.

Results

In three months, AdDaptive delivered 3.2 million impressions, achieving a 0.11% CTR and driving 8,457 conversions. Exceeding the conversion goal dramatically among a niche audience inspired the brand to develop a long-term relationship with AdDaptive, a testament to their effective optimization.



CASE STUDIES: PROOF OF OUR TECHNOLOGY'S POWER

3 Pharmaceutical company sees audience growth and conversion success by leveraging AdDaptive's ABM technology to support new product launch

Goals

A pharmaceutical company turned to AdDaptive to bring a new chemotherapy product to market. In turn, they intended to expand their customer base surrounding their new offerings.

Solution

AdDaptive utilized account-based marketing (ABM) to actively engage 64 hospitals and medical offices within the defined geography. Additional job title data was layered to target oncologists and chemotherapists within the intended medical facilities.

Results

Within a month, the campaign yielded over 4 million impressions, 35 conversions and 675 clicks, with a 0.02% CTR rate. Leveraging AdDaptive's proprietary ABM technology as part of the customer's go-to-market strategy yielded a successful product launch. The client was pleased to see over 37% growth in filled scripts after the launch, illustrating AdDaptive's ability to accurately reach the intended accounts and support companies' business goals.

4 AdDaptive combines B2B Sponsored Content and display ads to yield above-average CTR among a niche transportation audience for a leading insurance company

Goals

A leading insurance company aimed to achieve success in promoting their brand among a niche trucking audience. They employed AdDaptive to provide a strategic targeting solution that would aid in reaching their B2B goal to increase awareness and audience engagement, particularly as measured by CTR.

Solution

To maximize CTR, AdDaptive recommended complementing display advertising with B2B Sponsored Content, thus adding native advertising to their strategy and increasing audience touchpoints. During the campaign, AdDaptive continuously refined the data segments to reach appropriate businesses and leveraged AdDaptive's real-time B2B analytics for maximum optimization.

Results

The combination of B2B Sponsored Content and display advertising yielded over 2 million total impressions as well as above-average CTRs (0.20% and 0.15%, respectively). AdDaptive's targeting solution, paired with the strategy of combining media types to increase the advertiser's touchpoints with their customers, led to a strong campaign that brought the brand closer to their target audience.



CASE STUDIES: PROOF OF OUR TECHNOLOGY'S POWER

How AdDaptive Helped Initiative and Cox Business Succeed By Bridging Online and Offline Data

Initiative employed AdDaptive to leverage their Account-Based Marketing (ABM) approach to B2B digital advertising on Cox Business's behalf

By understanding Cox Business's KPIs, learning about the target audience, and working with Initiative to craft the best strategy to use the available data, AdDaptive was able to achieve the campaign goals and inspire long-term relationships. Beyond this one campaign, AdDaptive's unique use of data matched with their powerful, intelligent technology informed future campaigns and business goals and refined the end user's target audience, providing valuable insights and strategic recommendations that make an impact on ad campaigns as well as the overall business operations.

AdDaptive, CommCreative, and Onapsis Reach B2B Advertising Success

Leading software provider Onapsis surpasses CTR benchmarks and achieves B2B advertising success with CommCreative through AdDaptive's Account-Based Marketing (ABM) solution

Onapsis, a pioneer in the cybersecurity industry, achieved B2B advertising success by leveraging AdDaptive's Account-Based Marketing solution. CommCreative and AdDaptive constructed a custom strategy enabling the software company to deliver their message to a niche B2B audience with pinpoint precision and achieve a high conversion rate through service upgrades. With unique, validated business data paired with AdDaptive's proprietary technology and CommCreative's strategy, the advertising campaign drove Onapsis to achieve their business goals and deepened the brand-agency-vendor partnership across the board.

OUR TRUSTED PARTNERS

Customer success is key to AdDaptive. Below are some customers that utilized AdDaptive's technology to reach B2B advertising success:



To learn more about how AdDaptive helps businesses to reach their goals, visit our [customer page](#) on our website



ADDAPTIVE IN THE NEWS

PRESS RELEASE

AdDaptive Launches Site Analytics for Advanced Reporting

In July 2021, AdDaptive introduced a new B2B analytics report to help advertisers further evaluate the relationship between their campaigns and website traffic.

Site Analytics delivers a holistic representation of target accounts' engagement so that ad campaigns may be adjusted accordingly to boost awareness, interest, and move the most engaged accounts through the sales funnel.

Source: PR Newswire

PRESS RELEASE

AdDaptive Intelligence Announces B2B CTV and Audio Solutions to Expand Audience Reach

In November 2020, AdDaptive expanded their technology solution library by adding Connected TV (CTV) and Audio solutions to their existing product offerings. AdDaptive's B2B CTV solution offers a wide range of device accessibility and premium channel inventory to ensure their customers' intended target audience is being reached effectively through all available channels. Programmatic Audio further promotes digital engagement by adding audio content to podcasts and other various digital streaming services such as radio and music. By pairing AdDaptive's proprietary technology and premium audio inventory, businesses can effectively deliver messages to key B2B audiences. Both these solutions enable businesses to craft comprehensive advertising strategies that will target all available digital touchpoints and drive their campaign to B2B advertising success.

Source: PR Newswire

Merritt Group and AdDaptive Speak at B2B Ignite London

In June 2021, Merritt Group's Pasha Irshad and AdDaptive's Andrew Piekos spoke at the virtual B2B Ignite London Conference regarding the impending elimination of cookies and how it will affect the future of B2B advertising.

The three pillars of the conversation included advertising strategy, analytics, and adapting to the looming removal of cookies.

To read more, visit the [Press page](#)

PRESS COVERAGE

Top Pickups



Top Mentions





THE ADDAPTIVE BLOG

BLOG POSTS: TIPS, TRICKS AND ADVICE



The ABM And Analytics Journey

[READ MORE →](#)



Digiday Media Buying Summit 2021 Recap

[READ MORE →](#)



The 3 Pillars Of ABM Strategy Featured At B2B Ignite London

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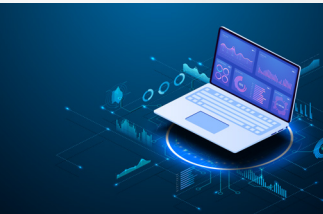
B2B Ignite London 2021 Recap

[READ MORE →](#)



The Campaign Journey With Account-Based Analytics

[READ MORE →](#)



Show Lift From Ad Campaigns Among Target Accounts With Site Analytics

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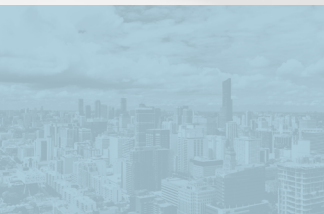
A Diversified Approach To B2B Targeting In A Cookieless World

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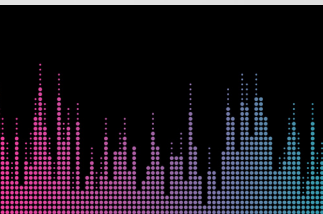
AdDaptive's B2B Solution Safeguarded Against iOS 14 And 14.5 Updates

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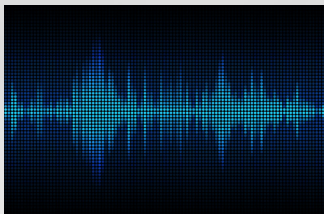
The B2B Beat: 3 Key Takeaways From Our Conversation With Zozimus

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B2B Programmatic Audio Advertising

[READ MORE →](#)



CTV and Audio Parity and Pairing Potential

[READ MORE →](#)



Advanced Analytics For B2B Account-Based Marketing

[READ MORE →](#)

Top blog posts as of January 2022

To read more, visit the **AdDaptive Blog**



THE ADDAPTIVE BLOG

FAQ SERIES: NURTURING YOUR B2B ADTECH CURIOSITY



How Does AdDaptive Target Remote B2B Devices?

[WATCH VIDEO →](#)



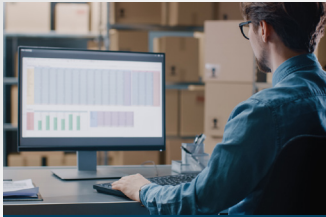
How AdDaptive Targets Business Roles Using ABM

[WATCH VIDEO →](#)



AdDaptive's Approach to Precise B2B Targeting

[WATCH VIDEO →](#)



How AdDaptive Safely Onboards Data

[WATCH VIDEO →](#)

[Watch our FAQ videos here](#)

THOUGHT LEADERSHIP INFOGRAPHICS & DATA VISUALIZATION



The ABM and Analytics Journey

[VIEW ONE SHEET →](#)



Media Type Combination Key Takeaways Report

[VIEW REPORT →](#)



Managed Service vs SaaS

[VIEW ONE SHEET →](#)



Protecting Consumer Data With B2B Advertising

[VIEW ONE SHEET →](#)

[Read more here](#)

EXTERNAL EDITORIAL

[Align Brand And Agency Data Strategies To Create A Cycle Of Proven Advertising Performance](#)

Source: AdExchanger

[Why partnerships are vital to the B2B advertising supply chain](#)

Source: DIGIDAY

[How native advertising amplifies content among B2B advertisers' target audiences](#)

Source: DIGIDAY



In highlighting successful B2B campaigns and relationships, we are thrilled to produce mutually beneficial, co-branded content with our valued partners.

Listed below are ways we can collaborate:

CO-MARKETING OPPORTUNITIES

We strategize, execute, and promote:

- Q&A Blog Posts
- Co-Branded Case Studies
- Co-Branded Infographics
- Video Interviews
- Co-Written Articles
- Co-Hosted Events
- Testimonials
- Conference Collaborations

CO-HOSTING

Are you interested in co-hosting an event with AdDaptive?

Our team handles:

Event Planning and Logistics (Date, Time, Venue, Script, Food, Drink, Giveaways)

Event Branding (Title, Description, Design, Graphics)

Promotional Materials (Registration Page, Email Templates, One-Sheet, Graphics)

On-Site Collateral (Giveaways, Flyers, Banner, Tablecloth, and other related items)

PAST EVENTS

Most recently, AdDaptive has taken part in the following:

- Digiday's 2021 Media Buying Summit
- B2B Ignite London
- An interview with Zozimus
- Digiday's 2020 Media Buying Summit

We are happy to chat with you to discuss specifics.

If you are interested in collaborating with us or have any questions, please reach out to:

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Director, Communications and Branding Strategy

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addaptive.com



Connect with AdDaptive to collaborate on PR.

LET'S WORK TOGETHER

Looking for more information, or to book a meeting with a Sales Expert?

Contact us today

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