## Navigate Your Campaigns with Robust Analytics Reports

Running an ad campaign without the proper analytics tools is like driving coast-to-coast without a GPS.

Just as a GPS helps a driver reach their destination as quickly and painlessly as possible, AdDaptive's analytics suite helps advertisers reach their key accounts in the most effective and efficient way.

With AdDaptive's Campaign and Site Analytics reports to help you navigate throughout the course of your campaign, the trip could look like this:

START THE CAR SHIFT INTO

CONTINUE STRAIGHT

TRAFFIC AHEAD

RE-ROUTING TO AVOID CONSTRUCTION YOU HAVE REACHED YOUR DESTINATION





Build your target audience with an ABM list or firmographic segments



Launch the campaign



Monitor initial audience engagement with AdDaptive's Campaign and Site Analytics reports



Avoid any misdirected targeting efforts and optimize to achieve KPIs with actionable reporting



Retarget your interested accounts based on analytics insights



Engaged key accounts have been moved through the sales funnel with speed and ease

Launching an ad campaign and simply waiting for the end results can be stressful and imprecise.

Avoid any wrong turns with AdDaptive's Campaign and Site Analytics reports.









