

# ADDAPTIVE'S B2B ABM AT HOME SOLUTION

AdDaptive's B2B ABM solution is able to target key business influencers on their business devices regardless of where they are – in the office or working remotely. This is possible because of our technology's ability to stitch together the entire story of each account, connecting their physical office location and all of the firmographic details about the business with digital identifiers that allow us to target and reach the users in that business, even when working from home. Our holistic view of the account allows AdDaptive to target and analyze the devices of key business roles at intended accounts, seamlessly weaving digital influence into the actual work cycle of the decision makers that brands need to reach the most.



## DEVELOP

Advertiser supplies a list of accounts or provides firmographic details to determine the right businesses to reach



## MATCH

AdDaptive's technology matches the selected accounts with physical locations of the target businesses



## EXTEND

AdDaptive's solution then links those office locations to digital identifiers, including business devices associated with that account

*Person stays in office or logs on via VPN connection – receives ads on business devices as normal.*

*Person works remotely – receives ads on business devices regardless of location.*



## EXECUTE

Our AI engine optimizes the campaign to ensure campaign goals are reached



## ANALYZE

AdDaptive's B2B analytics ties every impression, click, sale, engagement, etc., back to the account that generated it and provides firmographic insight into the campaign

## QUESTIONS?

Reach out to [sales@addaptive.com](mailto:sales@addaptive.com) or email your sales representative directly.