

ACCOUNT-BASED MARKETING AS A COMPLEMENT TO LEAD GENERATION

PERSONALIZED B2B TARGETING



TARGET



ENGAGE



GROW

Account-Based Marketing (ABM) tailors marketing, advertising, and sales efforts toward specific accounts, resulting in a more personalized experience. Using ABM to fuel B2B digital advertising strategies, AdDaptive identifies your ideal accounts, optimizes your advertising campaigns toward your goals, and provides transparent firmographic reporting. Using AdDaptive’s expert approach, customers achieve greater accuracy, scale, and engagement, fueling increased ROI and inspiring long-term relationships.

60%

More than 60% of companies are planning to launch an ABM-based campaign in the next year (source).

87%

According to research from ITSMA, nearly 87% of marketers say that ABM outperforms other marketing investments when measuring ROI (source).

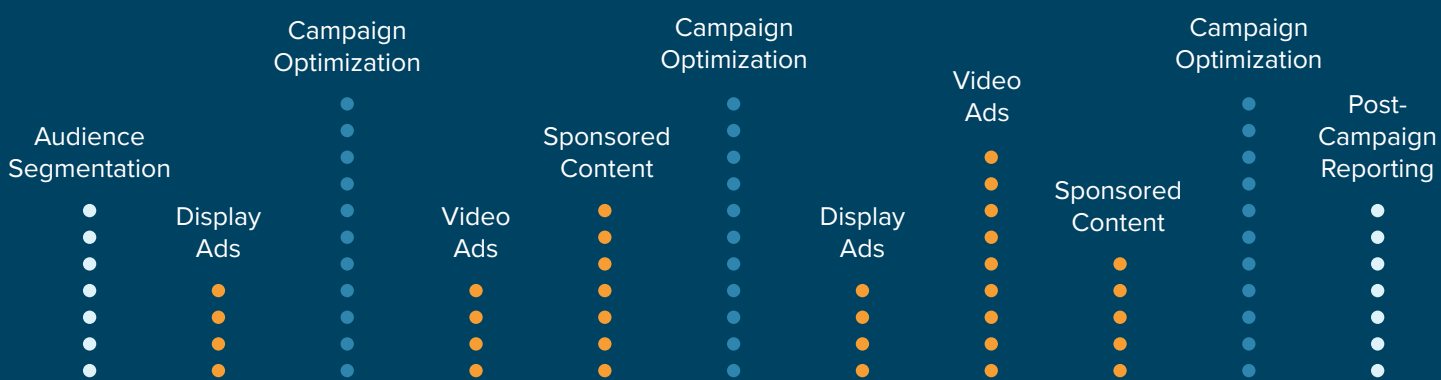
97%

97% of marketers surveyed by the Alterra Group said ABM had higher ROI than any other marketing activity (source).

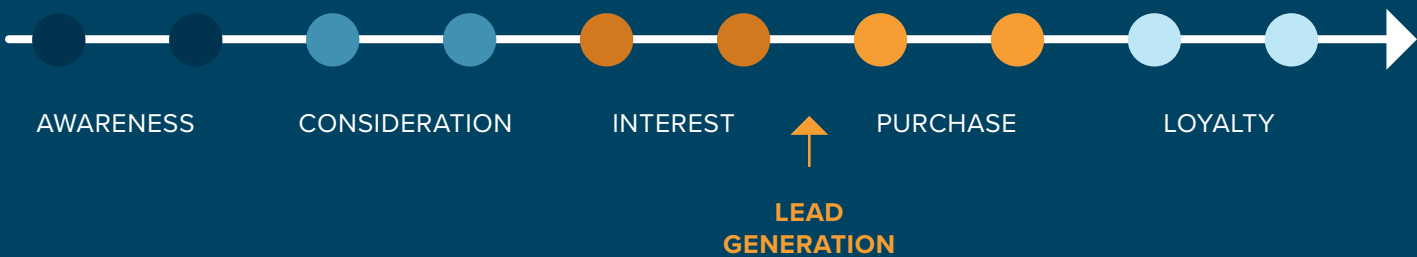
THE POWER OF USING ABM TO DEPLOY B2B ADVERTISING

Target businesses with the most potential across the sales funnel

SAMPLE ABM AD CAMPAIGN LIFECYCLE



CUSTOMER JOURNEY



The main goal of lead-based marketing is to collect as many qualified leads as possible. AdDaptive’s distinct approach can complement your company’s lead generation efforts by using targeted B2B advertising and ABM to reach the right accounts at any stage throughout the sales funnel. While using lead generation is one way to channel leads, you can increase your touchpoints across the entire B2B customer journey by also deploying display, native, and video ads through a personalized, account-based approach.

AdDaptive’s proven solution uses ABM in conjunction with validated data and intelligent technology to increase awareness and engagement among your target business audience, reaching the accounts that matter most and increasing the likelihood that your generated leads are high-quality.