Advanced Analytics for B2B Account-Based Marketing

ABM Pyramid

One-to-many ABM

One-to-few ABM

One-to-one ABM

B2B Targeting and Messaging Per ABM Strategy

Targeting: Choose one or two firmographic qualifiers to target multiple companies across all verticals.

Generic Messaging: Use general messaging to reach a wide variety of accounts.

Targeting: Use digital B2B identifiers to identify specific verticals within the target audience.

Vertical Messaging: After narrowing in on a smaller audience, incorporate appropriate messaging to resonate with that vertical.

Targeting: Activate account-specific insights to zero in on certain companies. Upload an ABM list or build a custom audience to reach key accounts.

Account Messaging: Use personalized messaging that will resonate with the targeted companies.

How to Make the Most of Your B2B ABM Analytics

1. Explore AdDaptive's transparent, pre-campaign reporting to inform your campaign's strategy and goals.

2. Use validated data and campaign learnings to identify key verticals that matter most to your business.

3. Leverage AdDaptive's analytics report into an ABM list to refine narrow B2B targeting.

4. Review post-campaign B2B ABM analytics to learn about campaign performance, target audience, and recommendations for next steps.