

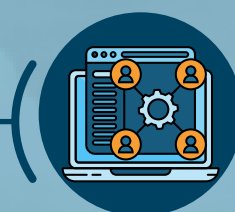
USE ADDAPTIVE'S EXPERT ANALYTICS TO ACHIEVE YOUR B2B ADVERTISING GOALS

Leverage Actionable Audience Insights to Refine Your B2B Targeting Strategy



Create a customized targeting strategy

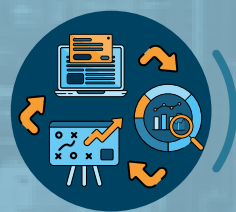
Discover key accounts and build target audience composition



Launch ad campaign with refined targeting parameters



Identify and monitor engaged accounts throughout the campaign



Review analytics reports showing data on audience, performance, strategy, and more

Turn B2B analytics reports into an ABM list to target in subsequent campaigns



Craft customized messaging and creative targeting combinations to achieve specific KPIs

Deploy ABM campaign and re-engage high-value accounts



THE B2B SUCCESS CYCLE:

Continue identifying and targeting accounts using AdDaptive's analytics and B2B targeting solutions to ensure that your message is reaching your desired audience at all times.

OUTCOME:

Achieve B2B success.

