



Improve Your Media Plan with Complementary Technology

BUILD YOUR OWN “BEST-OF-BREED” B2B ADVERTISING SOLUTION

Whether you have an in-house trading desk or work with a partner already, complementing your current solution with an additional programmatic B2B technology provider will provide a wider range of opportunities for you to reach your business goals.

No one technology is perfect; it's most beneficial to your needs (and your budget!) to build a combination of technologies with complementary strengths, providing you with the most comprehensive solution.

Complementing In-house Solutions

USE CASES



A strong upper funnel will fuel a stronger lower funnel

Use AdDaptive for the upper funnel to target and reach highly qualified business influencers, then use your in-house team or other partners to re-target and drive conversions.



Smart business targeting yields engagement among the right accounts efficiently

AdDaptive can place an exclusion pixel or exclude an audience segment from your targeting list so you engage only the intended accounts efficiently.



Comprehensive analytics inform future strategies

Post-campaign, the caliber of data transparency at the rooftop level you receive with AdDaptive's solution is unparalleled and can complement any other advertising efforts on your media plan to inform future campaign strategies and fuel your business goals with better B2B digital advertising.

Smarter B2B Advertising

DIFFERENTIATION SUPPORTS A MORE DIVERSE MEDIA PLAN

To build a strong media plan, align your needs with vendors of various strengths for a differentiated solution.

For example, AdDaptive's analytics are the most comprehensive in the industry. Even if you have an internal solution or already work with an external platform, AdDaptive's accurate business targeting and data transparency will make your efforts more robust and comprehensive.

Ensure your media plan fills all gaps and gives you the best chance at reaching your business goals by combining various technologies, resulting in a unique, best-of-breed solution.