

# MANAGED SERVICES VS. SAAS



## WHAT IS THE DIFFERENCE BETWEEN A MANAGED SERVICE AND A SAAS PRODUCT?

Within B2B advertising, there are several business models to choose from when searching for an ad tech provider to maintain and optimize your ad campaigns. Managed services (MSPs) offer a comprehensive solution capable of onboarding data and customizing campaigns using an ABM approach. MSPs provide hands-on maintenance, expertise, and support, allowing the experts to do the hard work for you. Conversely, SaaS (Software as a service) products live in the cloud, where customers must learn to use the product themselves in order to onboard data or deploy advertisements.

A fully managed service involves a complete accounts team full of experts who provide extensive management of ad campaigns, spanning data onboarding, campaign optimization, audience analysis, and more. For companies who want hands-on help and comprehensive services, a fully managed service is a great fit.

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### EXPERTISE



Instead of taking services in-house and losing valuable time that could be spent on strategy and high-level operations, AdDaptive offers a managed service that involves a team of experts working around the clock managing your account and optimizing your campaigns.

### PRICING



Managed services and SaaS providers offer contrasting models for pricing. SaaS pricing models require buyers to pay subscription fees on a regular basis, but these models are laden with hidden subscription fees and charges. MSPs work off a CPM so there are no subscription fees or additional costs. In addition, AdDaptive proves our success each month with firmographic reporting and advanced insights highlighting clear campaign results resulting in high customer retention rates.

### CONTRACTS



While SaaS vendors require a contractual agreement for their services, MSPs don't lock customers into long-term contracts. Working with a managed service like AdDaptive, you are assured that your results will speak for themselves each month, without being locked into a long-term contract and without the extra costs.

## ADDAPTIVE'S FULLY MANAGED SERVICES

AdDaptive's advanced algorithms and expert accounts team optimize campaigns in real-time by analyzing performance data and adjusting key campaign strategies. Advertising automation combined with full-service, around-the-clock expertise targets your company's ideal customers with unbeatable effectiveness and efficiency.

No hidden fees, no long-term contracts, no disruptions -- nothing but exceptional service and the industry's best technology for the best performing campaigns. That's the AdDaptive advantage.