AdDaptive Intelligence

Smarter B2B Advertising

Media Kit

Mission Statement

AdDaptive's mission is to connect B2B advertisers to their customers at scale with superior accuracy

We see several opportunities in the B2B advertising industry: improve reporting and transparency, eliminate black-box third-party data, increase scale, and enhance service. With accurate data, intelligent technology, and an expert team, we create innovative digital advertising solutions for the world's biggest B2B brands by reaching the accounts that matter the most with efficiency, precision and scale. Our focus on procuring the best technology, data, and expertise in the industry makes us a trusted partner and fuels long-term relationships with our valued clients.

Vision Statement

People and technology working together to solve B2B advertising's most pressing challenges

When we look at the future, we see a world where people and technology work together to reach new heights not previously possible. This mindset impacts everything we do, from gathering and analyzing data and driving advertising goals to providing world-class service to our clients. We've built the best team in the industry to work alongside the best technology, and the right balance of the two is how we're able to provide the best outcomes in the market.

The pillars of our vision are as follows:
- We challenge ourselves to grow and improve our skills, knowledge, perspectives, and capabilities, in a never-ending journey toward excellence.
- We aim to diversify our cultural insights and widen our collective range of experiences, fostering a brave space for employees' voices to be heard.
- We leverage our strengths to fulfill market needs with cutting-edge technology and innovation.
- We view our clients as teammates that inspire us to do better, work smarter, and reach goals more efficiently.
- We are greater than the sum of our parts. When we align our efforts toward a shared goal, we can work together to achieve the unthinkable.

AdDaptive is an engine that drives change. We're motivated, strategic thinkers that aren't just getting our work done — we're building the future of B2B advertising.

Pre- and Post-Campaign Reporting

Audience Composition

Know more about your audience before launching with pre-campaign analytics reports that provide valuable insights, allowing you to evaluate your target accounts' level of engagement and improve the overall success of your B2B targeting. All data that meet your criteria will show up in the preview report, including:

- *Number of Companies*
- *Region*
- *Annual Sales*
- *Number of Employees*
- *Years in Business*
- *Business Sector*
- *State*

AIR (Account Insights Reporting) Suite

Campaign Analytics and Site Analytics reports reflect key account engagement. With AdDaptive's post-campaign analytics reports, you receive comprehensive firmographic reporting on your campaign's performance, audience learnings, and recommendations for future optimization and strategic planning.

Simultaneously, Site Analytics reports link account engagement throughout the course of a campaign with associated website traffic. This helps identify prospective companies' interest through lift. As a complement to Campaign Analytics reporting, Site Analytics shows how your key accounts are engaging with content onsite, thus providing a holistic view of your key accounts' interaction with and interest in your brand that will allow maximum strategic optimization toward KPIs and yield greater business outcomes.

Media Mix

Engage your audience with our standard features centered around your marketing goals. Robust cross-channel targeting reaches your high-value audience segments at scale across all screens and devices. Paired with transparent analytics reporting solutions for superior targeting. Additional information available upon request.

Standard Display
Run your animated or still ad

B2B Sponsored Content
Use native ads to amplify content where your audience is already engaged

Video
Draw attention dynamically with pre, mid, and post-roll

HTML5
Run your animated ad or basic image

B2B Connected TV (CTV)
Leverage internet and streaming TV formats for digital engagement

Programmatic Audio
Stream highly targeted audio ads where users are actively listening

Connect With Your Ideal Accounts Using Offline Data

Traditionally, advertisers have identified their customers through third-party cookie data. But validated offline data provides more accurate insights that allow you to reach decision-makers at accounts that are more likely to engage and buy from your company. AdDaptive's powerful, proprietary solution bridges that reliable, offline data to unique B2B digital identifiers, such as business IP addresses, mobile signals, location coordinates, and more.

Here's how:

Target
Finding your best customers begins by creating segments of your ideal audience with accurate, validated data.

Engage
Connect with decision-makers that matter the most to yield the best results and eliminate wasted spend.

Optimize
Continually improve your results by leveraging data, automation, and human expertise from AdDaptive's analytics reporting suite to gain ongoing, actionable insights.

Analyze
Use audience and campaign insights to inform subsequent marketing and sales communication.

Accuracy Matters

AdDaptive partners with several trusted data sources to provide B2B marketers with the most powerful targeting, measurement, and analytics solutions in the industry.

This data is then matched to ensure accuracy. AdDaptive's technology maps over 34 million US companies and 2 million Canadian companies to unique B2B digital identifiers.

Our unique data-mapping techniques and transparent analytics reports allow business audiences to be refined at scale with superior accuracy — an invaluable opportunity for B2B marketers.

Our Solution

Designed to give your team actionable insights, AdDaptive unleashes the power of the most accurate offline data available.

Demographic Data

Firmographic Data

Offline Data Sources

Infuse your data with analytics insights for accuracy and scale:

Audience Composition

**Campaign Analytics**

Site Analytics

Technology Built To Give You An Advantage

We analyze over 50 billion data points every day including ad serving data, geolocation data, mobile signals, and more. We use this data to map deterministic B2B digital identifiers in real-time to ensure you have the most accurately reported data possible. With these analytical insights, you can focus your targeting, generate the best results, and minimize wasted spend.

The Result

Rooftop-level targeting capabilities based on offline data sources such as:
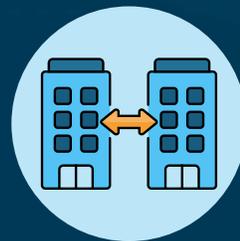
- Business Registrations
- SEC Filings
- Economic Census
- Occupational Licenses
- Professional Licenses

- UCC Filings
- Tax Assessor Sources
- Permits
- Public Directories

Key Account Insights Fueled by Your Campaigns

AdDaptive's Campaign and Site Analytics reports inform you about key accounts, illustrating their level of engagement by association with a brand's ABM efforts in a way that helps identify prospective companies' level of interest and efficiently push them through the sales funnel.

How AdDaptive Empowers Offline Data

Precisely Pinpoint Your Customers Online

Offline data is not originally collected with advertising intentions—and thus is more accurate and trustworthy. Roof-top level targeting capabilities are based on valid and transparent data sources such as:

- U.S. Census
- Property Deeds
- Tax Assessor Service
- Professional Licenses
- Permits
- Directories
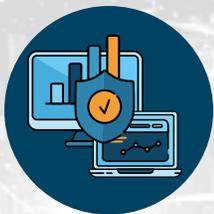
Where the Cookie Crumbles

Inaccurate third-party cookie data can inhibit your targeting efforts and interfere with your campaign objectives. AdDaptive's diversified approach to account-based targeting supports faster and more accurate validation of both online and offline data.

According to the
U.S. Census Bureau

There are **83.1 million** millennials in the U.S.

According to
third-party cookie data

There are **186.4 million** millennials in the U.S.

B2B Data Points

Geography

City
State

Province
Country

Zip Code
Radius

Firmographics

NAICS Code →
# of Employees
Sales Volume
Fortune 1000
Publicly Traded

Finance & Insurance
Education
Construction
Public Administration

Business Type →
Annual Sales
Company Name
Years in Business

Corporation
Partnership
Non-Profit
Joint Venture

Job Title

Seniority →
Decision Maker
Professionals

C-Suite
Management
Non-Management

Job Function →

Administrative
Computer and IT
Finance
General
Management
Franchise Owner

Social

Bio, Certifications,
Groups, Honors,
Awards, Interests,
Languages,
Organizations,
Publications,
Skills, Websites

The Benefits of Offline Data Paired with Robust Analytics Reporting

Time Your Engagement
Connect with your audience when they are making their purchase decisions.

Decrease Fraud Risk
Up-to-date offline data mapped to digital identifier is much less susceptible to fraud than cookie pools.

Scale with Ease
Offline data targeting is better suited for reaching people on mobile devices, as it doesn't rely on cookies.

Be Seen
Unlike cookies, offline data is not attempting to guess who your audience is.

Broaden Your Audience
By not relying on cookies, you can reach your entire audience at the rooftop level.

Improve Performance
Drive your performance indicators and reduce wasted impressions by using highly accurate offline data.

Measure in Real-time
Obtain comprehensive, firmographic B2B analytics to optimize current campaigns and inform future strategies.

Prove Return on Ad Spend (ROAS) with Analytics
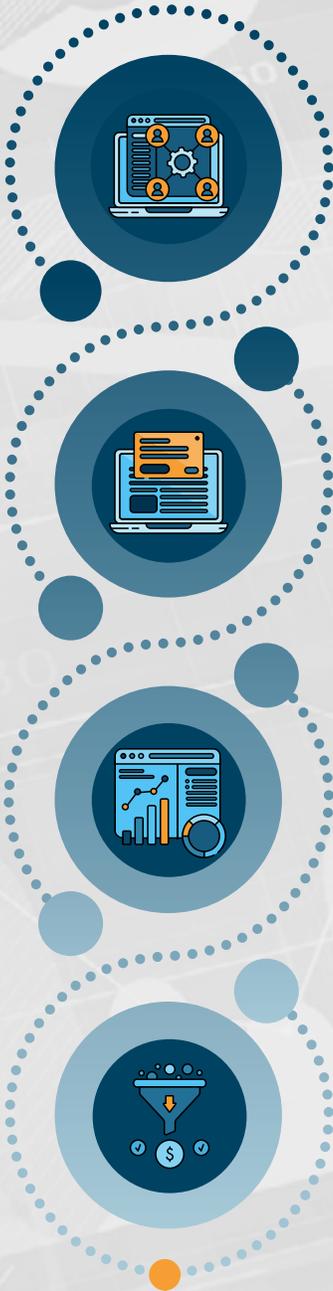
Discover audience

Upload ABM list of high-value accounts	Build account list using AdDaptive's Platform	Use Campaign Analytics to form account list from last campaign

Run campaign

- Choose KPI, provide creatives, and discuss strategy
- Trust AdDaptive's Account Management team and AI technology to optimize campaigns toward your goals in real-time

Review analytics insights to increase audience learnings

- Review AdDaptive's Campaign Analytics for media performance and intent
- AdDaptive's Site Analytics report shows accounts targeted by ads that have subsequently engaged with content on your website
- This can be interpreted as data-driven intent to engage and potentially purchase, since these companies are actively interested in your brand

Compare Site Analytics report to sales pipeline and identify which accounts are on both

- These companies have seen your ads, engaged with your website, and spent with you
- Use insights to score leads as cold, warm, or hot and strategize on next steps
- Connect the dots to see how advertising touchpoints contribute to sales revenue

This ties revenue back to advertising and ensures you are investing in companies that are interested in you, moving them down the funnel to purchase and retaining their business thereafter.

Leverage transparent account-based reporting to tie advertising efforts to revenue and increase your Return On Ad Spend (ROAS) exponentially.

That's the AdDaptive Advantage.

STILL HAVE QUESTIONS?
WE'RE HAPPY TO HELP.

Please reach out to your Account Manager or Sales Contact directly.