

Analytics Command Center

A Campaign Journey Through AdDaptive's Transparent Reporting



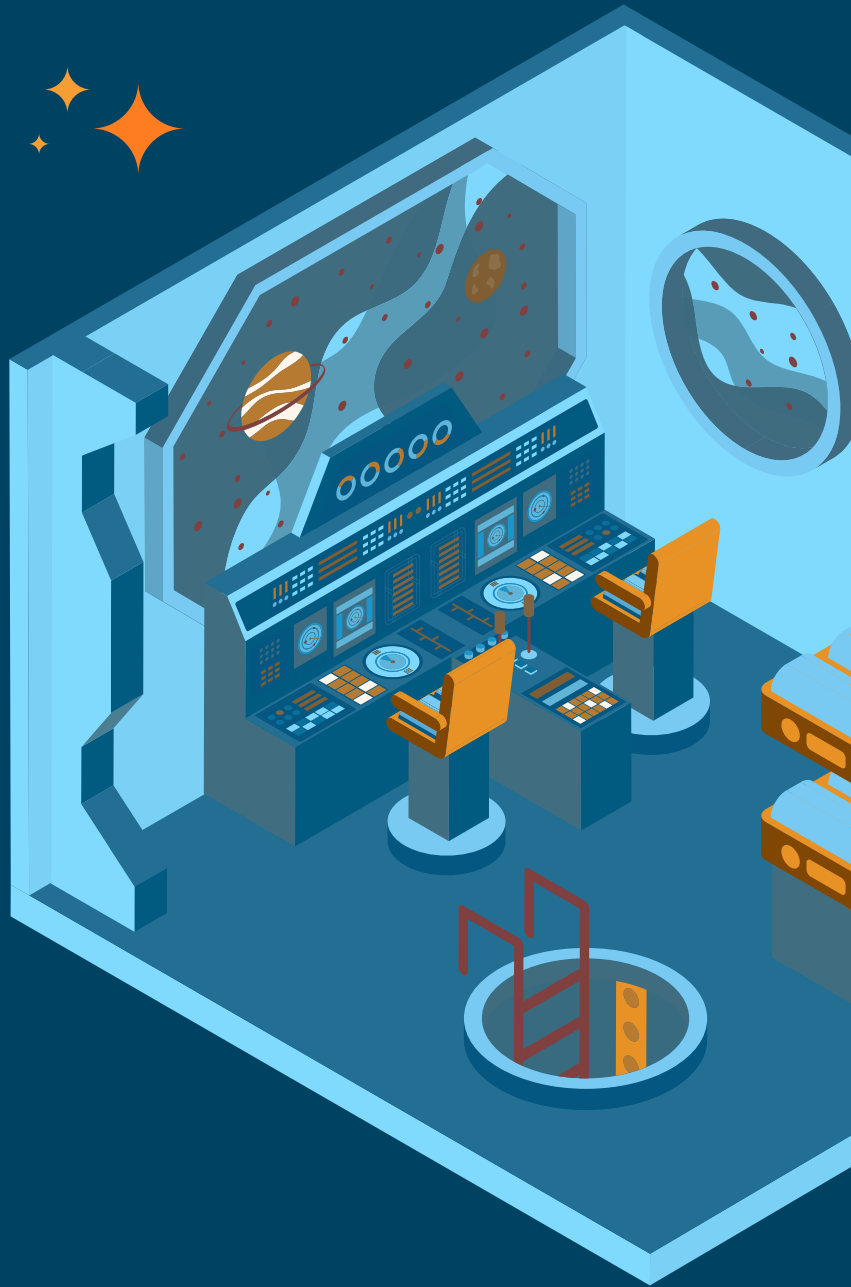


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Introduction

Your advertising campaigns encompass a wide variety of strategic efforts. In order to ensure that your campaigns are reaching the target audiences as well as the goals of each campaign, actionable analytics play a key role.

The first step is to define an ABM list of target accounts, to ensure proper attribution moving forward. AdDaptive's Audience Composition report allows you to analyze the vertical market(s), company size, geographic location, and more to prepare your campaigns and reach the right audience.

Once your target audience is secured and a primary KPI is identified, your campaign is ready for deployment. AdDaptive's Campaign Analytics and Site Analytics reports provide the combination of insights necessary to optimize your campaigns during and after each flight to prove return on ad spend (ROAS). This eBook provides a full overview of exactly which details you will receive from AdDaptive's set of three transparent reports throughout the flight of your campaigns.



Here's a quick peek at data based on AdDaptive's reports and successes:

Want help pinpointing the ideal combination of media types to deploy in your campaigns?

Pairing Display with a second creative type **increases Display CTR by**

8%



Adding both Native and Video to Display on average **boosts Display CTR by**

15%



The combination of Display, Native, and Video has the **highest unique account reach at**

93.05%

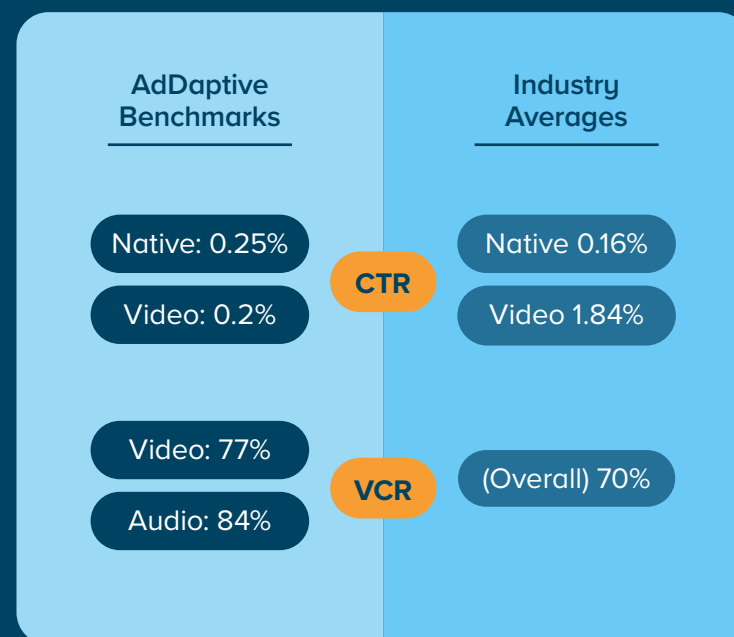


Running Display with Native and Video results in a **32% decrease in cost per engagement (CPE)**



Read more in [AdDaptive's Media Type Combinations Report](#).

Explore AdDaptive's benchmarks versus industry averages:



Source: GourmetAds [What Is A Good CTR?](#)
[Programmatic Display CTR Benchmarks \(gourmetads.com\)](#)

Pre-Campaign: Audience Composition

Prepare to launch. During the countdown, define your target audience based on location, size, vertical market, and more with AdDaptive's Audience Composition report. Countdown to deployment.



Pre-Campaign: Audience Composition

The most imperative step before the launch of any B2B ad campaign is building the target audience or ABM list. Even the most strategic content messages and designs are wasted if they don't reach the right accounts.

There are three ways to define your audience:

- ✦ Provide your own ABM list.
- ✦ Create a list with AdDaptive's audience-building tools based on firmographics and other desired requirements.
- ✦ Use an audience list from a previous campaign's Campaign Analytics report (more on Campaign Analytics later in this eBook). Ensuring that you start with a clear targeting list will help facilitate future attribution.

Ensure that your content is reaching your target list of accounts with AdDaptive. Our B2B experts from our Sales and Accounts teams

will build out the finer details of your intended audience and confirm that the report matches your objectives before launching, in order to validate and attribute impressions throughout the flight of the campaign.

Once a list of target accounts has been established, it's time for AdDaptive to start building out your Audience Composition report.

The first section of the report will show a heatmap of your target geographic areas.

Location



Over the course of the campaign, your ads will be delivered to prospective accounts, closely following the customized heatmap presented in the pre-launch Audience Composition report. This stage of the report also provides a state-by-state and zipcode-based breakdown of the target accounts included.

Diving deeper into firmographic data, AdDaptive's Audience Composition report provides a breakdown of the companies you've identified as wanting to target based upon their annual revenue, employee size, years in business, NAICS code, and more. This combination of data points enables you to target companies of all sizes with precision.

Beyond these niche targeting options, the report provides vital information to target at scale. This reduces the amount of wasted impressions, makes it easier to hit target KPIs, and increases ROAS.

Total Companies by Area

State/Province		Zipcode	
MA	10	12345	10
MI	20	12345	20
ME	30	12345	30
OH	40	12345	40
MO	50	12345	50
NE	60	12345	60
NH	70	12345	70

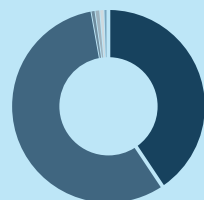
Top 10 Companies

By Revenue		By Employee Size	
Business 1	Under \$1,000,000	Business 1	10
Business 2	\$1,000,000	Business 2	20
Business 3	\$5,000,000	Business 3	30
Business 4	\$10,000,000	Business 4	40
Business 5	\$25,000,000	Business 5	50
Business 6	\$75,000,000	Business 6	60
Business 7	\$200,000,000	Business 7	70



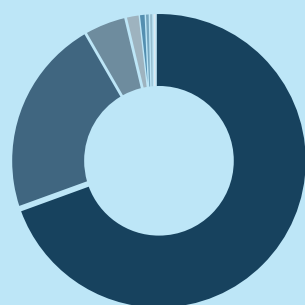
Business Details

Sales Volume



Business Details

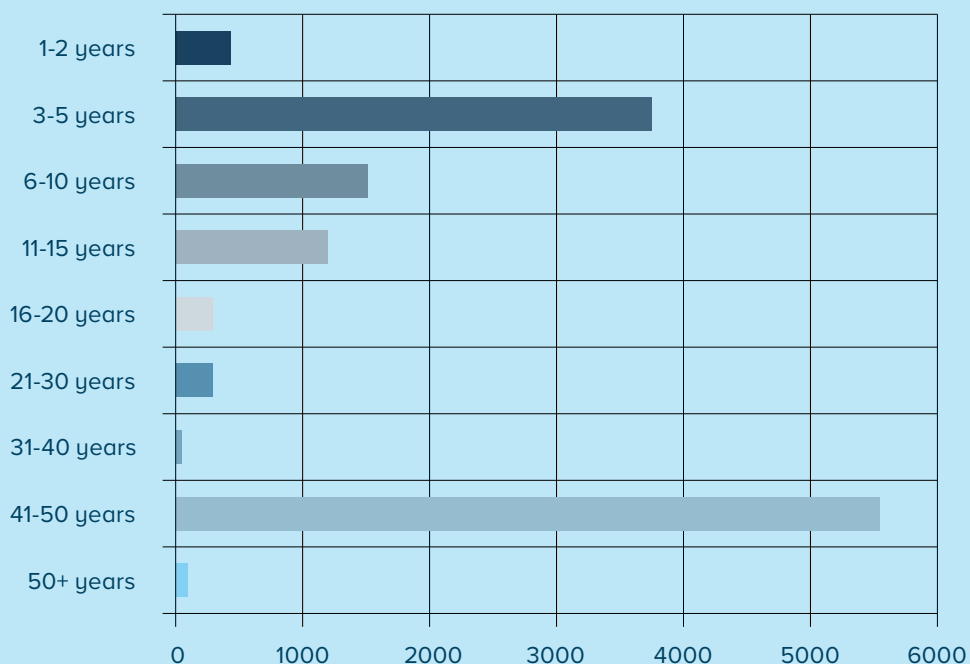
Employee Size



The report provides the necessary information in an easily comprehensible visual format, with pie charts and bargraphs to highlight the range of accounts in terms of firmographics such as sales volume, employee size, and years in business.

Business Details

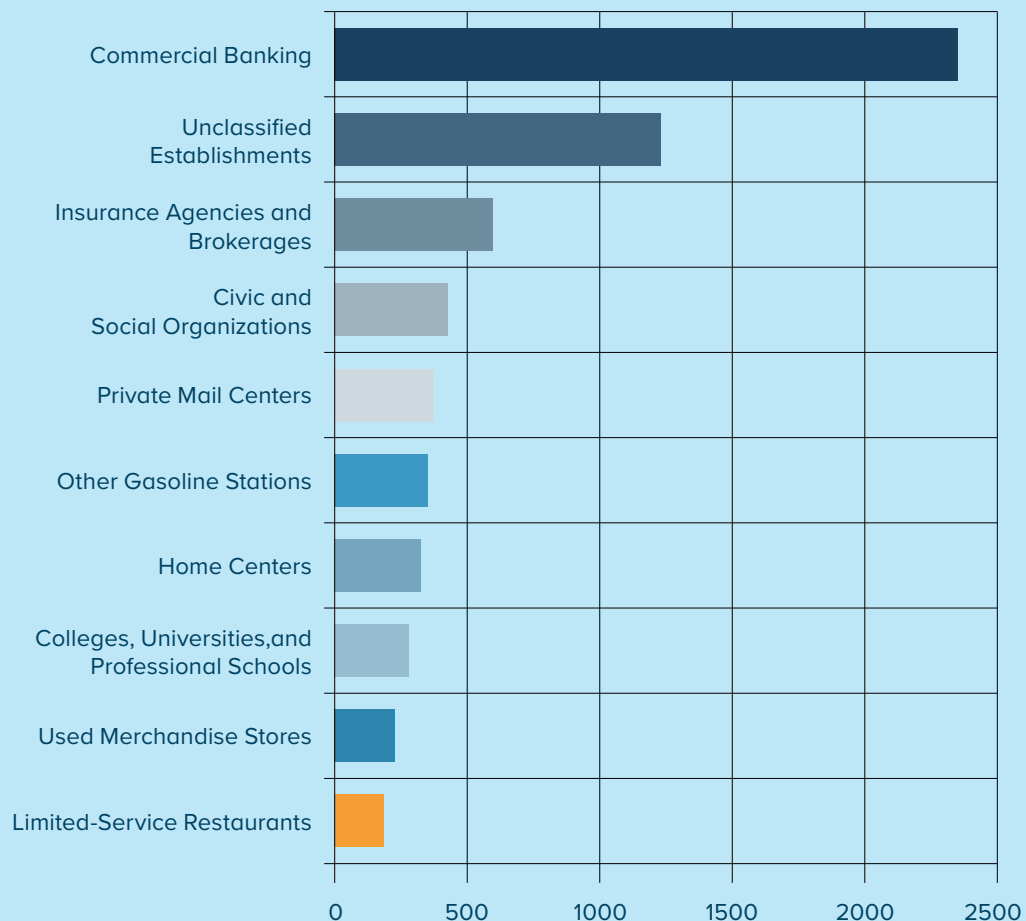
Years in Business





Business Details

NAICS



Top B2B Vertical Markets/ NAICS Codes

	Agriculture	926140
	Car Dealerships	441100
	Construction	236000
	Commercial Banking	522110
	Healthcare	621000
	Real Estate	531200
	Education	611000
	Food Services	722000

From Fortune 500 companies to small businesses and startups, AdDaptive can accurately target and track the engagement of accounts of any size based on their vertical market segment.

Exceptional Match Rates Written in the Stars

While average B2B targeting match rates hit just below 50%, AdDaptive's match rates hover around 75-80%.

Our technology aligns with your business strategy for optimal delivery to a valid audience within your targeting parameters. High match rates are achieved by taking your unique targeting preferences into account and presenting them in a pre-campaign Audience Composition report to ensure that we are on the same page, then by executing on these guidelines using our proprietary technology and years of experience. Advertisers can prepare to optimize their ad spend in this pre-campaign launch stage, since proper

audience segmentation and scaling play such a key role in the success of each campaign.

Once your audience has been properly segmented and the Audience Composition report reflects the appropriate data for your target accounts, your campaign is ready to launch!

Next, AdDaptive's Campaign Analytics and Site Analytics reports will provide the actionable reporting insights and suggestions for optimization you need to help fuel your campaign's success.

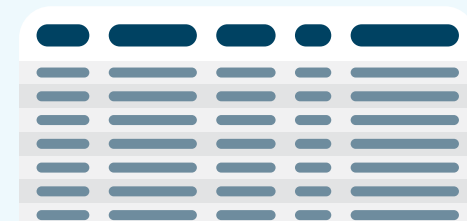
You are here

Audience Composition



Coming up next

Campaign Analytics



Post-Campaign: Campaign Analytics

Now that your ABM list has been built, it's time to **launch your campaign**. As you hurtle towards the great unknown, how do you chart the course to reach your desired audience? Captain, pull up Campaign Analytics!





Post-Campaign: Campaign Analytics

An analytics report is a helpful tool for ad campaign success. But data needs to be understood to be valuable; strategic context behind the numbers will bring your ad campaigns to the next level.

AdDaptive's expert Accounts Team gives progress updates throughout your campaign's delivery by providing a Campaign Analytics report. Strategic conversations with accounts open up opportunities to adjust your approach for future campaign iterations to ensure maximum ROAS.

What exactly are you getting in the Campaign Analytics report? Let's take a closer look.

The Campaign Analytics report organizes your ad campaign's impressions, clicks, CTR, and engagement metrics into firmographic sections. The first section breaks down your performance by location. You can view a heat map of your engagements as well as a state-by-state view. This way you can see where your engagements are coming from and make location-based targeting decisions for your campaigns.

Location by Impressions





The next section of the report shows how your campaign results were spread across your original targeting specifications. You can see your impressions delivered to businesses of a particular size by number of employees and overall sales revenue. You can also see impressions delivered to businesses that fall within certain NAICS codes and the names of businesses that were served your ads. From here, you can decide if you want to update your targeting approach based on the interactions your campaign received. For example, if you received high amounts of engagements from smaller companies, you could choose to exclude larger companies from your targeting parameters to narrow in on your highest value accounts and reduce waste.

State by Impressions

State	Impressions ▾	Clicks	CTR	Engagements
PA	905,956	343	0.04%	17
CA	369,316	336	0.09%	16
TX	351,953	197	0.06%	16
NY	228,741	154	0.07%	13

Sales by Impressions

Sales	Impressions ▾	Clicks	CTR	Engagements
Under \$1,000,000	3,263,629	2,070	0.06%	153
\$1,000,000 to \$4,999,999	191,841	116	0.06%	15
\$5,000,000 to \$9,999,999	34,790	24	0.07%	3
\$10,000,000 to \$24,999,999	33,793	13	0.04%	2

Number of Employees by Impressions

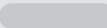
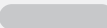
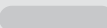
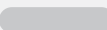
Number of Employees	Impressions ▾	Clicks	CTR	Engagements
1 to 4	1,852,602	1,151	0.06%	74
5 to 9	1,371,021	886	0.06%	74
10 to 19	148,611	98	0.07%	10
20 to 49	118,967	54	0.05%	10



The following section shows the distribution of your impressions tied to each creative size you used in your campaign and your individual creatives by name. This is a great way to see which creatives are resonating the most with your target audience. Now you can update your media mix to boost engagement.

Finally, the Optimizations & Recommendations section gives you insight into the measures AdDaptive took to optimize your campaign and recommendations for how to approach future campaigns. One type of optimization, for example, could be to filter out underperforming accounts to minimize waste. These future recommendations will be a jumping off point for your strategic conversations with the AdDaptive Team to further refine your campaigns, bringing you closer to your advertising goals.

Creative Name by Impressions

Creative Name	Impressions ▾	Clicks	CTR
 AC_Kz_320x50_(L: 244658)_320x50	905,640	851	0.09%
 AC_320x50_(L: 244660)_320x50	773,239	863	0.11%
 AC_Kz_300x250_(L: 244658)_300x250	515,512	47	0.01%
 AC_300x250_(L: 244660)_300x250	408,683	355	0.08%

Creative Size by Impressions

Creative Size	Impressions ▾	Clicks	CTR
320x50	1,678,879	1,714	0.1%
300x250	924,195	382	0.04%
728x90	559,940	402	0.07%
300x50	330,434	190	0.06%

Optimizations & Recommendations

Optimizations

- Filtered out underperforming inventory based on publishers, sellers, and placements.

Recommendations

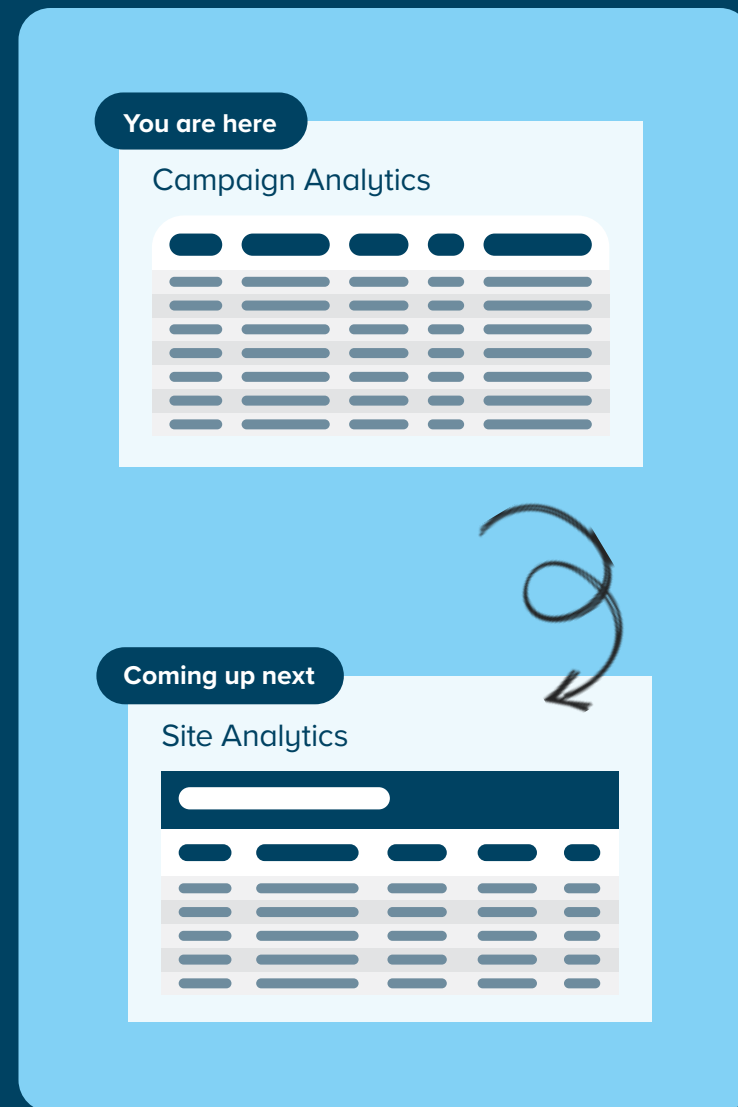
- If possible, placing conversion pixel on a thank you page. Placing pixels will allow our team to track the data on our end as well as make necessary optimizations throughout the campaign.





Combining the Campaign Analytics report with a strategic partnership with AdDaptive's team of experts will add context to the data and bring your campaigns to the next level. The ability to track your performance and have a holistic understanding of your analytics to inform your next move will reflect positively in your ROAS. The power of the Campaign Analytics report lies in the context!

Having the ability to adjust your campaign during the flight saves both time and money by locking in on your high priority accounts. But what happens when the campaign ends? Optimization doesn't have to end with the flight. There are more ways to track the success of your campaign and leverage the results to strengthen future campaigns. The next part of your campaign journey is driven by the Site Analytics report.



Post-Campaign: Site Analytics

With help from Campaign Analytics, your rocket has avoided asteroids and is **coming in for landing.** It's been a long journey and now it's time to track the web traffic that your campaign launch has generated with Site Analytics.





Post-Campaign: Site Analytics

Accurate web traffic attribution

Brand websites and landing pages are a main component of digital advertising, and it is vital to properly track site traffic to these pages that stems from ad campaigns. This level of website traffic attribution proves each campaign's performance in terms of lift and return on ad spend (ROAS).

With all of the visitors flowing to your brand's website from organic searches, sponsored content links, ad clicks, and more, it can be difficult to distinguish the source of each visitor. For the most accurate campaign attribution, a combination of reports should be reviewed and analyzed at the end of the flight. In addition to a Campaign Analytics report, AdDaptive's Site

Analytics report provides the necessary insights to connect the dots between campaigns, web traffic, and closed sales.

Tie your ad campaigns directly to the ebbs and flows of website traffic

Our Site Analytics report is customizable to reflect how your audience segments are reaching your campaign goals. Whether you choose to provide a specific predefined list of target accounts, vertical markets, or another combination of ABM targeting parameters, AdDaptive's report will show which accounts are being drawn to your brand's website by clicking through your ad campaign(s). When it comes to website analytics, the key KPI is pageviews.



AdDaptive's Site Analytics report begins with a list of the names of the top 20 companies that have visited your campaign's landing page as a result of clicking your ad. The report shows pageviews before an account was served an ad, pageviews after the account was served an ad, and the percentage change, showing the impact of the ad campaign on your web traffic (percent lift) and thus brand engagement. From there, you can either streamline or expand your audience as desired based upon the reported analytics to achieve further lift.

Site Analytics

Example Configuration ▼



Your date range here

Example Configuration - Top 20 Companies By Pageview

Company	NAICS	City	State	Pageviews	Prev. Pageviews	Change
Company A	Advertising Agencies	Roanoke	VA	25	5	400%
Company B	Colleges, Universities, and Professional Schools	Los Angeles	CA	30	10	200%
Company C	All Other Telecommunications	Delray Beach	FL	24	12	100%
Company D	Family Planning Centers	Sioux Falls	SD	20	15	33.3%

Pageviews By NAICS

NAICS Code	Description	Pageviews	Previous	Change
544812	Advertising Agencies	12,000	10,000	20%
541810	Media Representatives	2,000	1000	100%
541840	Media Buying Agencies	300	100	200%
541830	Administrative Management	200	50	300%



Site Analytics

Pageviews by Sales Volume

Sales Volume	Pageviews	Previous	Change
\$500,000,000 to \$999,999,999	12,000	10,000	20%
\$200,000,000 to \$499,999,999	2,000	1000	100%
\$75,000,000 to \$199,999,999	300	100	200%
\$25,000,000 to \$74,999,999	200	50	300%

Impressions by Company Size

Company Size	Pageviews	Previous	Change
1,000 and Over	12,000	10,000	20%
500 to 999	2,000	1000	100%
250 to 499	300	100	200%
100 to 249	200	50	300%

The reports included in this eBook are sample reports. An AdDaptive Audience Composition, Campaign Analytics, or Site Analytics report will show real data, including business names, zip codes, and NAICS codes.

The Site Analytics report then continues to break down pageviews and impressions on your landing page from various angles including NAICS code, sales volume, and company size.

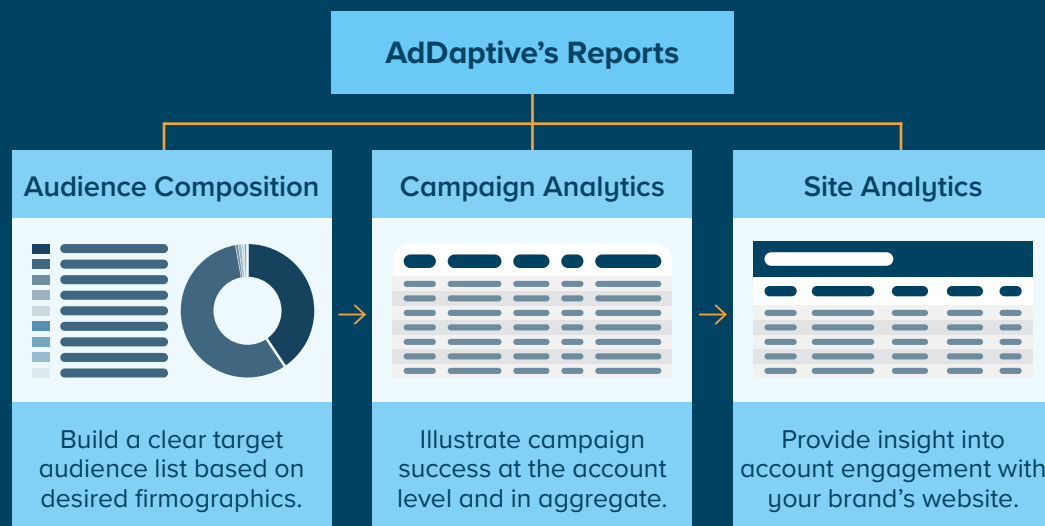
The data included in this report gives you a full scope of how your ad campaigns drive traffic to your website, with a single pixel placement on the campaign's landing page.

These accurate figures provide the insights you need to adjust your campaign, drive more traffic to your website, and ultimately increase lift and ROAS.

Link your ad campaigns to subsequent increases in website traffic with the help of AdDaptive. Our Site Analytics report gives you the insights you need to identify which of your target accounts are showing interest, and push them through the sales funnel with speed and ease according to their engagement with your content.



Actionable analytics are crucial to the advertising campaign process. From defining and segmenting your audience reflected in the **Audience Composition report**, to updating and optimizing your campaign throughout the flight based on engagement information from the **Campaign Analytics report**, to leveraging your web traffic for future campaign optimization and proving ROAS with the **Site Analytics report**, analytics and strategic conversation are with you every step of the way.



Combine insights from targeting, to delivery, to engagement for a comprehensive view of your target accounts with AdDaptive's reporting trio.

Equipped with the insights gained from this journey, return to home base to prepare for your next adventure with a more refined targeting approach.

At AdDaptive, we want to help you make the most out of your analytics. A strategic partnership with us means access to our team of experts to support, guide, and optimize your campaigns as well as provide context around your actionable reports, putting the power to leverage the most favorable results in your hands.

These three reports tied together with strategic partnership will act as your analytics command center.

That's the AdDaptive Advantage.



READY TO GIVE YOUR CAMPAIGNS A BOOST? LET'S TALK

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