

FUTURE-PROOF YOUR B2B ADVERTISING STRATEGY

Achieve business goals without relying on cookies

As looming Google Chrome updates shift the use of cookies and targeting abilities across the advertising industry, marketers are reassessing their partners and plans to build the safest, strongest B2B repertoire. Agencies and brands will benefit from working with ad tech companies that are able to adjust to the market's offerings by maintaining technological advancements and leveraging innovative, reliable targeting capabilities.

As a strategic partner with proven results, AdDaptive Intelligence has its customers covered.



Reach Key Accounts with B2B ABM

Building on our B2B IP Targeting and data transparency as part of a comprehensive, diversified package puts us in a strong position to continue yielding B2B success.



Leverage B2B Analytics in a Cookieless World

Since our B2B reporting is universally linkable, we can combine our analytics offering with any solution to resolve targeting back to key accounts.



AdDapting to Market Changes

We're called AdDaptive because we're able to adapt to industry trends and changes. Committed to our mission to help agencies and brands reach key accounts with accuracy and scale, we continually enhance our offering and emerge stronger as a result.



Serving as a Strategic Partner

As your trusted strategic partner, we keep up with industry changes and align our enhanced solution to your evolving goals, helping you execute on your B2B strategy in new, innovative ways.

Over the years, AdDaptive has built, iterated upon, and yielded widespread success with a strong solution that leverages cookieless avenues. Since we have been providing a cookie-light solution all along, we will leverage our strengths to continue bringing you B2B success.