

USING ACCOUNT-BASED MARKETING FOR B2B DIGITAL ADVERTISING



TARGET

Account-Based Marketing (ABM) tailors marketing, advertising, and sales efforts toward specific accounts, resulting in a more personalized experience. Using ABM to fuel B2B digital advertising strategies, AdDaptive identifies your target accounts, optimizes your advertising campaigns toward your goals, and provides transparent firmographic reporting.

80% OF CONSUMERS ARE MORE LIKELY TO DO BUSINESS WITH A COMPANY IF IT OFFERS PERSONALIZED DIGITAL EXPERIENCES. *(Source)*

Leveraging an ABM approach makes your data actionable, allowing you to learn how best to target your ideal accounts; in turn, this increases the likelihood that your marketing will resonate with your target audience.

AdDaptive's proven solution uses ABM in conjunction with validated data to increase awareness among your target business audience, reaching the accounts that matter most and fostering longterm relationships.



ENGAGE

97% OF MARKETERS SURVEYED SAID ABM HAD HIGHER ROI THAN ANY OTHER MARKETING ACTIVITY. *(Source)*



STRATEGIZE

Analytics from ABM campaigns provide meaningful insights that support the optimization of future campaigns; the result is improved engagement among your target audience and higher returns on your marketing budget.

AdDaptive's proprietary technology evolves with your needs, enabling your dedicated account manager to update targeting strategies and maximize results in real-time. Using AdDaptive's expert approach, customers achieve greater accuracy, scale, and engagement, fueling increased ROI.