

Accelerate Your B2B Sales Pipeline with Actionable Analytics

The B2B buying process has historically been long, but it doesn't have to be. Once your campaign is driving results, it's time to put the pedal to the metal and speed up your sales pipeline.



CRUISE CONTROL



You've defined your audience (uploaded your own ABM, built a list in Platform, or used Campaign Analytics from a previous campaign).



Your campaign is cruising down the road with real-time optimization keeping you on track.

WHAT'S NEXT?



SHIFTING GEARS



AdDaptive's Accounts Team delivers the in-depth Site Analytics report.



Now you have access to the list of warm accounts who engaged with your site via your ad campaign.



After a strategic conversation with the accounts team you can distinguish where these accounts are in their buyer journey.



Gather your info on which accounts have more buying intent and which need to be educated and nurtured through the funnel.



ACCELERATE!

Armed with precise and actionable analytics it's time to get back on the road and speed up the sales pipeline.



For **colder** accounts, you can provide the background and education info needed to hook their interest and turn them into warm accounts.



For **warmer** accounts, you can deploy content with the information they need to come to a decision effectively and efficiently.



Share the information with your sales team so reps can have personalized conversations with prospects.



This turns prospects' long, tedious research process into a fast, streamlined experience.

Don't leave any prospects in the dust. Speed up the B2B buying process with Campaign and Site Analytics from AdDaptive today!