Analytics for Any Market

The brands your agency represents can vary widely, as well as their target accounts. Each campaign has a niche audience segment that can range from small businesses or start-ups to Fortune 500 companies in any vertical market.

Forming a partnership with a trusted ad tech vendor like AdDaptive will help you accurately target specific accounts based on their vertical market segment/NAICS code and other firmographic details, all without the use of cookies.

Here are some of the many targeting parameters that AdDaptive's Platform can report on:

Targeting Parameters

NAICS Code →

Business Name
Business Type
Fortune 1000
Publicly Traded
Sales Volume
Years in Business
Employee Count

Examples: NAICS Drilldown

Utilities	Transportation & Warehousing
Construction	Real Estate and Rental & Leasing
Manufacturing	Educational Services
Wholesale Trade	Health Care and Social Assistance
Retail Trade	Arts, Entertainment, & Recreation
Finance and Insurance	Public Administration

Above and beyond targeting, AdDaptive's suite of Campaign and Site Analytics reports provide transparent, actionable insights into how your target audience is engaging with your ad campaign and your brand's website throughout the course of the flight.

From agriculture to IT, education to healthcare, manufacturing to food services, and beyond, AdDaptive will track account engagement and provide robust reports on companies of any size.

Here are some case studies showing the success that agencies and their brands have experienced by running campaigns with AdDaptive:

Private Bank	Oil & Mining Company
IT Company	Online Retailer
Agriculture	Construction Company
Healthcare Company	Glass Manufacturer

For more examples of success, visit the Customers page on our website:
Discover the Success AdDaptive Brings to B2B Agencies and Brands