

# THE THREE PILLARS OF EFFECTIVE ABM STRATEGY

## FEATURED AT B2B IGNITE LONDON

On June 30th, 2021, AdDaptive and agency partner Merritt Group spoke virtually at B2B Ignite London on the three pillars of B2B advertising and analytics strategy as the industry moves towards a cookieless future.



**Andrew Piekos,**  
Senior Account Executive at **AdDaptive**

**Pasha Irshad,**  
Vice President of Digital at **MerrittGROUP**



The three pillars of the conversation were:

### Advertising Strategy

Fuel the success of your campaigns by forming **strategic partnerships with trusted thought leaders** in the industry. Understand the facts around market trends and how these industry changes will affect your customers' strategies.



**“WE ARE PARTNER-CENTRIC, AND ALWAYS HOPING TO HELP OUR AGENCIES BETTER THEIR RELATIONSHIPS WITH THEIR CLIENTS.” – ANDREW PIEKOS**

### Analytics

Transparent reports help agencies and brands understand the analytics process along each step of the campaign journey. By **providing analytics reports on both campaigns and their resulting website traffic**, AdDaptive puts the power in your hands to make actionable decisions based upon the account insights in the reports.



**“UNDERSTANDING THE DATA THAT’S COMING IN FROM A PLATFORM PERSPECTIVE IS GREAT; DOUBLING THAT UP AND UNDERSTANDING WHAT’S HAPPENING ON YOUR WEBSITE AND TYING THOSE TWO TOGETHER IS CRITICAL.” – PASHA IRSHAD**

### Adapting to a Cookieless Future

First movers in the Ad Tech industry, like AdDaptive and Merritt Group, already **use a combination of online and offline account-based data in their targeting techniques**. Companies that have already put together a cookieless, diversified solution are prepared to thrive upon the removal of cookies in January 2023. Both preparing for and strategically adapting to industry changes is key.



Elevate your advertising initiatives on a campaign-to-campaign basis **with no long-term contracts and no SaaS fees**. Speak with AdDaptive today to strengthen your ABM approach.