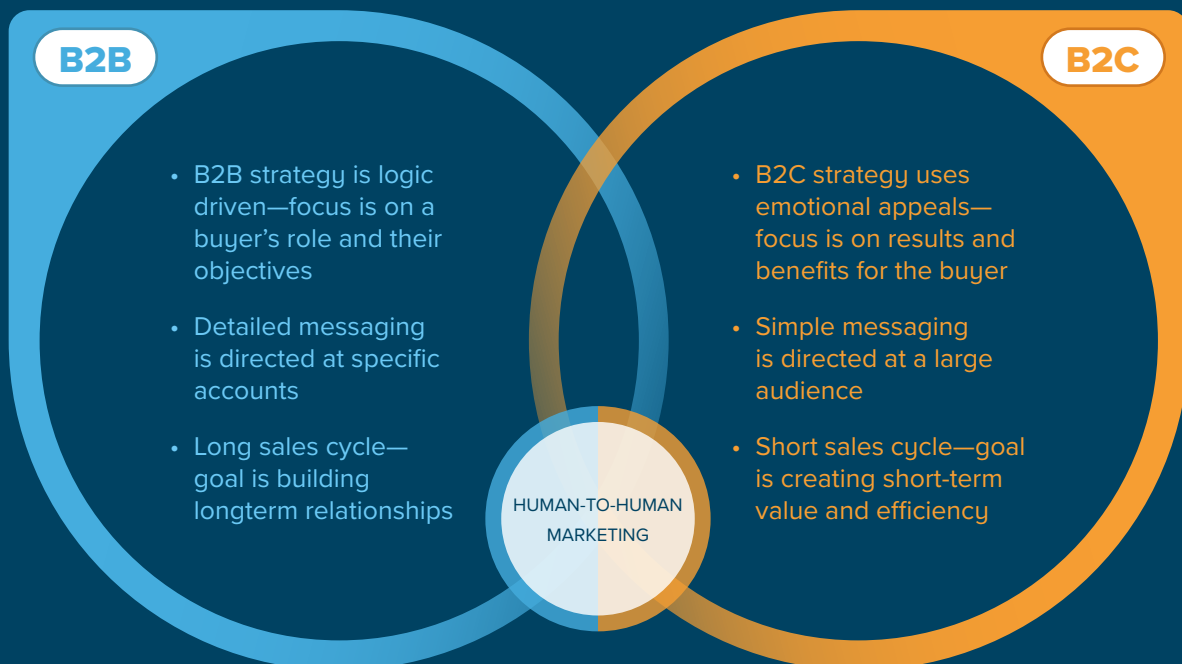


B2B vs. B2C

ADVERTISING STRATEGY

While there are similarities between business-to-business (B2B) and business-to-consumer (B2C) digital advertising strategies, each audience requires a unique, deliberate approach. B2B advertising must allot for a longer decision-making process, while B2C advertising strategies rely on emotional appeals to spur quick transactions. They can both be considered “human-to-human” marketing; all campaigns are ultimately reaching an individual, but it is important to note where the two differ. Working with a company that understands the duality of these strategies is the key to effective campaign results.



AdDaptive’s proprietary technology turns B2C advertising strategies into B2B campaigns by adding validated, offline data and narrow targeting to pinpoint specific B2B accounts, instead of a B2C approach of targeting a larger-scale market. We offer a programmatic solution that uses business data to target key influencers, at scale, in real time, reaching the decision makers that matter.

MARKETERS WASTE AN AVERAGE OF 26% OF THEIR BUDGETS ON INEFFECTIVE CHANNELS AND STRATEGIES.

(Source)