

PROTECTING CONSUMER DATA WITH B2B ADVERTISING

Why does B2B advertising thrive in a privacy-centric ecosystem, but B2C advertising does not? B2B and B2C advertising approaches leverage different types of data. B2B ad tech vendors like AdDaptive use publicly available firmographic data to identify businesses and roles – not individuals; therefore, there is no need for personal identifiers in B2B advertising. B2B targeting maintains an individual’s anonymity but still reaches target audiences through validated business data. In contrast, B2C digital advertising cannot be done anonymously, since personal data is required to serve ads to individuals outside of businesses.

B2B ADVERTISING, BY NATURE, DOES NOT NEED PERSONAL CONSUMER DATA; DELIVERING ADS TO KEY COMPANIES AT THE ROOFTOP LEVEL PROTECTS INDIVIDUALS’ PRIVACY WHILE ACHIEVING CAMPAIGN GOALS.

DIGITAL B2B IDENTIFIERS VS. PERSONAL B2C IDENTIFIERS

B2B



- Business title
- Number of Employees
- Business location
- Business revenue
- Business IP address
- Job title

BUSINESS IDENTIFIERS

B2C



- Individual name
- Household address
- Individual salary
- Personal browsing behavior
- Individual IP address

INDIVIDUAL IDENTIFIERS

While other companies may need to adjust how they handle consumer data in response to new regulations, AdDaptive’s B2B solution inherently protects individuals’ privacy. By working with AdDaptive, you can trust that you will receive powerful results for your B2B digital advertising campaigns without compromising individuals’ privacy or jeopardizing your business goals – a win for all involved.