

# AdDaptive Named a Contender among the top B2B Advertising Solutions

## Quotes & Highlights

AdDaptive has been named a Contender in The Forrester Wave™: B2B Advertising Solutions, Q3 2022 report. The evaluation analyzed the 14 most significant B2B advertising solutions across 28 criteria spanning current offering, strategy, and market presence.

Here are a few quotes and findings from the report that we believe reflect well on the work we are doing at AdDaptive:

### On the Company



“AdDaptive is a good fit for B2B organizations with in-house media teams and media agencies with B2B clients,” Forrester stated in the report.

AdDaptive is proud to be recognized as a “profitable, self-funded B2B advertising solution...”

AdDaptive earned its highest scores in the criteria of product vision, market approach, innovation roadmap, and cross-channel capabilities. AdDaptive also received the highest scores possible in the business publications and creative development criteria.

### On the Solution

According to the evaluation, “AdDaptive users can create and manage simple B2B audiences from first-party data and a selection of firmographic attributes and predefined lists.”

Forrester also noted that “AdDaptive’s users can already target more than 40 million large and small businesses, and its agency customers deploy advertising campaigns for 33% of Fortune 100 companies and 144 B2B subindustries each quarter.”

“We take pride in our ability to adapt with the market while staying true to our mission of connecting brands to their B2B audiences at scale with superior accuracy. Having our key capabilities evaluated is validating and we believe it supports our focuses on transparent analytics, diversified data sources, and a full-funnel marketing approach.”

— AdDaptive Co-Founder Kevin O’Malley

### On Client Satisfaction



Per the report, “the AdDaptive team received high marks from reference customers...”

With our cross-channel capabilities, boosted analytics offering, and more, AdDaptive is committed to meeting the evolving needs of our clients.

### The AdDaptive Advantage

Through precise targeting capabilities and actionable analytics reports, AdDaptive helps agencies and brands reach their B2B advertising goals.

We are excited to continue finding new ways to support B2B advertisers and are grateful to have participated in The Forrester Wave™: B2B Advertising Solutions, Q3 2022 evaluation.

If you would like to read more, the press release on this announcement has been published on [PR Newswire](#) and has been picked up by [Yahoo Finance](#), [Business Insider](#), and [The Associated Press](#).

You can find the full report on our [website](#).