AdDaptive's Site Analytics Solution

AIR
(Account Insight Reporting)

Campaign Analytics
Illustrate campaign success at the account level and in aggregate.
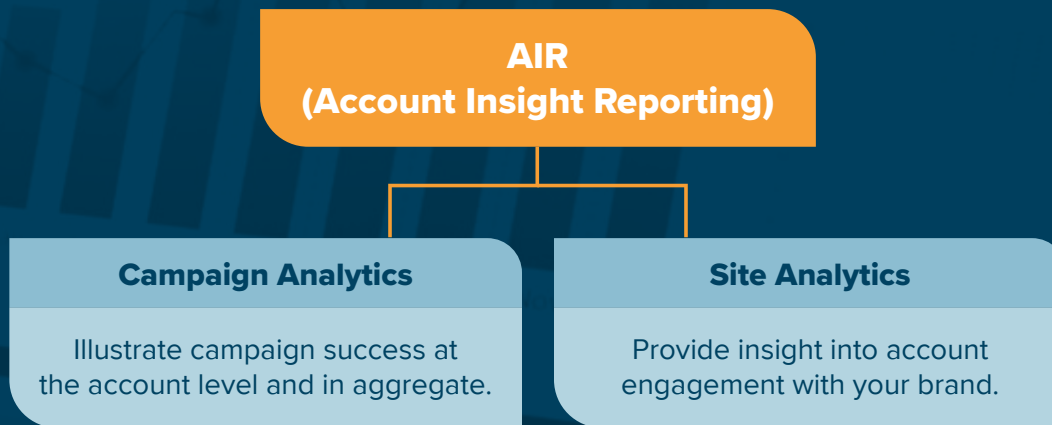
Site Analytics
Provide insight into account engagement with your brand.

Combine insights in delivery & engagement for a holistic view of your key accounts.

AdDaptive's Site Analytics provide insight into account engagement with your brand

Place a pixel to begin capturing data, beginning with a benchmark.

→

Run your ad campaign with AdDaptive.

→

Receive AdDaptive's Site Analytics report, along with our Campaign Analytics report.

→

Explore which accounts have engaged with your website since targeting them with your campaign.

→

Turn these audience learnings into an ABM list to target in subsequent campaigns.

Introducing the industry's first site analytics solution that maps to your ad campaigns.

By leveraging AdDaptive's Site Analytics, you can:

- Show lift to key accounts vs. a pre-campaign baseline
- Capture lift week after week throughout your ad campaign
- Gather cookieless engagement & measurement for increased accuracy
- Build a Cohort of Accounts to continually refine target audience
- Make data-driven decisions based on audience engagement

→ Plus, no SaaS fees and no long-term commitments

Learn your audience's preferred way to engage with your brand's content.

Use their preferences in your favor while tailoring your strategy toward your KPIs.

Experience the success of your ad campaigns in a brand new way.