

USE ADDAPTIVE'S EXPERT ANALYTICS TO ACHIEVE YOUR ACCOUNT-BASED ADVERTISING GOALS

Leverage Actionable Audience Insights to Refine Your ABM Targeting Strategy



Create a customized targeting strategy

Discover key accounts and build target audience composition



Launch ad campaign with refined targeting parameters

Identify and monitor engaged accounts throughout the campaign



Review analytics reports showing data on audience, performance, strategy, and more

Turn Campaign and Site Analytics reports into an ABM list to target in subsequent campaigns



Craft customized messaging and creative targeting combinations to achieve specific KPIs

Deploy retargeting campaign and re-engage high-value accounts



THE ABM SUCCESS CYCLE:

Continue identifying and targeting accounts using AdDaptive's analytics and targeting solutions to ensure that your message is reaching your desired audience at all times.

OUTCOME:

Achieve ABM success.

