

# YOUR AD CAMPAIGN MAY BE MISSING THESE AUDIENCE SEGMENTS

## Re-Defining The Business Professional

In digital advertising, business audiences consist of an array of verticals, and digital advertising efforts require a robust solution to build successful, far-reaching campaigns. AdDaptive's targeting maximizes the ability to reach your intended audience—whether they wear a suit or a lab coat—through precise firmographic data and premium inventory placement.

## Expanding your Digital Advertising Solution

In the age of technology, professionals across various fields rely on online platforms for conducting business and assisting with their daily objectives. Some business professionals choose social media as a resource for networking and remaining up to date on relevant industry news. Platforms can then use the information users provide for paid advertising. For instance, LinkedIn Advertising can target the users who are active on the LinkedIn platform, identifying job titles and personal interests for ad targeting. However, since not all professionals need a LinkedIn profile, it falls short when it comes to industry diversity. There are still millions of decision-makers inherently excluded from ad campaigns on social media simply because their profession does not network on particular social media sites. Medical professionals, for example, are less likely to have a professional profile; if they do, they would be inactive on a daily basis given the in-person nature of their work and the specialized requirements of their field. Other hands-on fields, such as construction, would also be inactive when conducting business for similar reasons. Relying solely on one channel for advertising would mean excluding entire industries from your ad campaign, leaving a wide gap in your audience.

**“WORKING WITHIN ADDAPTIVE’S PLATFORM ALLOWS COMPANIES TO LEVERAGE PRECISE FIRMOGRAPHICS, SUCH AS COMPANY NAMES, EMPLOYEE SIZE, REVENUE, AND INDUSTRY TO REACH ANY BUSINESS FROM A SOLE PROPRIETOR TO THE FORTUNE 100.”**

## Adding AdDaptive to your Media Arsenal

Given that business is conducted in and out of traditional office settings, companies who limit their targeting efforts to one social network are held back from entire verticals that may be relevant to their ad campaign. Fortunately, companies who aspire to extend their reach beyond desk jobs are able to close in on this gap and seamlessly complement their existing efforts with specialized ad tech vendors. Working within AdDaptive's platform allows companies to leverage precise firmographics, such as company names, employee size, revenue, and industry to reach any business from a sole proprietor to the Fortune 100—including vocations such as electricians, farmers, construction workers and practitioners of medicine ([AdDaptive's case studies](#) are just a sample of our successes across numerous industries).

AdDaptive's pre-and post-campaign analytics provide even greater insights into your audience. Powered by a transparent, ABM approach and boosted with intelligent technology, AdDaptive's analytics reports focus on aggregate business data and industry analysis to inform campaigns in each intended vertical. Adding AdDaptive to your arsenal does not replace your company's current efforts; instead, we augment the scale of your campaigns to include a wider audience—the impetus for successful, resonate campaigns.

**Why limit your reach when you can extend it? Choose AdDaptive to fortify your business targeting efforts, reach niche audiences, and diversify your media buy.**

**Expand your audience segments with AdDaptive's innovative technology.**