Prove Return on Ad Spend (ROAS) with Analytics

Connecting the dots from ad campaigns to brand engagement to revenue

Discover audience

| Upload ABM list of high-value accounts | Build account list using AdDaptive's Platform | Use Campaign Analytics to form account list from last campaign |

Run campaign

- Choose KPI, provide creatives, and discuss strategy
- Trust AdDaptive's Account Management team and AI technology to optimize campaigns toward your goals in real-time

Review analytics insights to increase audience learnings

- Review AdDaptive's Campaign Analytics for media performance and intent
- AdDaptive's Site Analytics report shows accounts targeted by ads that have subsequently engaged with content on your website
- This can be interpreted as data-driven intent to engage and potentially purchase, since these companies are actively interested in your brand

Compare Site Analytics report to sales pipeline and identify which accounts are on both

- These accounts have seen your ads, engaged with your website, and spent with you
- Use insights to score leads as cold, warm, or hot and strategize on next steps
- Connect the dots to see how advertising touchpoints contribute to sales revenue

This ties revenue back to advertising and ensures you are investing in accounts that are interested in you, moving them down the funnel to purchase and retaining their business thereafter.

Leverage transparent account-based reporting to tie advertising efforts to revenue and increase your Return On Ad Spend (ROAS) exponentially.

That's the AdDaptive Advantage.