

DEMANDBASE

TARGETING SOLUTION

RESULTS-DRIVEN ADVERTISING FOR ACCOUNT-BASED MARKETERS



B2B advertisers share a set of simple goals: to influence the right people at the right companies in order to support sales in striking more deals, growing average contract value, and trimming the time-to-close. So why do advertising vendors insist on making it so perplexing, with convoluted targeting tactics that rarely scale and make marketers doubt their accuracy, and reporting limited to B2C vanity metrics?

Demandbase Targeting Solution is the only digital advertising solution built from the ground up to support B2B objectives. Designed according to the principles of Account-Based Marketing, Targeting helps marketers and agencies align with sales teams to identify high-value companies and drive measurable impact with their relevant decision-makers and stakeholders.

IDENTIFY

- Find high-opportunity accounts at the intersection of fit and intent with Account Selection.
- Uncover your buyers' intent signals with full transparency into how companies are prioritized.
- Filter, segment and customize account lists for different tactics and programs.
- Score and segment existing account lists from Salesforce.

ADVERTISE

- Deliver ads to the buyers within your target accounts using a proprietary approach that combines IP-address identification and behavioral intent signals.
- Optimize for lift in site engagement, a strong leading indicator for deal activity.
- Use personalized dynamic creative to get the message just right for each individual.

MEASURE

- Focus on business outcomes with dashboards and analytics built just for B2B.
- Measure site engagement lift compared to a baseline period.
- Track pipeline opportunities and totals for campaign audiences.

97%

Enterprise audience reach

50%

Performance lift with Demandbase creative personalization

67%

More accounts reach pipeline when engaged by Demandbase advertising

A COMMITMENT TO BRAND SAFETY

When buying ad-exchange media, keeping your message out of the shadiest corners of the web requires proactive protection. That's why Demandbase campaigns run exclusively on a hand-curated whitelist of office-friendly sites. And better still – it's totally transparent.

The
New York
Times

BUSINESS
INSIDER

IBT

TIME

Slate

The
Washington
Post

CNN

YAHOO!

Forbes

REUTERS

BBC

The
Atlantic

USA
TODAY

theguardian

SF
GATE

PERSONALIZED CREATIVE OUTPERFORMS

Finding the right audience in the right place only gets you so far. The best B2B marketers know that tailoring the message drives it home. Work with Demandbase to build dynamic ad creatives, from your existing assets, that respond to your specific audience at the impression level.

Company Size

SEE HOW OTHER
ENTERPRISE
COMPANIES
DRIVE BUSINESS

Learn More



Industry

SEE HOW
HEALTHCARE
IS DRIVING
BUSINESS

Learn More



Company Name

TESLA,
EVER WONDER
WHAT IT'S LIKE TO
SIT ON A CLOUD?

Learn More



END-TO-END ABM

Advertising plays a central role in any Account-Based Marketing strategy, but far from the only role. With Demandbase's platform, marketers can connect their advertising programs to other initiatives throughout the funnel, building upon the value of advertising in ways that enhance the overall effectiveness of your marketing.

- **Personalize and optimize** the experience for buyers and influencers who are driven to your site by advertising. Increase conversion rates and engagement with customized content recommendations, segmented landing pages, and smart forms.
- **Inform your content marketing strategy** with detailed analytics into the topics and pages driving engagement for specific accounts and segments.
- **Arm your sales team** with real-time insights into account activity, including site content consumption trends and news about each rep's accounts and the key individuals within. Deliver alerts via email, Salesforce and Slack.