

ABM & Modern B2B Advertising

Reaching the Buying Committee at Your
Target Accounts

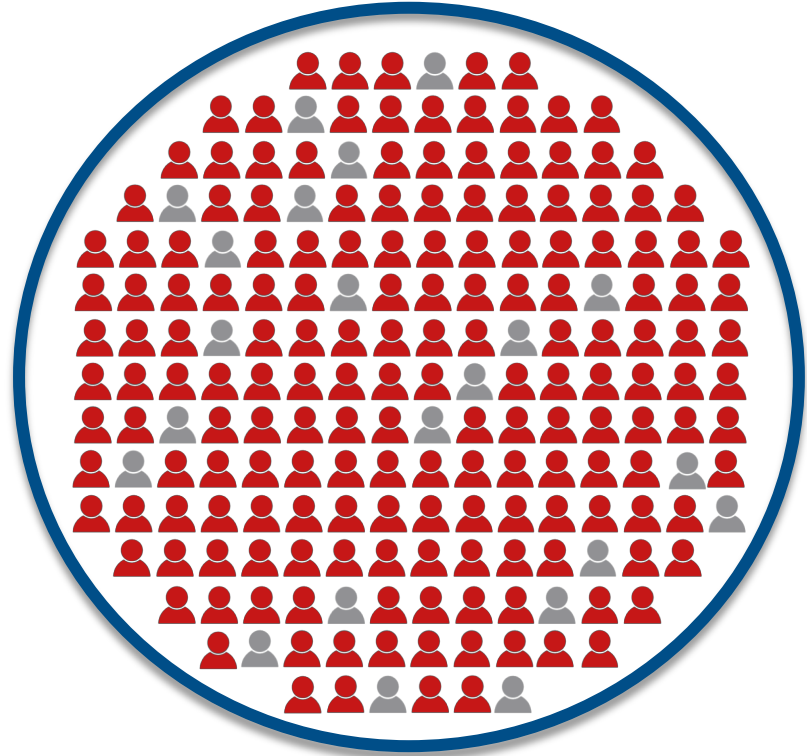
Peter Isaacson
CMO, Demandbase

THE EVOLUTION OF TARGETING THROUGH DIGITAL

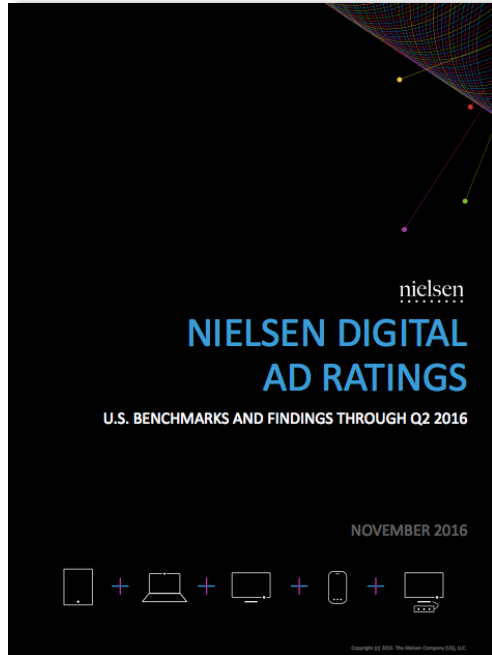


TARGETING THROUGH PERSONAS

- 90% of budget is wasted
 - Wrong person
 - Wrong company
 - Wrong time

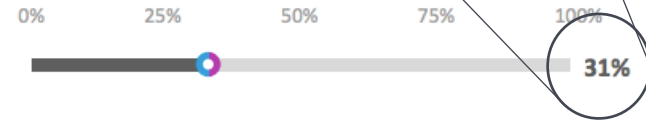


TARGETING MALES, 30-44



M or F Narrow: ≤15 yrs

on-target percentage



BUT WE ARE PROMISED EVEN MORE PRECISION



B2B > Company Size > 10-50 Employees

B2B > Company Size > 50-100 Employees

B2B > Company Size > 5,000+ Employees

B2B > Sales Volume > \$1,000,000 - \$5,000,000

B2B > Classes > White Collar

B2B > Employment Status > Employed > Work from Home

B2B > Industries & Occupations > Waste Management

B2B > Industries & Occupations > Legal > Environmental

B2B > Industries & Occupations > Education > Higher Ed K-12

B2B > Industries & Occupations > Computer > IT

B2B > B2B Events > Events by Industry > Technology

B2B > Small Business

B2B > Executive

BUT WE ARE PROMISED EVEN MORE PRECISION

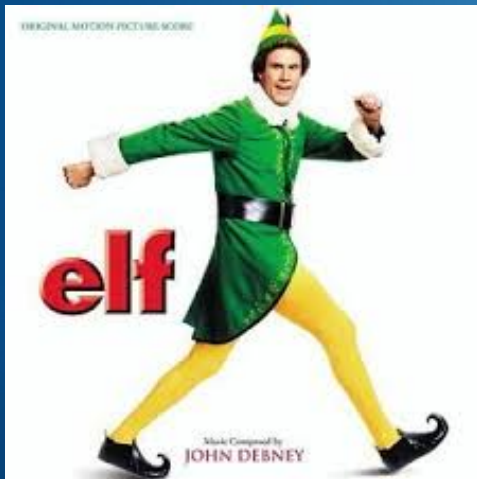


Peter Isaacson
Chief Marketing Officer

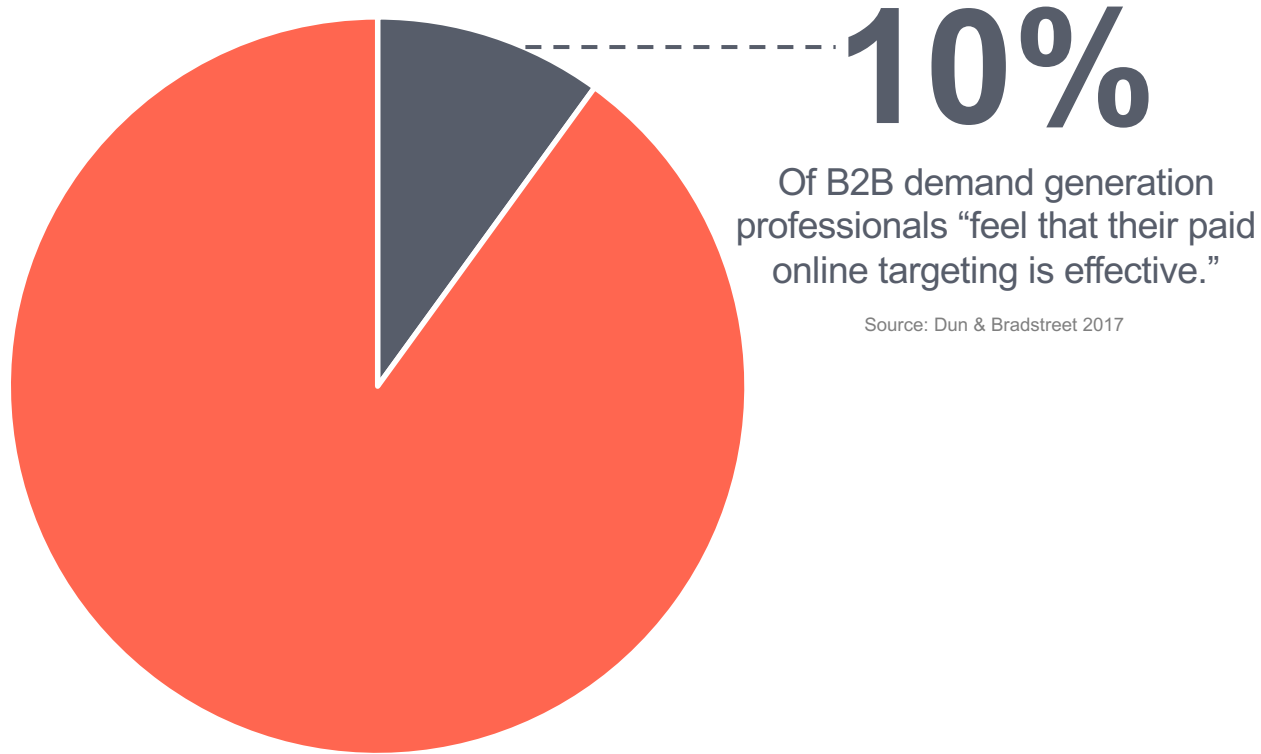
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- X** B2B > B2B Events > Events by Industry > Technology
- ✓** B2B > Small Business
- ✓** B2B > Executive

They sit on a throne of lies!

Buddy the Elf



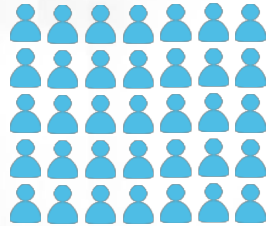
AND B2B MARKETERS KNOW IT!



Source: Dun & Bradstreet 2017

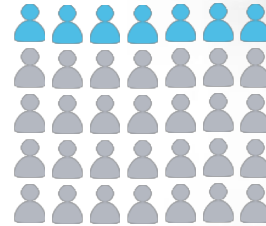
ONBOARDING CRM DATA

Initial contact list



On-boarding:
70-85%
drop-off

Campaign audience



BUT IT'S REALLY ABOUT JOB FUNCTION...

Targeting

Which specific departments would you like to target? *

- | | | |
|---|---|---|
| <input type="checkbox"/> C-Suite All | <input type="checkbox"/> Human Resources All | <input type="checkbox"/> Medical |
| <input type="checkbox"/> VPs All | <input type="checkbox"/> HR - Recruiting | <input type="checkbox"/> Operations All |
| <input type="checkbox"/> Customer Service | <input type="checkbox"/> HR - Employee Development | <input type="checkbox"/> Operations - Logistics |
| <input type="checkbox"/> Educators | <input type="checkbox"/> Information Technology All | <input type="checkbox"/> Operations - Management & Administration |
| <input type="checkbox"/> Finance All | <input type="checkbox"/> IT - Engineering | <input type="checkbox"/> Operations - Facilities |
| <input type="checkbox"/> Finance - Accounting | <input type="checkbox"/> IT - Operations | <input type="checkbox"/> Operations - Procurement |
| <input type="checkbox"/> Finance - Corporate Management | | |
| <input type="checkbox"/> General Engineering | | |
| <input type="checkbox"/> Government | | |

Functional Area

in

Select one or more values

Pick an attribute

Add Condition

Audience Name

My New Audience

Create Audience

Cancel

- ☐ Information Technology > Web Development
- ☐ Legal
- ☐ Marketing
- ☐ Marketing > Advertising
- ☐ Marketing > Branding

Define Personas

PERSONAS

Add Persona

SAMP

Marketing Director

Remove Persona

Segments

- ☐ <50 employees
- ☐ 51-200 employees
- ☒ 201-1000 employees
- ☐ 1001-10000 employees
- ☐ 10000+ employees

Title(s)

code monkey

- code monkey
- Senior Software Development Engineer
- Technical Principal
- Lead Software Engineer
- Software Designer
- Lead Software Development Engineer
- Senior Software Engineer II
- Lead Software Developer
- Software Engineer III
- Senior Software Engineer
- Software Development Engineer II

WHICH DON'T WORK EITHER

VP Marketing
Director, Digital Marketing
Senior Director, Americas Marketing- Personal Systems
marketing manager
demand gen
Director, Global Demand Center
VP Digital Marketing
Director, Marketing Operations
Sr. Marketing Manager
Chief Marketing Officer
Director
Senior Manager, Demand Gen
Senior Integrated Marketing Manager, Demand Generation
Program Mktg Mgr
Vice President Corporate and Revenue Marketing
Executive Director, Research & Analytics
Product Marketing Manager, Demand Gen
Online Marketing Manager Europe
Director, Digital Customer Experience
Senior Manager, Web Marketing
Director of Content Analytics
Associate Manager, Marketing & Advertising
Media Account Supervisor
Account Supervisor
Global Head of Digital
Senior Corporate Marketing Manager
Team Lead, Americas Marketing Campaigns
Director, Online Marketing & Information
Technical Marketing Specialist
SVP, Digital Experience Manager
Technical Product Manager
Global Account-Based Marketing Manager
Director, Marketing Services
Senior Manager, Marketing Analytics
Senior Producer
AMD
Director of Media
Director of Marketing
senior marketing manager

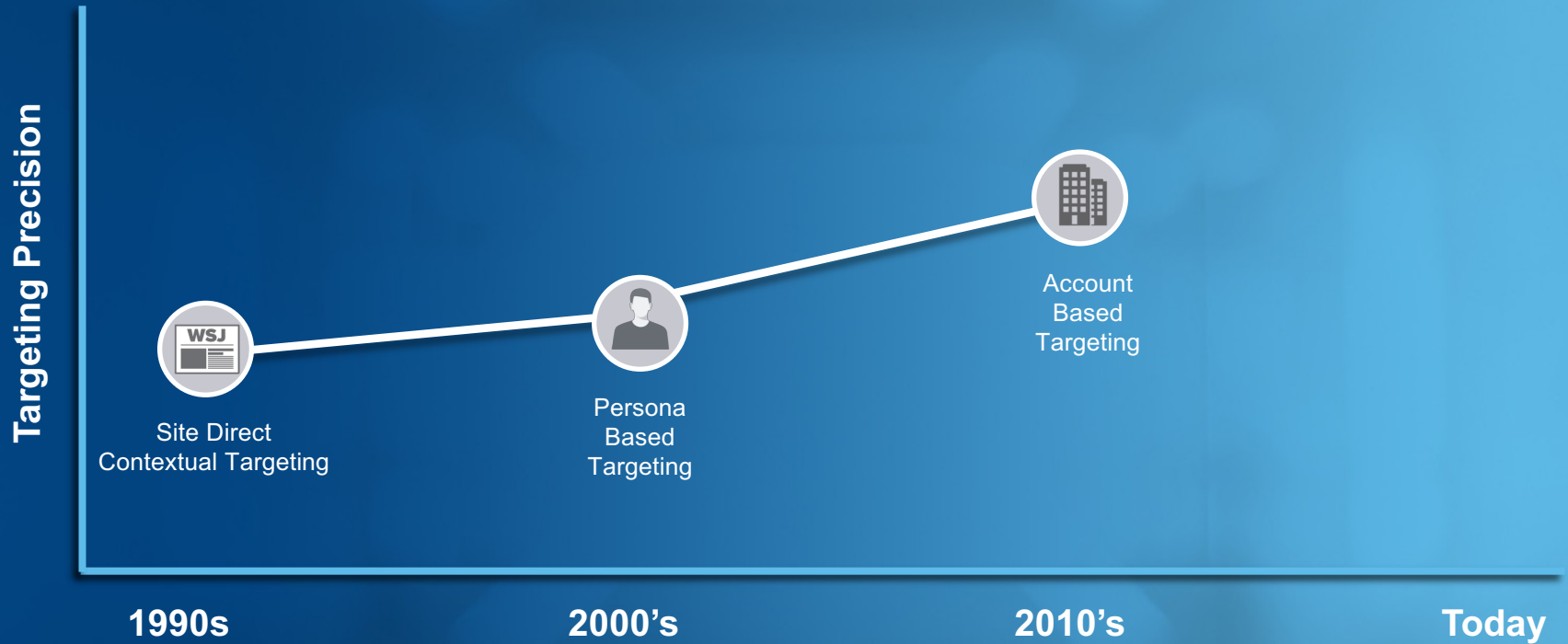
Chief Heart Officer at [redacted]
Greater New York City Area
[Connect](#) [Message](#) [More...](#)

Content Ninja
Displate - Austin, TX
[Easy Apply](#) [Save](#)

Sr. Front-End Guru
Robert Half Technology
Menlo Park, CA
[Apply on LinkedIn](#)

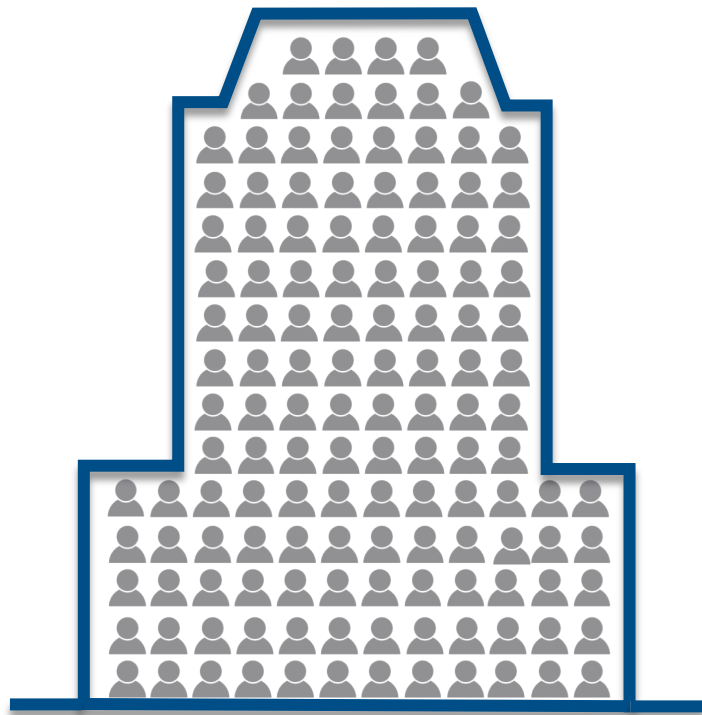
Full Stack/Front-End Developer Menlo Park FTE, Direct Hire We're an E-Commerce company looking for a person that will develop and create front-end mechanics to have smooth fluidity. It's about the quality and result and guess what? You feel the ownership of the role. We are in a society where majority of things can be ordered online, but the gifting function hasn't been smooth. Our E-Commerce company is looking for creative minds to make that individual contribution to the growing product! It's an opportunity to put that creativity in play. Is that you? RESPONSIBILITIES: ? Deep knowledge of and experience with hand-coded JavaScript, including modern programming patterns (client side MVC, JSONP, dynamic resource loading etc.) ? High proficiency with cross-browser HTML and CSS, including the latest HTML5/CSS3 features. ? Experience writing modular, well-abstracted, reusable client and server-side code for UI components. ? Experience with server-side development using Ruby/Java/PHP/etc...

THE EVOLUTION OF TARGETING THROUGH DIGITAL



ACCOUNT-BASED ADVERTISING

- Reach only your target accounts
 - Much more efficient
 - But... am I reaching the Janitor?



THE EVOLUTION OF TARGETING THROUGH DIGITAL



B2B Advertising Nirvana:

Reach the buyers and influencers at the accounts that matter to your business*

* While they are at the beginning of their buyer's journey!

WHY BRING ADVERTISING INTO THE ANONYMOUS BUYER JOURNEY?

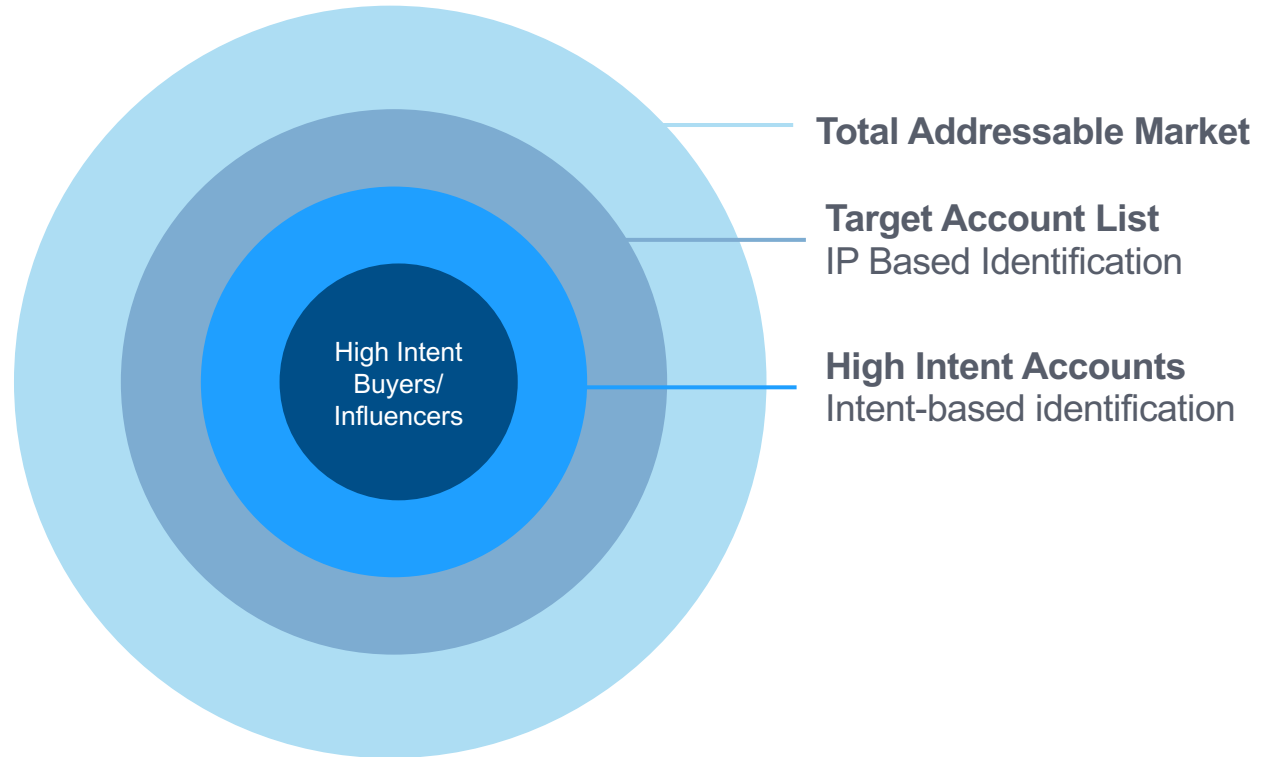
FORRESTER®

"B2B marketers need to get very comfortable with anonymity"

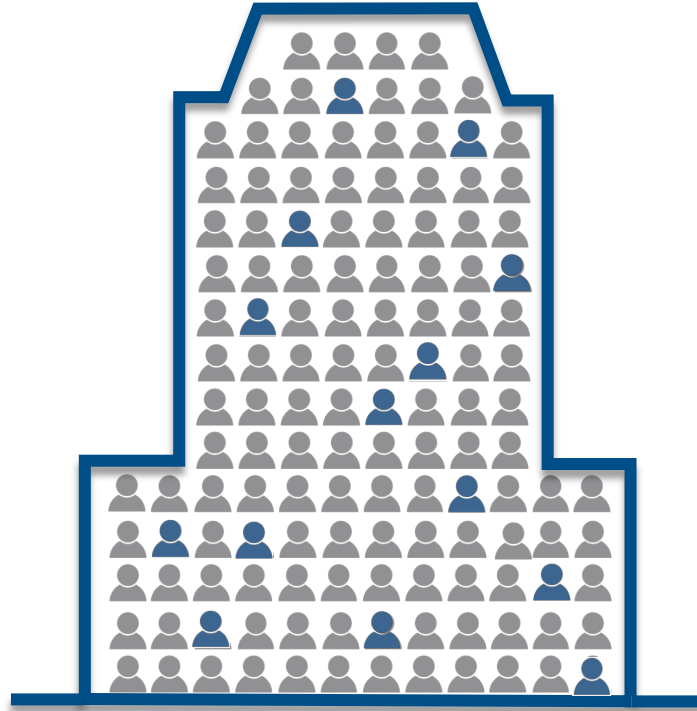
**Steven Casey –
Demandbase ABM
Summit Keynote
April 2018**

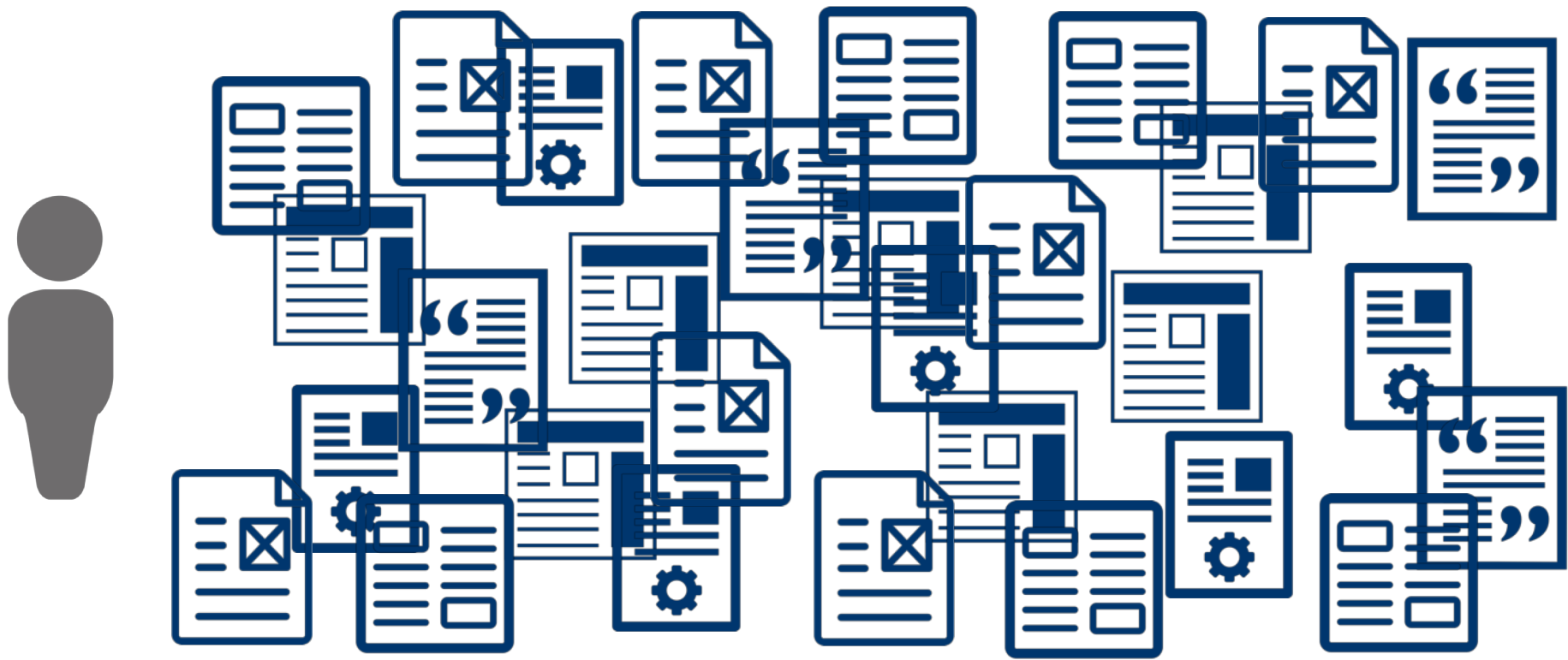


AI AND INTENT TO REACH THE BUYING COMMITTEE

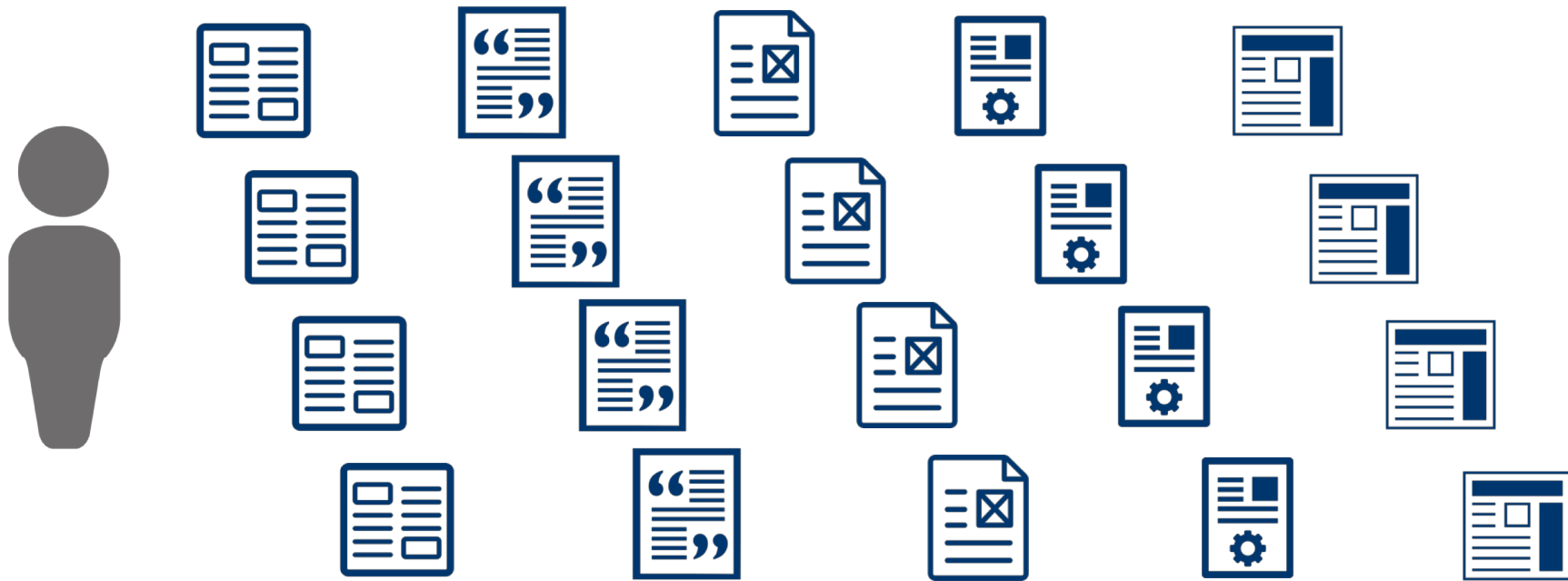


ACCOUNT-BASED ADVERTISING





CONTEXTUAL BEHAVIOR...AT SCALE



AI & NATURAL LANGUAGE PROCESSING

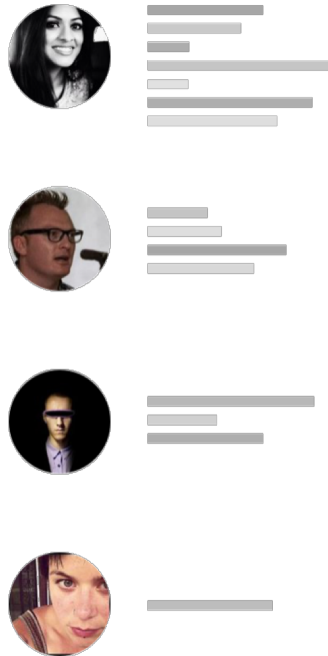
INTENT

PUTTING INTENT INTO ACTION

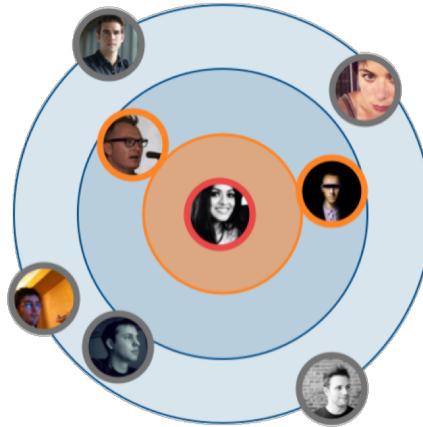
DEFINE KEYWORDS



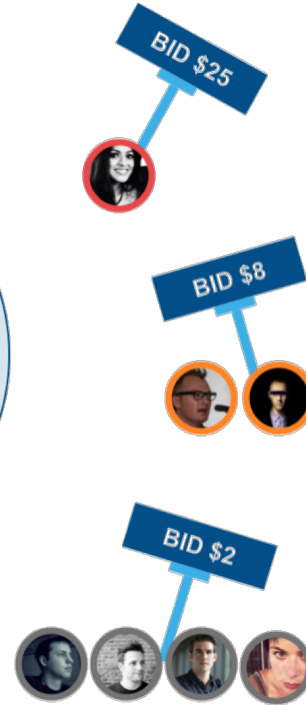
MONITOR CONTENT INTERACTIONS



RANK & SCORE RELATIVE INTENT



PRIORITIZED BIDDING



THE KPI'S FOR MODERN ADVERTISING

REACH

% of target accounts reached
in campaign

>90%

ENGAGEMENT

% of target accounts engaging
on site





>30%

EFFICIENCY

\$ per account engaged on
site

\$15 - \$300

Universal Campaign View

CAMPAIGN	TARGET ACCOUNTS	ENGAGED ACCOUNTS	COST PER ENGAGED ACCOUNT
 Cloud Security_Demandbase Qualified traffic: Enterprise Target Accounts Source: CRM • First seen 3 days ago • Last seen just now	650	96%	\$67.32
 Cloud Security_LinkedIn Qualified traffic: Enterprise Target Accounts Source: CRM • First seen 3 days ago • Last seen 3 minutes ago	200	92%	\$275.45
 Cloud Security_Adwords Qualified traffic: Enterprise Target Accounts Source: CRM • First seen 1 month ago • Last seen just now	1,000	13%	\$160.73
 Cloud Security_Facebook Qualified traffic: Enterprise Target Accounts Source: CRM • First seen 3 days ago • Last seen 2 minutes ago	900	8%	\$352.17



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INNOVATION
SUMMIT**

presented by
DEMANDBASE

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ABM
UNLEASHED

Questions?