



"WHAT'S WORKING" SERIES

# **Amidst Content Saturation, Orgs Prioritize Non-Traditional Digital Advertising Channels**

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## Introduction

Digital advertising is more sophisticated than ever: **57% of B2B buyers** notice targeted banners and videos, but 39% indicate that the content they receive is **boring and uninformative**. As businesses strive to cut through the noise, the strategies that stand out are those that leverage personalization, omnichannel reach and actionable data insights.

With nearly **40% of practitioners** planning to increase their investment in advertising solutions, this special report will outline what's currently working in digital advertising. Leveraging real-world insights from marketing experts in the field, we'll unpack:

- How targeted ads that speak directly to specific buyer needs are enhancing engagement and driving measurable results;
- The importance of maintaining a unified message across platforms to deliver a cohesive, customer-centric experience;
- A real-world case study that explores the power of digital personalization; and
- Leveraging data to refine targeting, measure effectiveness, and maximize ROI in real-time.



## Leveraging Intent To Better Allocate Ad Spend

Despite [Forrester research](#) finding that 67% of B2B buyers want more relevant ads, prospects are notorious for wanting privacy and anonymity — meaning marketers must strike a delicate balance between personalization and invasiveness. With that in mind, practitioners need to ensure data strategies are up-to-date so they can tailor ad campaigns accordingly.

"B2B buyers want us to know them, and they want us to give them these personal experiences, but they want us to do it blindfolded," said John Arnold, a Principal Analyst at Forrester, in a [B2B Marketing Exchange](#) session. "You must know your buyers, and it's one of the reasons to have a good data strategy. You need to have insights about your buyers; you need to know what their preferences are so that you can target them and advertise to them in ways that make them happy."

There's no better way to build that brand awareness than tapping into data — in fact, it's such a staple of modern marketing strategies that [more than one-third of practitioners](#) are leveraging it to better assess prospects actively researching a buying decision.

"When we do our demand planning and start to build our audiences, we want to find exactly where they are in the digital wild," said Koji Takagi, VP of Marketing at [SOCi, Inc.](#), in a B2B Marketing Exchange session. "I put our audience strategy into two buckets: The first is how we leverage our first-party data to ensure we're effectively structuring audiences, and the second is around targeting efforts. The targeting efforts are focused on leveraging third-party data to identify other prospects and buyers that would fit your ideal customer profile and are actively searching for solutions."

Expanding on the power of leveraging data for audience targeting was Lisa Hackbarth, Marketing Scale Up Consultant at [CloudBerry Marketing](#), who noted the importance of proactively engaging prospects by monitoring intent signals. Referring to buyers' penchant for conducting their journeys in stealth, she emphasized the power of advertisements to ensure a company is top of mind for prospects when they enter a buying cycle.

"You want to set yourself up as an authority and start building trust, so you need to look for the signals before buyers become aware that they're even looking for a product or solution," said Hackbarth. "You need to get into the conversation before prospects actually start looking for you."





# How MNTN Matched Onewheel With Eager Buyers For Its Unique Products



Advertising a unique product or a new category can be one of the toughest challenges for any marketing team. Take **Onewheel**, for example. The company created a groundbreaking single-wheel electric skateboard that everyone loves once they see it, but it's not something people know to look for. That's where the challenge lies — how do you reach those potential customers?

Traditional audience targeting just doesn't cut it for products that break the mold. MNTN wanted to solve this problem by helping disruptor brands connect with the right people, and the company built **MNTN Matched** to do just that. By leveraging diverse data sources and advanced predictive models, Matched can pinpoint the consumers most likely to fall in love with innovative products like Onewheel. With MNTN Matched, Onewheel found its ideal audience, leading to significant revenue growth and record-breaking returns on ad spend (ROAS).

## The Challenge

Onewheel aimed to expand its customer base and drive substantial sales growth. However, the unique nature of its products posed a challenge in reaching buyers through traditional audience targeting methods.

## The Solution

The answer to these challenges came in the form of MNTN Matched, a system that offered Onewheel a more effective way of building specific high-performance TV audiences. MNTN Matched used AI to categorize consumers in more than 99% of U.S. households and create predictive models of their future purchases based on their shopping habits, recent life events and interests — offering Onewheel a rich database of valuable customers.

Onewheel leveraged keywords to match with this database and built an audience of consumers highly likely to purchase their specific products.



## The Results

From March to May 2024, Onewheel achieved a remarkable 15x higher ROAS with MNTN Matched, when making a YoY comparison to their previous use of traditional CTV audiences, effectively engaging their most valuable customers and driving significant sales volume. In addition to driving impressive ROAS, they accomplished the following:

**14X**

higher visit rate

**2.8X**

higher conversion rate

**95%**

lower cost per acquisition

"MNTN Matched has finally allowed us to discover and home in on our most valuable CTV customers — and the results speak for themselves," said Eric del Valle, Vice President of E-Commerce for Onewheel. "We've found a way to bring in new customers and maintain excellent performance as we scaled our investment, especially during BFCM and peak seasonality. Even from an engagement standpoint, we see that users driven by MNTN stay on our site 2.5x longer than those who visit via other prospecting channels."

**"From March to May 2024, Onewheel achieved a remarkable 15x higher ROAS with MNTN Matched."**





## Facilitating Cross-Channel Strategies To Surround Buyers

The "superpower" of digital advertising, according to Forrester's Arnold, is the ability to be in front of buyers wherever they're spending their digital time — and oftentimes, prospects are on multiple channels at once. When practitioners are planning their digital advertising strategies, they must first consider the potential channels where they can reach their target audience.

"A successful B2B demand generation strategy can't be specific to one channel," said Ali Haeri, SVP of Marketing for CTV performance marketing platform [MNTN](#). "There needs to be a meaningful strategy that ties everything together. You need to use some channels to tee up other channels and take a holistic — not siloed — view."

Given the saturation of marketing messages throughout the business day, there's an opportunity for practitioners to shift their focus toward buyers' personal lives: Specifically, on their televisions.

"You need to figure out what people do with their spare time and find them there — and there's a good chance they're streaming media on their televisions," said SOCi Inc.'s Takagi. He continued that in previous roles, he focused on CTV advertising strategies as a cost-effective alternative to linear television, which was typically fiscally out-of-reach for buyers. Haeri noted that CTV provides marketers with a chance to reach their buyers in places typically not ventured by the B2B industry.

"These buyers historically haven't been reached with TV advertising because audience targeting in linear advertising is hard: There are upfront commitments, long lead times, major expenses and agency involvement," said Haeri. "The DNA of CTV being a digital channel enables things like measurement and attribution, and it allows practitioners to better engage with their prospects in a more casual, less formal setting."



## Tapping Into Authenticity To Set Advertisements Apart

The reality of the digital world is that buyers are hit with **thousands of advertisements** per day. While most of these messages aren't particularly relevant, it's still causing prospects to navigate through research with some level of blinders. Factor in buyers' decreasing attention spans, and it's clear practitioners need to ensure their advertisements lead with value. Instead of focusing on selling, marketers should focus on how they can help — and how they can stand out.

"You have to remember you're marketing to humans," said Haeri. "B2B buyers aren't weird humanoid robots that don't have personal lives. B2B marketers have this assumption that the ad needs to be dry, boring or the visual equivalent of a white paper or webinar, and that's just not the case. You can make compelling and funny B2B ads that contribute to great performance."

Rounding out Haeri's insights was Cloudberry Marketing's Hackbarth, who noted that sometimes practitioners need to create digital advertisements in good faith and focus on authenticity. She continued that a great way to embrace that authenticity is by showcasing imperfection.

"A great way to inject authenticity into your advertising is to embrace imperfection," said Hackbarth. "Everything doesn't always have to be edited and scripted; people appreciate when something's real. That sort of scrappy marketing actually builds trust, because people realize there are humans behind it — not just a big media brand striving for perfection."





## Conclusion

Authenticity is no longer just a buzzword — it's a critical component of digital advertising that helps tailor messages to the unique needs of each buyer.

"You have to do whatever you can get people to know your brand, recall your brand, actually search for it and take a digital action on the website," explained Takagi. "Then you need to plan what happens next: If they don't convert, there needs to be a continuous journey where you're providing the right offer or message."

Omnichannel strategies, meanwhile, ensure that these messages are delivered consistently across multiple touchpoints, while advanced data analytics help marketers gain deeper insights into performance, enabling more informed decisions and precise targeting.

"We knew that right advertising is great for awareness, but 70% of buyers say that they developed a stronger preference for a particular company or a solution," said Arnold. "So, if you can do advertising right, and you can get them to develop that preference, you're going to be the vendor of choice."



MNTN is the Hardest Working Software in TV, bringing unrivaled performance and simplicity to Connected TV advertising. Our selfserve technology makes running TV ads as easy as search and social and helps brands drive measurable conversions, revenue, site visits, and more. MNTN is one of Fast Company's Most Innovative Companies of 2023 and was recently named one of the Next Big Things in Tech for its upcoming VIVA creative suite.

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