What's Working In B2B Advertising?

Experts Sound Off On Growing Importance Of People-Based Targeting, Intent-Based Monitoring

DEMAND GEN REPORT®

SPECIAL REPORT

Introduction

As B2B buyers grow evermore demanding of a relevant, contextual buying experience, marketing teams must move away from the audience-based targeting approach often synonymous with display advertising and use the data and insights they have on prospects in key accounts to target down to the one-to-one level.

In a marketplace seemingly dominated by email, display advertising has gained a deeper appreciation by B2B marketing teams looking to stay top-of-mind with top-tier accounts and help continue their buying journey. **Research from *Demand Gen Report*** shows that the majority (68%) of B2B buyers notice ads from the solution provider they chose during the research process. Of those who noticed the winning vendors' ads, 37% of them said those ads positively impacted their view of the company.

According to a variety of experts in the B2B advertising space from companies such as Rollworks, Stein IAS and the Mx Group, the prominence of account-based mindsets has better positioned marketing teams to get creative with hyper-focused targeting and messaging in their ads. This ultimately better positions B2B businesses to stand out from the crowd and seamlessly accelerate their buyers' purchase process instead of impolitely interrupting their daily lives.

Experts also highlighted the growing importance of leveraging first- and third-party intent signals to prioritize ad targeting efforts and ensure that marketing teams are providing the information buyers need right when they need it. These intent signals also better position marketing teams to prioritize ad spend, so they are focusing on target accounts that are in market and have a high propensity to buy.

This report shares first-hand accounts from some of the most prominent B2B targeting and advertising experts in the industry. They share their assessment of B2B advertising today, while also providing tips and best practices to ensure marketing teams are positioning themselves to provide positive experiences for their buyers and drive ROI.

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ABM Shifting B2B Ads From Broad To Precise

JENNIFER TOTON   VP OF MARKETING, *ROLLWORKS*

DGR: What, in your opinion, is the current state of B2B advertising practices within the marketplace? How does it compare to years past?

Jennifer Toton: The best B2B advertising practices have shifted from broad targeting efforts to precise targeting thanks to ABM approaches. With ABM, marketers can reach the right person in the right account with the right message at the right time. While this idea was a pipe dream just a few years ago, it's now possible thanks to platforms that connect advertising to rich data around individuals and accounts, as well as to both CRMs and marketing automation platforms (MAPs).

DGR: What do companies need in order to leverage advertising channels to maximum efficiency?

Toton: Companies need to be able to measure the impact of advertising campaigns on pipeline. However, they often struggle to achieve this for two reasons. The first is that they don't have a way to focus their advertising dollars on their highest-value accounts or on the accounts their sales teams are working on. This is where an account-based platform like RollWorks can help — by providing tools to surface the shared traits of your ideal customer profile (ICP) and to build a list of the best accounts to target. The second is that companies don't have an account-centric way to measure the impact that campaigns are having on the business. At RollWorks, we've invested a lot in helping our customers understand not just how individuals are engaging with their ads, but also the cumulative impact of individual behaviors that show overall account engagement (when multiple stakeholders from an account have seen your ads and then visited your website, filled out forms, etc.). When you combine this focus on identifying target accounts and individuals, engaging them across multiple channels and then measuring the impact, you can start to maximize the efficiency of your advertising efforts.

DGR: How has technology evolved to meet the needs of B2B marketers utilizing display advertising? What aspects of the martech ecosystem are having the biggest impact? Why?

Toton: There are three important technology elements that are having the biggest impact on B2B display advertising results:

1. **The first is data.** Your ability to reach buying committees at your target accounts fully depends on the data at your fingertips. The best account-based platforms bring together both first-party and third-party data, enabling you to build a robust ICP and prioritize your target account list.

2. **The second is machine learning.** Never before has technology played a bigger role in advertising than it does today. Predictive models can recommend a target account list and also optimize the reach and performance of advertising campaigns aimed at that list. Here at RollWorks, we've spent over 12 years building algorithms that optimize budget against your goals — from more impressions or leads to new opportunities and pipeline revenue. These algorithms reach those goals by optimizing campaigns across nearly all web display inventory and social media channels like Facebook and LinkedIn. Intelligent bidding now delivers the best performing ads based on current funnel stage and intent. Ultimately, the hypothesis-driven approach, where B2B marketers would say, "I think this ad in this publication makes sense for this campaign" has shifted to one where we say, "Here are my targets, here are my goals and here are the various messages and offers that make sense. Help me to do this efficiently." It's an exciting time for B2B marketers.
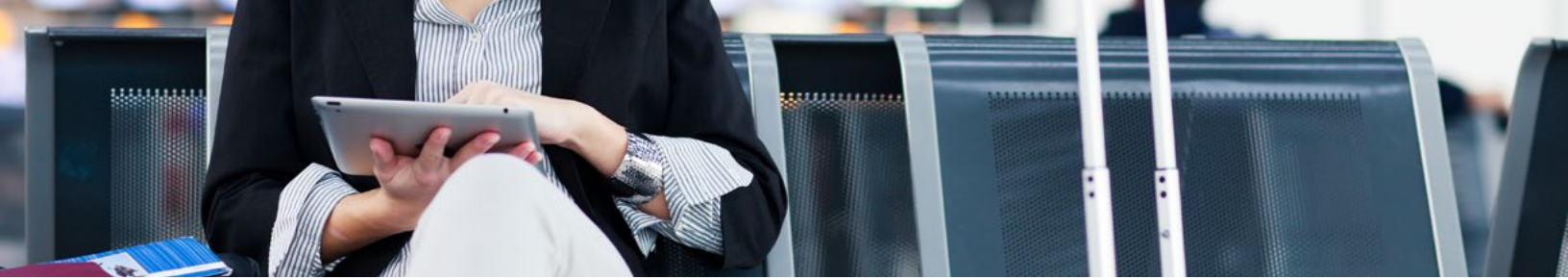
3. **The third is connectedness across CRM and MAP.** In order to run multi-channel programs that are measured not just by impressions or clicks, these platforms must be intimately linked. Because B2B emails have an average open rate of 15%, advertising is a smart way to get your message in front of the other 85%. By connecting an account-based platform with a robust digital advertising offering to your MAP, you can serve ads and run nurture campaigns in harmony. Connecting to your CRM is a huge step towards sales and marketing alignment. With it, you can ensure that your team is targeting the same accounts and contacts across sales outreach and digital ads with the same specific messaging based on funnel stage. You need a bridge across your CRM and MAP, and an account-based platform is where you should turn.

DGR: What other trends in the marketplace have had an impact on B2B advertising best practices? Why?

Toton: In the last few years, marketers have really leaned into understanding and targeting buying committees. We've all seen the statistic that 6.8 people are involved in the average B2B deal, and there are several ways that you can use advertising to influence the complete buying committee:

- Generate top-of-funnel interest by targeting specific job titles at companies on your target account list that have not yet engaged with your brand;

- Once one person from a company that matches your ICP has visited your website, expand your targeting to other relevant titles at that company to spread your message; and

- Once you've acquired emails for the individuals on the buying committee (e.g., through a conversion or purchasing the contact data), use ads to nurture and further educate them as the account progresses through the pipeline.

We offer (and use) all these tactics at RollWorks. What we've seen is a network effect to deals — when you get your brand in front of the full buying committee, they are more willing to take a meeting and more willing to buy from you.

DGR: What are some tips/best practices you'd share with B2B practitioners who are looking to reset their display ad efforts at their company?

Toton: B2B marketers are extremely busy and under immense pressure to deliver ever-increasing results with the same budget. The first step is to get a clear definition of your ICP and use that to refine your targeting. Also, start small. Test different types of campaigns to see if they are engaging your ICP and then refine and expand your efforts to build on successes.

My other advice is to seek out materials written by your fellow marketers. At RollWorks, we strive to provide practical advice on topics such as developing your ideal customer profile and building custom audiences for your advertising campaigns. I encourage readers to check out our blog and other resources and to reach out to our marketing team anytime they have a question (info@rollworks.com). We are B2B marketers in support of B2B marketers, and what makes our jobs rewarding are the interactions we have with our peers.

Balancing Outlets To Maximize Visibility

MARC KEATING   CHIEF INNOVATION OFFICER, *STEIN IAS*

DGR: What, in your opinion, is the current state of B2B advertising practices within the marketplace? How does it compare to years past?

Marc Keating: Marketers today are operating in a world of ultimate digital and audience transparency, where increasing disruption and a fragmented media ecosystem are making the job of brand management even more challenging. But when it comes to display media, it is a lack of transparency that is putting pressure on advertiser's marketing spend.

With so many layers in the programmatic ecosystem, there is a lack of visibility and control over where ads are displayed, coupled with rising click fraud and a lack of high-quality inventory and data. Add viewability issues and the growing usage of ad blockers to the mix and it makes for a daunting future. When getting to the right person at the right time to act is the ultimate goal, marketers are having to adapt their strategies to ensure maximum visibility and conversion.

As a result, we're seeing a rise in B2B brands seeking to leverage more balanced outlets with their budget. Depending on their goals and objectives, less traditional approaches are coming to the fore, with paid social, IP targeted display, podcasts and demand-driven tactics like content syndication and HQL programs starting to take a greater slice of the budget.

We expect to see this trend continue through to 2020 as brands look to maximise on channels with a greater level of targeting and personalization, and experiment with account-based marketing led strategies. This in turn will improve the customer experience, which is essential to achieving the goals of any marketing campaign.

DGR: What do companies need in order to leverage advertising channels to maximum efficiency?

Keating: Marketers and brands must start by looking at their data. With the board's eagle eye on lead generation, companies need to look closely at their audience channel activity and preferences.

By pooling together first-, second- and third-party data, marketers can get a clearer picture of the individuals and companies they wish to target, and effectively plan an intelligent customer experience based on their behaviours and digital footprint.

Leveraging these actionable insights will enable you to build a more cohesive, always-on omni-channel strategy that balances paid, owned and earned media in a way that delivers a consistent brand voice to the marketplace.

DGR: How has technology evolved to meet the needs of B2B marketers utilizing display advertising? What aspects of the martech ecosystem are having the biggest impact? Why?

Keating: Evolving technologies are helping marketers to be more intelligent and relevant at scale with their display budgets. Despite the challenges with programmatic, there has been a considerable shift in brands extending their advertising ecosystem as platform providers make improvements to data integration and transparency.

Targeting and relevance have been two of the greatest barriers for B2B marketers looking to adopt this type of digital display advertising. But with the emergence of data management platforms first-, second- and third-party data can be used more efficiently. With integration of the brand's CRM, marketing automation, website and website analytics, marketers can activate more advanced and intelligent use cases e.g. removing customers from retargeting strategies if they have purchased, targeting audiences by product interest and buyer timeline stage or improving efficiency of paid search budgets by removing customers from seeing branded paid search ads.

DGR: What other trends in the marketplace have had an impact on B2B advertising best practices? Why?

Keating: Competition for the digital ad dollar continues through 2019 as the worlds of search, social and eCommerce increasingly blend together. Across the B2B sphere, an eagle eye focus on results and marketing ROI has led many brands to address and cut wastage within their marcomms strategy. Any channel or activity that isn't producing the targeted reach and conversions is being stripped and, in its place, more account based marketing (ABM) strategies are emerging.

These ABM strategies and thinking are gradually making their way into the ad ecosystem. With the ability to target a brand's key customer accounts (e.g. top 40) by IP address, brands can create personalized messages and content, tailored to individuals or businesses, delivering a much more focused and relevant experience. This is proving to be a more cost-effective way to achieve high levels of brand impact and engagement.

This approach is also transcending into social media platforms as technological advances including Artificial Intelligence targeting are enabling greater targeting at scale within Facebook, Twitter and LinkedIn. In the absence of face-to-face communications, this offers marketers a place to get to know their audience, driving greater insights into a brand's customer relationship management database by delivering relevant, personalized content at just the right time.

DGR: What are some tips/best practices you'd share with B2B practitioners who are looking to reset their display ad efforts at their company?

Keating: With only **2-5%** of a brand's target audience in buying mode (actively looking for organizations in that market) at any one time , marketers cannot afford to look at their display or advertising strategy in isolation. From creative execution, through to tracking and reporting, display activities touch many aspects of a brand's marcomms architecture. To ensure your investment garners the greatest return, marketers need to look at their overall digital marketing transformation journey and how that aligns with their business and marketing goals. Only by delivering a consistent brand voice across paid, owned and earned media that is connected as part of your entire customer experience journey, will you successfully engage the user from first click right through to conversion.

With that in mind, B2B practitioners can also follow a few best practice principles;

- **It all starts with data.** Ensure you have the right blend of first-, second- and third-party data in order, integrated through the right technology platforms. Get this right, and you'll be more targeted and efficient from the outset;

- **From this, you can map your customer experience journey.** How and where do they interact with your brand throughout the buying journey? What are their motivations to engage? What are their pain points? Understand these nuances and you will deliver a more meaningful and positive connection through the buying funnel;

- **Creative and content alignment** — once you have your targets in sight, ensure you are intercepting them with relevant and engaging calls-to-action and experiences that are aligned and deliver a consistent brand voice across the entire buyer journey; and

- **A relevant destination** — be true to your customer experience and ensure you drive your audience to a relevant destination in your web ecosystem. Utilize landing pages and personalized content hubs to drive maximum content conversions and engagement.

Leveraging Data To Create Relatable, Personalized Advertising

DAVE WHYTE   MEDIA PRACTICE LEAD, INBOUND, *QUARRY*

DGR: What, in your opinion, is the current state of B2B advertising practices within the marketplace? How does it compare to years past?

Dave Whyte: In a word, exciting! We see savvy B2B marketers and their agencies creating and accomplishing more than ever before in terms of smart, targeted, relevant advertising. Creative is more directed and relatable, channels are more focused and personalization has offered new frontiers because of the rich data we're able to capture, mine and use to inform our inbound efforts.

DGR: What do companies need in order to leverage advertising channels to maximum efficiency?

Whyte: If it came down to just one thing, it would be taking advantage of data. With the right data inputs, we can choose the optimal advertising channel for our targets and determine how best to use it. Insight and information derived from data allows us to be super smart about picking our audiences and messaging to them, so that we're absolutely in the right place at the right time and targeting the right people. If we haven't used data to help direct these efforts, and just one element is off, the campaign is off.

DGR: How has technology evolved to meet the needs of B2B marketers utilizing display advertising? What aspects of the martech ecosystem are having the biggest impact? Why?

Whyte: With each new martech addition, we get a little better at targeting, or data gathering, or even lead scoring. Of course, programmatic launched us into a new age of possibility with respect to targeting and planning, but the integrations on the backend of campaigns are creating huge ripples, too. As an example, with each lead coming into a CRM, we build a picture of channels, vendors and partners that are working particularly well for our clients and those that aren't. Real-time accountability is the biggest technology game changer.

DGR: What other trends in the marketplace have had an impact on B2B advertising best practices? Why?

Whyte: While I don't know if you could call it trend anymore — rather, just smart marketing — the age of ABM is definitely having an impact across the board. It's a different way to look at and interpret everything from sales goals and resourcing to how marketing ROI is determined. Advertising in the age of ABM is all about targeting — and I can say it's well worth it when done right. Given the pervasiveness and effectiveness of ABM, Quarry has partnered with providers that we see leading the charge in this new frontier. Partners like this that can speak directly to one account, or many accounts, have really taken a front seat in ABM advertising, engagement and tracking, thanks to their highly accurate targeting and personalization capabilities.

DGR: What are some tips/best practices you'd share with B2B practitioners who are looking to reset their display ad efforts at their company?

Whyte: First, take a long, hard look at how you — or if you're an agency such as Quarry, your client — makes a sale and ask how inbound can provide the most value in that process. Sometimes it is by generating direct leads, but often, impressions are just as valuable if it's shown to the exact account your sales team has been trying to land, and that advertising keeps your company top-of-mind. Having mindshare within a target account when it is about to issue an RFP for just your type of solution is nirvana. Track and measure how that performs, then bring that data back for round two!

ABM At Scale, Intent Signals Biggest Opportunities For Targeted Advertising

JOANNA BITTLE   AGENCY PARTNER, *COMMCREATIVE*

DGR: What, in your opinion, is the current state of B2B advertising practices within the marketplace? How does it compare to years past?

Joanna Bittle: What we see with our clients is that the concept of ABM is widely understood at this point. We also see that the implementation of martech is far ahead of the curve — almost every single client we have has a marketing automation system, and the level of complexity depends on the company size. However, B2B businesses are doing a pretty good job with marketing automation, and we're starting to see more sophisticated measurement tools come into play.

I think that we still see a lot of opportunity in how to scale and operationalize account-based ad targeting within the company. So, it's very easy to practice ABM at the scale of 50 to 200 companies. When a company is targeting more than 200 accounts, they start struggling with how to scale their programs because a lot of their processes are still manual.

We also see more focus on database build-out and clients looking to understand ways to personalize messaging beyond traditional demographic criteria — such as current install stack or "contextual moments in time" (like cloud migration).

DGR: What do companies need in order to leverage advertising channels to maximum efficiency?

Bittle: Something that we're seeing quite a bit of growth with is intent-based tools. However, the importance of intent is not a one-size-fits-all. When clients have 200 accounts in their ideal customer profile, intent isn't as important because they already have a very, very narrow focus, and typically, advertising dollars can effectively reach that narrow target. Intent becomes more important when we have clients with a list of 5,000+ target accounts, as an example, and not the budget to effectively reach and penetrate all 5,000 accounts at the same time. Something that we end up doing a lot with our clients is tracking intent, then utilizing that intent to plan how we go to market with our advertising dollars. We will switch up our targeting on a bi-weekly or monthly basis in order to hit accounts showing intent around our core topics at the right time and not spread ourselves too thin that our ads won't have the right frequency to get noticed.

DGR: How has technology evolved to meet the needs of B2B marketers utilizing display advertising? What aspects of the martech ecosystem are having the biggest impact? Why?

Bittle: Display is evolving with smarter use of pre-roll and personalized creative. Good agencies and smart platforms can take intent intelligence and churn out customized display creative that will tie the intent signals to the messaging in the ads, allowing your ads to be that much more relevant to the audience or companies you are serving to.

We also love direct mail integration platforms that will allow us to tie online activities to offline follow-up. We work with a lot of clients who will introduce direct mail as a trigger based pre-MQL or pre-SQL tactic. A great combination is bringing prospects to your website through display ads and continuing the online engagement with a timely, creative and often personalized direct mailer.

DGR: What other trends in the marketplace have had an impact on B2B advertising best practices? Why?

Bittle: One trend we're seeing is the power of emotionally driven creative. I think that, especially in programmatic advertising and content syndication programs, creativity is almost non-existent. Everything is starting to appear like it was created by a robot. So, paying attention to every call-to-action, every word that you put in an abstract and every cover page of your E-book really matters because it can increase the response rate.

The second one is changing the way you look at social media. What we see with a lot of our clients is that, for many years, social was really considered as just another channel — like email or content syndication. Today, we look at this as an extension of your website, not a channel. We see people engaging with the companies on social before they even go to the website. Therefore, it's important to look at the KPIs differently for social in the context of this idea.

Last but not least is the "moment in time." What we mean by that is, instead of looking at traditional demographic, job function, seniority or vertical targeting, we start by looking at big projects that the company/account is going through that might make our solution more urgent. For example, we have a client that works in network monitoring and performance, which could be considered a commodity. Creating a sense of urgency was one of the main goals of the demand gen program. What we do is focus on the moments where network performance becomes more relevant and something that you need to consider. In this case, we came up with four "moments," such as cloud migration and having remote locations. With our targeting, we are looking for people who are going through those moments in time in the company's lifecycle, and start showing them the messages for our client, and that actually has been proven to be very successful.

DGR: What are some tips/best practices you'd share with B2B practitioners who are looking to reset their display ad efforts at their company?

Bittle: As mentioned, you're not necessarily going to be able to reach all accounts and all individuals you're looking to reach at all times. First, we recommend having a frequency cap to ensure that dollars aren't spent on just a handful of companies when you're trying to reach a much broader audience.

Secondly, add viewability guarantees to ensure all your impressions are not serving below the fold, or in the bottom-page position where no one will ever see them.

Finally, mobile is really outperforming desktop in many of our campaigns in terms of click-through rates, cost-per-click, time-on-site and engagement after the click. It's important to ensure mobile-friendly experiences and always take a mobile-first approach to everything you are doing creatively.

Data Regulations Require Shift From Third- To First-Party Ad Targeting Focus

JON RUSSO   FOUNDER, *CMO FUSION GROUP*

DGR: What, in your opinion, is the current state of B2B advertising practices within the marketplace? How does it compare to years past?

Jon Russo: Well, it's almost like a shift from an audience-based approach with third-party data to a people-based approach. It's almost the same evolution that we're going through with GDPR, to be quite honest. With pre-GDPR you could target the whole world, right? And now if you don't have double opt-in with explicit permission, you can't market. So now we've gone from this big, big database to a very person-centric database. In a similar transition, we're going from an audience-centric, third-party cookie approach to now third-party cookies becoming less relevant, with first-party cookies really being more relevant.

DGR: What do companies need in order to leverage advertising channels to maximum efficiency?

Russo: The one thing that I think companies have the ability to control is their personalization. I think everything else is totally outside of their hands in terms of what Google and Microsoft decide to do. You know, if somebody comes up with a universal ID, that's totally outside of everybody's hands right now. But the ability to personalize is not outside of their hands.

DGR: What other trends in the marketplace have had an impact on B2B advertising best practices? Why?

Russo: The other area that I would look to would be LinkedIn. And I've heard mixed reviews on LinkedIn, in terms of the success that people are getting in and out of the advertising side. But it's definitely a trend in terms of investing. I've been pretty impressed with the innovations that LinkedIn has been doing lately. It feels like they're headed toward the right direction. They have found a way where they're generating a lot more valuable content now than they were maybe five years ago. Now they're generating a whole lot of valuable eyeballs.

DGR: What are some tips/best practices you'd share with B2B practitioners who are looking to reset their display ad efforts at their company?

Russo: Companies need to find a way to baseline the performance going forward with recent announcements to cookie tracking. You need that measuring stick right now because you're not going to be able to see the rate of decay, or no rate of decay, without that measurement piece. Unfortunately, in my experience with a lot of these banner ads, their best measurement is the clicks or the displays. It's not a trivial body of work to get that information populated into marketing automation to be captured in, you need a system like a Bizible to capture that UTM parameter.

So, even if it's vanity metrics, I would still baseline it now and compare it again in a month, two months, three months, to see if there's any decay and what activities are happening there.

Display Advertising Shifts From Top-Funnel Tactic To Complete Buyer Journey Engagement Tool

MATT BINZ   DIRECTOR OF DIGITAL MARKETING, *THE MX GROUP*

DGR: What, in your opinion, is the current state of B2B advertising practices within the marketplace? How does it compare to years past?

Matt Binz: I think there's a lot more education that happened across the industry around what you could do from a B2B advertising standpoint. That's helpful because clients coming to us say it's more of a collaboration on how to build the message or the journey using these tactics. It's definitely a shift from previous years.

That being said, there are still a few businesses that are lost in the woods of advertising as a tactic. They have no concept of any of it and are still stuck with emails as the only real way to reach out in any targeted way. Those are the ones we still have to educate and help along.

DGR: What do companies need in order to leverage advertising channels to maximum efficiency?

Binz: In my experience, a lot of our B2B clients are still very much in the realm of needing to get all the information they can about somebody right away. Whatever the channel or medium is that brings them to some activity, the ask is always very high. I think we're finding success when we kind of push back a little bit on that and make for a softer ask that can help build the profile of your targets over time. It seems to be effective for us, and an underutilized approach of a lot of our customers.

It could be something as simple as using display advertising at the top of the funnel to acquire traffic for a certain type of website or part of a microsite. Once they're there, we retarget them a little bit more specifically into the middle of the funnel to then get them to ultimately provide their email address — everything from mobile targeting via display or programmatic native or actual email journeys. To get them to that lowest part of the funnel, we might create very specific search or display ads to get them to convert.

We're trying to bring that idea of the buyer's journey into how we're actually messaging, instead of just setting display ads that go to a landing page where they fill out a seven-field form. We're trying to get clients away from thinking that way. I think a lot of people just always equated display advertising as a top-of-funnel tactic, and that's it. But when you have targeting information, you can then get a little bit more specific. It's the creative that you control, in most cases, that can help you get highly targeted. You just have to do the work to target and use that data accordingly.

DGR: How has technology evolved to meet the needs of B2B marketers utilizing display advertising? What aspects of the martech ecosystem are having the biggest impact? Why?

Binz: A lot of tech providers and ad platforms themselves are now supporting the ability to upload your own first-party data in a greater way than they used to. I mean, some of them did it before, but it seems like it's now table stakes if you want to drive revenue by serving ads to prospects.

I think a lot of them also now are recognizing that to really be an effective tool, you need to be able to integrate directly with the marketing tech stack. You know, B2B obviously invests large money into technology like CRM, salesforce automation and marketing automation platforms. Well, all those need to be able to orchestrate across these advertising platforms. So, API connections and things of that nature between all these tools are critical.

DGR: What other trends in the marketplace have had an impact on B2B advertising best practices? Why?

Binz: AI and ABM are definitely still highly relevant and very much buzzwords. AI in particular, I think, is one of those things that gets thrown around and people don't exactly know what it means. But I usually try to talk it back from AI by giving them examples like lookalike audiences. If you upload a list or a profile of what you think an ideal customer might be to an ad platform, they're using AI to determine that and then target those people accordingly.

ABM is kind of the same thing. The idea of ABM is not necessarily new — key account targeting has been around for many years — but the combination of the technology I've mentioned makes it more available and reasonable.

I feel like programmatic native is becoming more and more popular in B2B. I mean, it's been popular in B2C for a while, but B2B seems interested in it now more than ever. The idea of being able to embed a message in the content that's being served is something that B2B didn't really think of. It feels almost table stakes for some of these ad platforms to offer native, offer display and offer programmatic native in that same capacity.

DGR: What are some tips/best practices you'd share with B2B practitioners who are looking to reset their display ad efforts at their company?

Binz: I think it starts with understanding what you're really measuring. There's the idea of big picture, macro goals and very specific micro goals. We tend to be big fans of micro goals; you should be measuring the little touchpoints and moments along the way, not only the people that sign up for a quote or something. The micro conversions are where you can start to see patterns that you could advertise to, but also might impact other parts of your business that you didn't otherwise think about.

And then, to my point earlier, get away from the idea that display advertising is only top-of-funnel. Think about ways that you might build an advertising journey with display, much like you would an email journey. If you can acquire more data about somebody or a target, how can the display messages change? Or how can my destination change? Think about it that way, versus only thinking that display equals awareness.

RollWorks

RollWorks, a division of AdRoll Group, offers ambitious B2B companies an account-based platform to confidently grow revenue and measure the impact of marketing campaigns. Powered by proprietary data and AI, RollWorks' solutions address the needs of account-based organizations—from those with best-in-class ABM programs to those just beginning their exploration. By empowering teams to identify their target accounts and key buyers, reach those accounts across multiple channels, and measure program effectiveness in their system-of-record, RollWorks is an indispensable platform for marketers and sellers who believe that an account-based approach is just good business. Take the lead and visit **www.rollworks.com**.

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Demand Gen Report

Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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