DEMAND GEN REPORT®

SPECIAL REPORT

WHAT'S WORKING IN B2B ADVERTISING?

B2B ADVERTISERS OVERHAUL TARGETING & IDENTIFICATION PROCESSES, IMPLEMENT ENGAGEMENT METRICS & AI FOR ACCOUNT-BASED ADVERTISING

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Introduction

Covid-19 may have accelerated the adoption and expansion of digital advertising, but it also severely impacted the resources at marketers' disposal for impactful ad strategies.

Although **Gartner research** found that marketers' digital ad spend increased by 72% in 2021, marketing budgets and buyer engagement decreased by 6%. When coupled with 2020's 11% decrease, it's clear that B2B marketers have a lot more targeting and customization to do and a lot less funding to do it.

Never one to back down from a challenge, B2B marketers turned to account-based advertising strategies on a budget to create personalized ads that align with target account lists (TAL) and ideal customer profiles (ICP) to refine their targeting capabilities. Marketers are also experimenting with AI solutions to simplify the account identification process and drive brand awareness to the right audience while leveraging existing account data to push highly targeted ads to key accounts on LinkedIn, Google and Facebook. With help from new KPIs that align with those channels, marketers are analyzing social engagement, cost-per-click and revenue generation to determine which ad formats successfully resonate with their target audiences.

Marketers' digital ad spend increased by 72% in 2021, while marketing budgets and buyer engagement decreased by 6%.

GARTNER

"B2B advertising has become a much more marketing-led opportunity," said Michael Ruby, Chief Creative Officer at marketing communications agency **Retina**. "When we're finding people online, we need to make sure that folks understand who we are and what we stand for, and how we are different from competitors. Otherwise, you and your advertising budget are going to get lost in the sauce."

This report explores B2B's shift to account-based advertising and the modernization of advertising strategies through highly targeted engagement programs in digital and social channels, including:

- How marketers are analyzing account data to target buyers with personalized ads and content;

- The impact of data and ABM plays on account identification and targeting;

- New KPIs marketers are measuring to improve ad performance and build more personalized experiences;

- The rise of syndication and paid social; and

- Examples of and best practices for successful B2B advertising.

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MICHAEL RUBY, RETINA

Don't Give Up Your 'Shot':
How B2B Advertising Can Deliver A Significant Impact On Sales

By Randi Barshack, RollWorks

A family friend of ours plays in the national touring company of the musical "Hamilton." *"How sudden was it?"* I asked, in reference to the shutdown of production at the start of the global Covid-19 pandemic. *"We played a Saturday matinee,"* he told us, *"...and during the break between the matinee and evening show, they called and told us not to return."* That same suddenness hit us as marketers; when in-person tradeshows and physical events disappeared in the blink of our eyes. At first, we scrambled to sustain our Q3 demand gen numbers, rapidly replacing scanned badges with virtual gifts and amped up SDR outreach.

But as the weeks turned into months (and then more months), and as we perfected webinars, rocked content and upped our email cadences, the pain of lost in-person channels shifted to awareness. Without our platinum sponsorships (and matching pavilion-style booths); without our logos splashed on lanyards and floor decals cushioning paths of prospects, many marketers started to look for new outlets for brand awareness. It's not surprising that digital advertising saw unprecedented growth in the latter half of 2020 and into 2021; in fact, the $3.84 billion spent increased 33% to more than $5 billion in 2021. Even better, B2B marketers uncovered new ways to marry the best of both worlds, harnessing the precision of traditional sales-driven, hand-to-hand combat with the scale of digital.

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Modern marketers well versed in harnessing data graphs and account-level segmentation can finally claim the great panacea for challenges of achieving precision at scale.

An account-based strategy starts with B2B marketers identifying a list of companies likely to bring value as prospective customers. Unlike manually listed named accounts limited in number, these lists are derived algorithmically with attributes (technographic or firmographic) pulled from broad CRM systems or broad databases of corporations. To optimize ad budgets, lists can be ranked by "best fit" or "readiness to buy" when lists exceed available budgets. With account-based platforms able to not only score but identify buying stage of accounts and individuals within buying committees, marketers can create account segments that deliver massive value to sales counterparts.

Identification of these actionable segments can enable the following:

- **PROVIDE AIR COVER FOR SDR CALLING**
  Running targeted air cover to the precise list of accounts being outbounded by SDR's turns cold calling into warm introductions. When married with air cover, marketers can expect to see significant increase in SDR mail open rates, SDR mail response rates and number of opportunities generated by SDR's in accounts seeing coordinated display ads.

- **ENGAGE BUYING COMMITTEES WHEN DEALS HIT THRESHOLDS**
  The average B2B sale involves more than six individuals in deciding; however, traditional inbound marketing proclaims an MQL when a single individual hits a particular threshold. Advanced marketers have learned to marry traditional inbound with an account advertising strategy by launching targeted display ad campaigns to full buying committees based on role within the company once even a single individual hits a particular threshold. This strategy not only increases the likelihood of buy-in from broader buying committees but has also proven to significantly shorten the length of sales cycles threatened with delay when large committees are involved. Customizing messaging to align buyer personas with a specific message (think value for a CFO, innovation for CTO, ease of use for IT, etc.) so that individuals see messages that strongly resonate with their role will only make results better.

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- **ADVERTISE TO CURRENT CUSTOMERS**

  Advertising to current customers provides multiple benefits with a single strategy. First, a healthy cadence of advertising to all live customers provides a confidence that your company is showing up in market, reminding, reinforcing and validating their decision to purchase your solution in the first place. But beyond the warm and fuzzy, segmenting customer companies by product (and even renewal dates for subscription businesses) opens opportunities to advertise additional products that may not be in their portfolio to highlight functionality they may not be using or even to reinforce core value in the months leading up to renewal dates.

In July of 2020, four months after that abruptly cancelled "Hamilton" performance, Disney streamed "Hamilton." In sweatpants and balancing a bowl of popcorn on my lap, I was one of the millions watching; in fact, estimates are that up to 37% of television viewers watched the performance in the early days of airing. The personalization of live in-theater experiences had melded with the scale of the internet. This same marriage — of precision and scale — has found a permanent home in the modern marketer's arsenal. Even as we cautiously plan for live events in 2022, the power of B2B advertising has reached a new height that will only continue to increase engagement, amplify opportunities and accelerate sales.

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RollWorks

Relying On Target Account Lists & Intent Data For Personalized Ad Targeting

Locating individual buyers in digital and social channels is akin to finding a needle in a haystack. However, with **44% of marketers** turning to ABM to target their prospects, new ways of selecting key accounts for account-based advertising have emerged.

To maintain high levels of personalization and keep targets engaged, marketers are relying on account-level insights and intent data to identify target accounts and provide them with engaging, customized content. For example, **RollWorks** acts on first- and third-party intent and engagement data "to group accounts into buying stages and promote relevant content that matches where we think they are in their buying stage based off on the insights we already have," according to Jodi Cerretani, Sr. Director of Demand Generation at RollWorks.

The reliance on TALs is also prominent. For B2B marketing and advertising agency **Quarry**, the company used its ICP to build a TAL specifically designed for "account ad customization." Quarry uses existing account information — such as role, interests and pain points — to create personalized ads and experiences for target accounts across social and digital channels.

"We do a lot of ABM, which is a big part of our marketing mix," said Meredith Fuller, Managing Director of Demand Marketing at Quarry. "Our account customized ads hail the account or enterprise that we're targeting in the ad itself, calling out that organization specifically based on the information we already have about that account."

Q&A With Influ2 CEO:
B2B Ads Require Precise Targeting & Personalization To Be Truly Effective

Last year's pandemic caused B2B companies to digitize their advertising strategies and created a "do-or-die" sense of urgency, according to Dmitri Lisitski, CEO and Co-founder of **Influ2**. The company dealt with similar challenges when it came to driving warms leads with enterprise-level accounts in uncertain times. In an interview with *Demand Gen Report*, Lisitski discussed the important role B2B advertising plays not just at the top of the funnel, but throughout the entire buyer's journey.

"Advertising can no longer just solely focus on driving and interest and awareness, which is what's needed at the top of the funnel," he said. "Instead, campaigns need to support the whole funnel, as this approach encourages sales and marketing alignment and provides air-cover for sales to communicate with the prospect throughout the entire journey. While salespeople are working to push the relationship through the funnel to conversion, marketing should provide cover by serving contextually relevant ads at every stage."

Read on to learn more from Lisitski.

Demand Gen Report: What new trends are you seeing in the advertising space, especially now as more organizations are doubling down on ABM?

Dmitri Lisitski: One new trend that I've been seeing, as organizations are doubling down on ABM, is that they're taking the time to get very specific about what their Ideal Customer Profile (ICP) is and who their buyer personas are. This is because a strong ICP and well-defined buyer personas are foundational to any ABM campaign since they require precise targeting and personalization to be truly effective.

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For example, **One Door**, a cloud-based visual merchandising software, took the time to conduct ICP research, and they were able to establish that there were five core personas with five to 10 people in similar roles across its target accounts, each with a different role and pain point. Having this knowledge empowered One Door to develop ad creative and content based on persona-specific guides, so that each target received an ad specific to their defined role in the buying group. And, building on this approach, they also lightly tested customized ads with the name of a major retailer and this ad had an average click-thru-rate of 1.1%.

Additionally, another trend is a focus on content innovation because no matter how well-targeted your campaign is, it won't be effective if the content is boring and unrelatable.

DGR: How can person-based advertising (PBA) help marketers build targeted ads that engage audiences?

Lisitski: An ongoing and well-known challenge for marketers is that they don't know who clicked on their ads, so they don't have a clear picture of what ads are working (and driving engagement) and what isn't resonating with their target accounts and buying groups. A person-based advertising approach identifies every ad visitor, the content they interacted with and the time of which they engaged with the ad.

Having such granular and detailed insights arms marketers with the information they need to create customized ads that are specific to the target they're pursuing, and this level of personalization can be a game-changer when it comes to engagement.

For example, for one of our one-to-one campaigns targeting **Autodesk**, we took a 3D rendering of a T-Rex from their website and slightly altered it. Along with the altered image, the included messaging was, "Hey Autodesk, we heard you value precision." This created the connection between their dedication to the quality of their products and related it to the quality of Influ2's ad targeting. This caught the company's attention and showed how Influ2 could help them.

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DGR: In terms of engagement, what are some key things marketers should consider when personalizing their ads for retention and retargeting?

Lisitski: You can't create a personalized ad if you don't know who the person is, so marketers need to leverage all the insights that they have at their disposal when personalizing their ads for retargeting. Marketers need to identify the target's relevant attributes — such as behavior and firmographics — to help serve up relevant content. Also, it's important to take full advantage of buyer intent data when they are trying to personalize ads for retention and retargeting because it will help them customize the ads served to prospects based on the way that they've interacted with a website.

It's important to analyze which of your existing ads and messages are generating the quality prospects from the companies and industries you want. Once you've discovered your highest converting ads for these interested prospects, marketers can leverage that messaging to drive more of these relevant prospects to their site.

DGR: What role have AI and data analytics tools played in the evolution of B2B advertising initiatives?

Lisitski: AI and data analytics have increased the propensity for better lead generation and provided more exact insights, which has helped to drive personalization forward. AI-based personalization can target campaigns toward specific audience types, improving reliability and impact, and serve up the right content at the right time for the target or buying group based on their ICP and what they've consumed in the past.

Also, successful AI-powered personalization programs encourage communication and information sharing between sales and marketing, opening the door to a consistent, comprehensive multichannel personalization strategy.

Additionally, AI and data analytics tools now provide more granular insights that uncover new prospects, accelerate conversion rates and improve the advertising experience.

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Simplifying Account Identification With An ABM Lens

Targeting accounts with personalized ads is simpler when marketers know exactly who they are targeting, but the **reduction of cookie data and prominence of data privacy laws** have made identification more challenging. With the rapid influx of AI and account-based strategies, marketers are better positioned to advertise to in-market accounts. With tools such as B2B demand-side platforms (DSP), there's no waste around advertising to individuals that are not directly associated with an account.

"Traditionally, DSPs have been more about identifying and reaching third-party, anonymized users at the individual level," said Gareth Noonan, General Manager of Advertising at **Demandbase**. "But we want to give our internal teams and customers the flexibility to activate on the DSP and target their message specifically to the high-intent accounts they identify. It's about activating the key insights and segmentation from your ABM platform and being able to maintain a consistent account-based approach."

Noonan added that it's all about mapping campaign objectives to the account journey. For top-of-funnel, it's about brand awareness and reaching as many target accounts as possible with an introductory message.

"It's about activating the key insights and segmentation from your ABM platform and being able to maintain a consistent account-based approach."

GARETH NOONAN, DEMANDBASE

"As you move down the funnel, you're getting much more specific about the content that you want to drive a user to either on a click-basis or view-through basis," he said. "Do you want them to download a certain piece of content? Do you want them to attend a webinar? Taking that gradual approach to educating different personas about different parts of your offering will ultimately get them closer to actually signing on the dotted line and making a committed commercial decision."

Enterprise SaaS platform **Outsystems** harnessed the power of its TAL with help from Demandbase. The company was able to redefine the requirements for accounts in its list based on their campaign goals, allowing them to deliver digital ads that were personalized for select accounts. These ads helped the company increase brand awareness and pipeline while appealing to their accounts' pain points.

"[Outsystems] saw significantly better ad interaction down to post-click and engagement, and not surprisingly, much better performance with this level of personalization," said Noonan. "Companies need to know who they want to interact in websites or channels, and then call out that company directly through their ads. It's a best practice that we recommend to every customer, but it also comes down to your identification capabilities."

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How The Senior Advertising Strategist At Unisys Pivots On A Dime With Demandbase Advertising

Unisys, a global information technology company, builds high-performance, security-centric solutions for businesses and governments around the world.

Among its 17,000 employees, one stands out in particular: Kate Coppola, Senior Advertising Manager on the Brand and Digital Marketing team. She is the driving force behind the Unisys advertising team, and she does it all — from managing audiences to testing creative assets and more.

While she loves working with her Demandbase Customer Success Manager, she was also looking for more flexibility and control over her ad campaign management.

The Solution

Coppola piloted the Demandbase Advertising Solution to gain the adaptability she was looking for in her campaigns. The solution allows ABM practitioners to build out and launch unlimited ad campaigns themselves, which meant Coppola wasn't beholden to anyone else's schedule or timeline when managing her company's ad programs.

This allowed Coppola to be more responsive and control the timing of launches with precision, which she found particularly helpful when managing ads for Unisys across its European and Asia Pacific campaigns. She also found this was useful when making iterative changes to campaign target audiences since she could go into the platform and make changes directly to the accounts by herself.

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The Results

Coppola found that she spent less time creating and maintaining ad campaigns, allowing her to focus on optimizing her campaigns' performance. From setting up campaigns to adjusting details like audiences and naming conventions, Demandbase Advertising gave her complete control.

"We always want to learn and optimize during campaigns, so I'll make changes at periodic intervals or on the fly when I see what is happening in a campaign," explained Coppola. "Or if the alliance partner team tells me that our account list is changing, then we can make that change pretty quickly without having a lot of back and forth."

These benefits translated into tangible results as well. In the last six months, Unisys has seen:

- A 26% increase in page views on their website;

- More than 3.9 million impressions served (i.e., people who viewed their ads); and

- 220 new accounts on site.

"We always want to learn and optimize during campaigns, so I'll make changes at periodic intervals or on the fly when I see what is happening in a campaign."

KATE COPPOLA, UNISYS

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Measuring Ad Performance With Data Analytics & Social KPIs

Dan Dillon, CMO of marketing and advertising software **Reveal Mobile**, stated that traditional campaign metrics do not accurately assess digital ad performance, as they focus primarily on numbers rather than buyer sentiment. Modern advertising requires going beyond measuring the cost-per-lead and taking a second look at ad engagement and revenue generation.

According to Retina's Ruby, data analytics can help marketers measure the impact of their digital ads at the beginning, middle and end of their buyer journeys. Retina works with its partners to analyze the content of their banner and social ads to determine the most effective content forms based on engagement data.

"Data analytics have been critical to digital advertising," said Ruby. "I think that marketers have been able to understand attribution and engagement and see what's effective and what's not. Using those analytics in real time can help them become agile enough to adjust their ads to better engage their buyers."

However, not just any form of engagement data will do. Reveal Mobile looks at cost-per-click and revenue generation to measure the impact of its targeted ads and double down on the ad types producing the highest account interaction. The company also A/B tests its digital ads on LinkedIn for more visible engagement data, allowing it to pivot its ad building strategy based on how successful an ad is in their social feed.

"We'll test the headline, imagery and copy and run those tests for two to four weeks," Dillon explained. "Then we see which ad performs better and iterate on the winner again. The goal is to drive down cost-per-click and maximize our revenue through our monthly investment on LinkedIn."

Harnessing Intent Data To Power Account-Based Display Advertisements

B2B advertising as an engagement medium isn't new, but many of the delivery mechanisms are. As marketers navigate the digital era and its accompanying personalization demands, simply switching out keywords to attract targets will no longer cut through all the digital noise.

Instead of relying on buzzwords and hoping to catch a target's eye, Auseh Britt, VP of Growth Marketing for **Terminus**, recommended marketers utilize an account-based strategy to create more targeted advertisements and blend them with intent data to increase relevance. To learn more about the creation of these interactive, immersive ads, we sat down with Britt to find out the latest trends in the space.

Demand Gen Report: What benefit do display advertisements provide for account targeting strategies?

Auseh Britt: Display advertising is a crucial part of an integrated ABM strategy. A full-funnel display advertising strategy influences the entire buying process, whether it's helping raise awareness, nurture prospects before they're ready to engage with sales or drive new leads and customers. Display advertising's reach and scalability provides a level of brand exposure that cannot be achieved through any other digital media.

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DGR: What role does intent data play in the creation of account-based targeted display advertisements?

Britt: Intent data adds a layer of context into account-based targeted displays and supercharges their success, and timing is everything.

When running display ads in the appropriate context for target accounts, marketers can maximize engagements with their advertising efforts. Without intent, marketers have to rely on keywords and keyword phrases to convey intent to ad platforms. But optimizing keyword selections comes down to instinct.

With intent data, marketers can know precisely what target accounts are searching for, the keywords they're interested in and understand what stage of the funnel they are actively in to run ads more effectively.

DGR: Can you describe what a "hybrid approach" to account-based targeted display advertisements is?

Britt: A hybrid approach to ad targeting is known to deliver unbeatable results, including higher match rates and lower fraud rates. The term "hybrid approach" simply refers to using a mixture of all types of digital ads, including native ads and banner ads, to reach target accounts and audiences across platforms. This could include leveraging retargeting techniques to drop ads in front of users who recently visited your website while also running paid search campaigns with digital ad placements on social sites, such as LinkedIn.

DGR: What role do proactive targeting and retargeting play in account-based targeted ads?

Britt: Account-based advertising is different from typical forms of advertising, such as Google AdWords, retargeting (advertising to contacts who have visited your site) and CRM retargeting (advertising to contacts in your database). These types of digital advertising are reactive.

Traditional display is limited to only the people who visit your website or search for a keyword. This does not give marketers the control to influence target accounts if they do not come directly to you. It also does not allow marketers to reach the entire buying committee. This approach to advertising is still valuable, but it leaves a huge segment of a target audience untouched.

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Instead, account-based advertising empowers markers to take a proactive approach to targeted display advertising by being able to reach the entire buying committee at target accounts, including the contacts that are not in a CRM and have never been to your company's website.

ABM advertising allows marketers to deliver personalized messages at scale. For example, you can show high-level awareness ads personalized to each of your buyer personas. Then, as accounts move through the sales funnel, you can automatically continue to display role-specific messaging based on where they are in the sales process.

DGR: Do you have any tips, tricks or best practices to create immersive advertisements?

Britt: Immersive advertising is still a relatively new form of content that allows for interaction with the brand or content. It fully absorbs the individual into the experience. At Terminus, we have built interactive "choose your own path" infographics that allow the user to be in control and easily drill down into their areas of interest vs. having to read through an entire E-book.

DGR: Where do you see the future of targeted display advertising going?

Britt: Consumer privacy is evolving quickly. Advertisers will have to continue to reinvent targeting strategies to properly toe the line between reaching target accounts and contacts without coming off as invasive.

We're already starting to see a growing interest in marketers and advertisers seeking tactics that require less personalization, such as out-of-home ad campaigns and audio ads.

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The Rise Of Syndication & Paid Social In B2B Advertising

It should come as no surprise that **paid search (54%) and content engagement (47%)** were major areas of interest among marketers. Companies see the potential in using these tactics to enhance their advertising strategies, driving more engagement with SEO-built content that pushes accounts toward their brands.

Reveal Mobile leverages LinkedIn as its main social channel, implementing paid social ads that are built using engagement data. The accounts who engaged with their social content are syndicated with the content on Reveal Mobile's website to turn those accounts into marketing qualified leads that could be targeted with future ads or nurturing programs.

"We measured the revenue from those LinkedIn ads to determine which programs stay on and which ones we switch off," Dillon explained. "We'd look and see if we were not making at least $5 back for every dollar spent on our content. Syndicated content that drove revenue would remain active as we experimented with our ads further."

Quarry, on the other hand, implemented paid search programs to enhance its ABM campaigns' reach. Quarry takes advantage of paid search in Google and LinkedIn with ads that are built specifically for SEO, reaching its target accounts with key words that align with the accounts' roles, industry and searches.

"I think search engines are another form of advertising channels," said Quarry's Fuller. "If you can be smart about how you use paid search, ads designed for these campaigns can be employed successfully. It is a highly targeted approach that allows us to promote ourselves to specific accounts with keyword-specific ads that display in social channels."

Conclusion

The shift to an account-focused advertising strategy may be a response to lower budgets, but it is also a product of buyers' calls for more personalized engagement. Marketers are now tailoring their ads for individual accounts, using intent and engagement insights and account-based plays to target buyers more accurately with highly relevant, personalized content.

Additionally, new KPIs, data sets and tools have enhanced how marketers build and send out their ads in various digital channels. Social channels, in particular LinkedIn, have seen a major uptick in ad presence, as marketers continue to use the platform to engage prospects and analyze how they can improve their strategies.

"I'm starting to see glimmers of light and as we recognize the importance of creativity and value in ad creation," said Retina's Ruby. "It comes back to what it's always come back to in advertising, which is how we create something that's going to be meaningful and memorable for an audience, especially in a time where everyone has so little attention. Let's respect people's time and give them things that are of value, and in return, they're going to appreciate us and create real relationships instead of just driving numbers."

"Let's respect people's time and give them things that are of value, and in return, they're going to appreciate us and create real relationships instead of just driving numbers."

MICHAEL RUBY, RETINA

DEMANDBASE

Demandbase is the leader in Account-Based Marketing (ABM). The company offers the only AI-enabled, comprehensive ABM platform that spans Advertising, Marketing, Sales and Analytics. Enterprise leaders and highgrowth companies such as Accenture, Adobe, DocuSign, GE, Grainger, Salesforce and others use Demandbase to drive their ABM strategy and maximize their marketing performance. The company was named a Gartner Cool Vendor for Tech GoTo Market in 2016.

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INFLU²

Influ2 is the first person-based advertising platform—the foundation of high-resolution account-based marketing. The unique person-based ad technology allows full control over digital advertising: show ads to selected decision-makers, track the engagement of each person, and predict who is ready to speak about your product or service.

With Influ2, marketeers can open any door and get access to troves of engagement data for each person targeted, making advertising truly work for B2B. Cisco, Sage Intacct, Paddle, and more than 50 customers are already using Influ2 to build relationships with large enterprises.

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RollWorks

RollWorks, a division of NextRoll, offers ambitious B2B companies of any size an account-based platform to align their marketing and sales teams and confidently grow revenue. Powered by machine learning and an extensive account data foundation, the RollWorks platform helps you identify your target accounts, engage them with digital ads, web personalization, email signatures and sales automation, and finally, measure the effectiveness of your programs. RollWorks is an indispensable platform for marketing and sales teams large and small who believe that an account-based approach is just good B2B marketing.

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Leaders of the account-based movement, Terminus helps Marketing, Sales, and Customer Success work better together to drive a winning go-to-market strategy and exceptional customer experiences. Terminus offers the best data, channels, and analytics all in one platform; powering high-performing go-to-market teams. We're proud to be helping over 1,000 customers on this mission, including brands like DHL, G2, Outreach, and TripActions. Visit terminus.com to learn more or connect with us on Twitter and LinkedIn.

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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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