DEMANDBASE

Advertising to Buying Signals

With Demandbase B2B Retargeting



YOUR BUYERS ARE CALLING... AND NO ONE'S ANSWERING THE PHONE

Imagine for a second that the above statement were true. You'd be kicking yourself for missing a great opportunity with a valuable prospect. The scary reality is that this type of negligence is happening every day on your website. Your potential buyers are doing anonymous research about your product—and you're not taking action to move them through the funnel.

With 67% of the B2B buying process taking place online, buying signals on your website are not something you can afford to miss. You need the ability to tune in to these signals and then reach out, ensuring those interested prospects stay engaged.

If you've ever been chased all over the Internet by an image of sneakers, you know how B2C companies handle this problem: site retargeting. It's tempting to grab this technology and run with it, but deep down you know that consumers and companies just don't behave in the same way.

So what's a B2B marketer to do?



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SITE RETARGETING: B2C'S BRAINCHILD

When it comes to that pair of sneakers or other consumer products, retargeting is quite an effective strategy—namely because it's safe to assume that if you looked at the shoes in the first place, you're not only interested, but also empowered to make a purchase and act on it quickly. In more technical terms: the individuals being tracked are the endpoint of the sale.

Retargeting was built to do a great job of collecting information about these individuals, using cookie-based technology. First-party cookies can tag all site visitors and target them with relevant display ads, while third-party cookies can target unique visitors based on demographic and behavioral data. It's a pretty sweet deal—if you're selling sneakers.

But the B2B sales process works differently. It involves multiple stakeholders and lots of deliberation. Until you become intimately familiar with an entire account, you don't know who has the buying power or how decision-making happens. That means you need to get in front of several people within an account, not just the one individual who visited your site.

"That cookie alone isn't going to move the needle."

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SQUARE PEG, ROUND HOLE

We've seen a a significant trend in the B2B space with marketers leveraging B2B tactics and technology to build deeper relationships with their website visitors. However, B2B and B2C companies have core differences in the way they sell.

Simply put: B2B companies sell to accounts.

That means, B2B marketers need to:

1. Target to companies, not personas alone
2. Segment prospects by attributes such as: name, industry, revenue, etc.
3. Sell to the multiple important stakeholders on the buying committee

Let's compare that to what we know about the way cookies work:

1. Cookies target individuals who don't have full authority to make purchases
2. Cookies don't tell you the visitor's company affiliation
3. Cookies only reach one stakeholder, not a full buying committee

Since B2B sells to accounts, a cookie that targets just one individual isn't going to **accelerate or even support** the B2B buying process.

It's not hard to see that cookies and B2B marketing aren't a perfect match. Since B2B sells to accounts, a cookie that targets just one individual isn't going to accelerate or even support the B2B buying process. Without a clear view across a company's complete buying team, you're not doing the things that will matter to sales, such as speeding up the buying cycle or educating target accounts.

LOTS OF EFFORT, LITTLE REWARD

The appeal of using B2C re-targeting technologies is strong. It was a start, but smart B2B marketers know they can't get optimal results from this strategy.

For B2B, the number of companies who are actually your potential buyers is always going to be limited. Not every company is ready to buy and not every company fits the profile of your target account.

You don't want to waste money targeting companies with zero potential, and a cookie can't tell you what you need to know to properly screen a visitor. Without the ability to screen, cookies will retarget anyone and everyone that visits your website.

That means you're getting a whole lot of coverage for a whole lotta' unknown. You're also:

If marketing can **engage, inform and report on companies** who are ready, willing and able to convert as soon as they land on your website, it's a whole different ballgame.



RESPONDING TO BUYING SIGNALS, RETARGETING ACCOUNTS

Given that not every visitor is a potential customer, advertising to anyone visiting your website is a very poor use of your marketing dollars.

Many of the individuals you'll retarget using cookies will never be likely customers. Recognizing this, many B2B marketers have shifted to Account-Based Marketing (ABM) strategies. They're marketing to specific companies rather than the population at large.

Account-Based Marketers know that the real indicator of a sale in the works for B2B is significant website activity from multiple stakeholders. That's why B2B retargeting needs to look at the buying signals by account.

When visitors come to your website, they're identified by company rather than with a cookie. An effective B2B retargeting solution will only retarget the companies who have real buying potential.

So how do you define a customer with potential?

- Establish what company they work for and whether it's on your target account list.
- Look at the sophisticated buying signals you're getting from the account as a whole. Remember a "customer" is the entire set of stakeholders across the same company—not just a single person.
- Determine if multiple stakeholders are engaging with your brand, researching your products, evaluating your solutions via your website—and how often.

THE B2B DIFFERENCE

An effective retargeting solution will only reach the companies who have real buying potential, unlike cookies, which target random individuals.

A "customer" is the entire set of stakeholders across the same company—not just a single person.



A "customer" is:
A set of stakeholders across the same company.



Not an individual.

DEMANDBASE B2B RETARGETING

While other retargeting solutions will force you to wait for anonymous visitors to fill out a form to become an official "lead", Demandbase B2B Retargeting identifies companies the moment they land on your website.

Now, you can respond in real-time to the sophisticated buying signals of an entire account that you never would have known about otherwise. Demandbase's retargeting solution allows you to leverage display ads by building consensus among all stakeholders in an account to speed up the sales process.

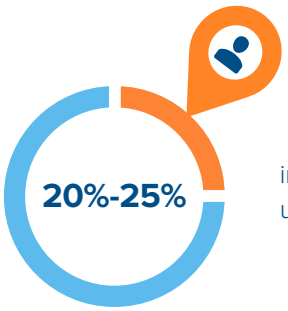
Demandbase's solution allows you to **identify and retarget** to all of the stakeholders from those companies actively engaged on your website.

Deliver results in real time. Now you can:

1. Capture buying signals from qualified companies.
2. Eliminate wasted advertising dollars by only retargeting companies with active buying intent.
3. Accelerate conversions with personalized messages that reach the full group of stakeholders and drive them back to your website.
4. Measure account lift and site engagement immediately with our Performance Manager dashboard.



Increase in prospect engagement with Demandbase B2B Retargeting



increase in site actions using retargeting

TIME TO PICK UP THAT PHONE...

The reality is that for B2B companies, standard, consumer-oriented retargeting is a "mass backwards" strategy. With B2B Retargeting, you have an efficient way to reach the stakeholders at companies that matter most.

You also have a 360-degree view of all account stakeholders, which is the information that matters most to sales. When you can evaluate performance across a full account, you give sales a real, actionable indicator of how likely a deal is to close. This marketing and sales alignment not only leads to shorter sales cycles and increased revenue, it also positions marketing as a strong link in that revenue chain.

At the end of the day, your buyers are doing the important research long before sales ever talks to a lead. When every stakeholder at a company needs to be involved in a purchase decision, a retargeting campaign is only really going to move the needle if it actually reaches all of those stakeholders.

Demandbase B2B Retargeting enables marketers to nurture their own "leads" through sophisticated buying signals and enables sales to do what they do best: close.

Increase sales with Demandbase B2B Retargeting today.

Visit www.demandbase.com/B2Bretargeting

> "With Demandbase, we're using B2B Retargeting to drive the conversation with our most important accounts during the time they are most likely to buy. Doing so we are **exponentially more successful** in converting our marketing dollars into sales."
>
> Nick Panayi,
> Director, Global Brand & Digital Marketing
> CSC

DEMANDBASE

Demandbase is the only marketing solution designed specifically for the account-based needs of B2B. We make it possible to deliver personalized ads targeting specific businesses across the web, and then tailor the messages on your website to convert these companies to customers.

The Demandbase B2B Marketing Cloud is powered by patented technology that connects to your existing sales & marketing technologies—including, CMS, CRM, marketing automation, analytics, chat and others—to provide a unified view of all activity across the entire sales funnel.

Companies such as Adobe, Box, CSC, DocuSign, Dell and others use Demandbase to drive better marketing performance.

For more information, visit **Demandbase.com**