DEMANDBASE



MAKING B2B DISPLAY ADS

TAKE FLIGHT



A Guide to Making Display Ads
Highly Effective for B2B Marketers

Turn Potential Buyers Into Real Revenue

Marketing technology is a fast-growing, innovative segment, and new technologies are being designed specifically for marketers that sell to businesses.

Marketers work hard to connect with customers while continually assessing new tools and channels. The marketer must engage customers at an essential level, turning potential buyers into real revenue.

In recent years, B2B marketers have struggled with the role that display ads play in the online mix more than their B2C counterparts. They have had to make sure the time and money they spend on display advertising offers a significant measurable return.

Fortunately, marketing technology is helping B2B companies make online interactions more effective by delivering the right message at the right time while integrating with existing sales and marketing tools for better customer and revenue tracking.

The goal is to figure out how to not waste money on companies who will never buy, while reaching and engaging with those who potentially will.

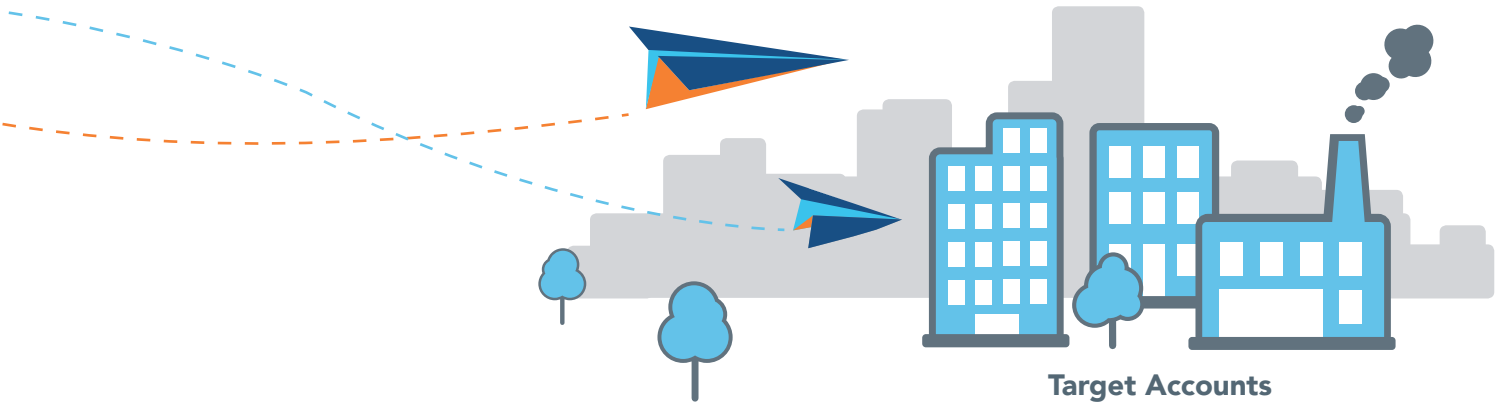
With the ability to directly connect marketing spending to revenue, innovative marketers are using tools such as display advertising to better connect with teams of buyers at businesses that show propensity to buy.



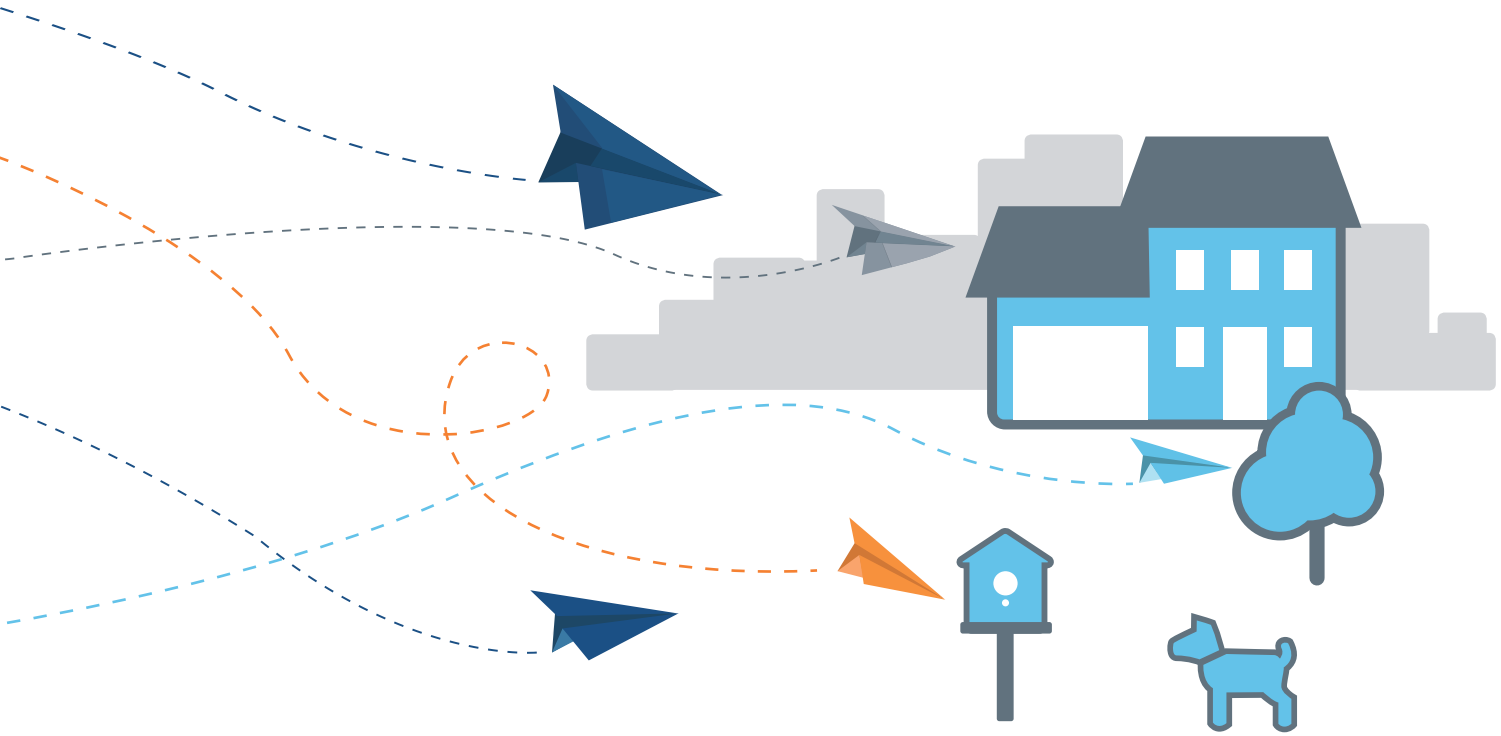
B2C Tools Don't Work for B2B Marketers

In the B2C marketplace, display ads are a low-cost tactic for putting a message in front of a lot of people. That ONLY works well for a consumer product or service that many people might buy.

Target Account Marketing



Spray and Pray



What's Different About Marketing to Businesses?

For B2B marketers, the universe of potential customers is finite.

1) Longer Sales Cycle
A B2B sale takes much longer and involves larger budgets, longer approval processes and siloed internal organizations. This relationship typically begins long before a prospect even makes contact with the sales staff and, hopefully, will continue long after the deal closes. The stakes are higher, and the process entails much greater costs and often in-depth implementations.

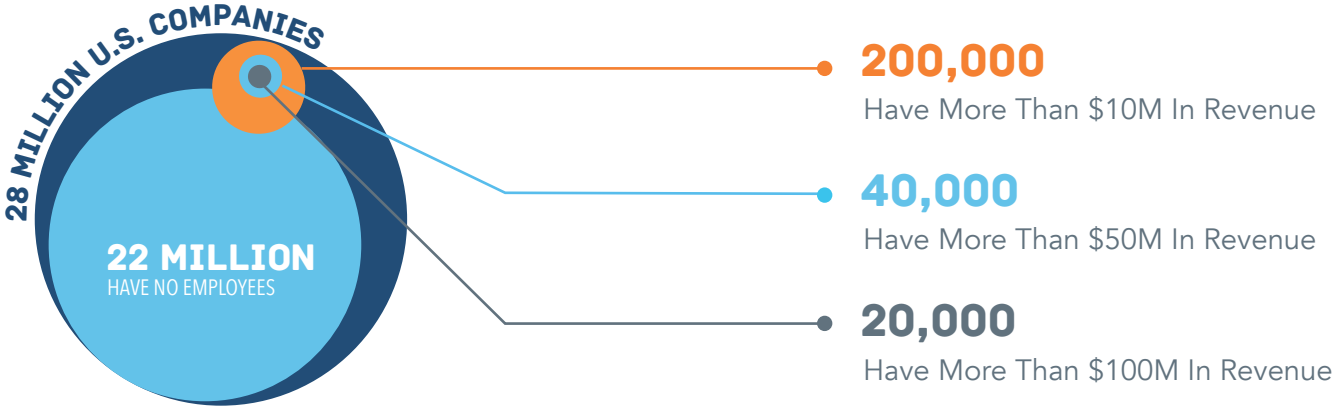
2) More Stakeholders
B2B buyers make purchase decisions in teams, and those teams are growing larger—often now including more than one C-level executive in addition to directors, line-of-business representatives and end users. B2B buying cycle research also shows that initial, pre-discovery research is often conducted by business analysts, who narrow down the vendor selection and then hand off the list of potential vendors to the buying team.

In 2012, 40% more stakeholders were involved in a purchase decision today than just three prior—up to an average of seven people.

– IDC's 2012 IT Buyer Experience Survey

3) Smaller Audience
The potential audience for a B2B vendor is at least two orders of magnitude smaller than the total addressable market. Within revenue or industry subgroups, the odds are only a fraction match any B2B vendor's sweet spot. In fact, companies that will buy in the future are likely to look like companies that made purchases in the past. As a result, most B2B salespeople can readily list best-fit candidates by name.

U.S. Business Universe



Adopt 'Account Centric' Marketing

The answer for more effective B2B marketing is to focus efforts on targeting key accounts, not individuals.

Marketing to accounts using an integrated approach is more efficient because it aligns marketing and sales with the same objectives. Coordinating efforts allows marketing to focus its outbound efforts on key accounts, thereby delivering the leads sales seeks. As a result, marketers generate leads from the companies to which sales believes it can sell.

The key to deriving the most opportunity from target account marketing is to leverage it across all tactics, including display advertising, and to optimize the website to key accounts as well.

It's about targeting prospect and customer profiles and understanding that the next customer looks a lot like the ones sold to in the past. This approach requires consistent content aimed at core accounts in both targeted display advertising and on the marketer's own website.

Marketing to accounts using an integrated approach is also more efficient because it aligns marketing and sales with the same objectives.



of B2B purchasers say they make their decisions during

STANDARD BUSINESS HOURS

What Does This Have to Do With Online Advertising?

Display advertising only works for B2B when it is targeted and measurable.

By ensuring that ads rich with compelling, personalized content are served exclusively to target companies, a B2B marketer can eliminate waste in online display ad spending while reaching every stakeholder at the decision making table.

We know two things with certainty:

- 100% of a B2B company's buyers go to its website.
- Knowing a business or account enables a marketer not only to target but also to identify and connect data that otherwise might be "siloed." If your data is siloed this way it's hard to pull together a complete picture of what's happening among your target B2B buyers.

According to a survey conducted in spring 2013 by Readex Research for the Association of Business Information & Media Companies, 94% of those involved in work-related purchasing decisions or supplier selections at B2B companies said they research new products, equipment, services and suppliers during standard business hours.

"Salespeople believe about one-third of the sales process is complete before they enter the sales process and engage the buyer. In contrast, buyers believe the process is closer to 60% complete at the same point."

– John Neeson, Managing Director & Co-Founder, SiriusDecisions Inc.



How Can You Maximize Your Reach with New Buyers?

Know your target accounts and how to engage them.

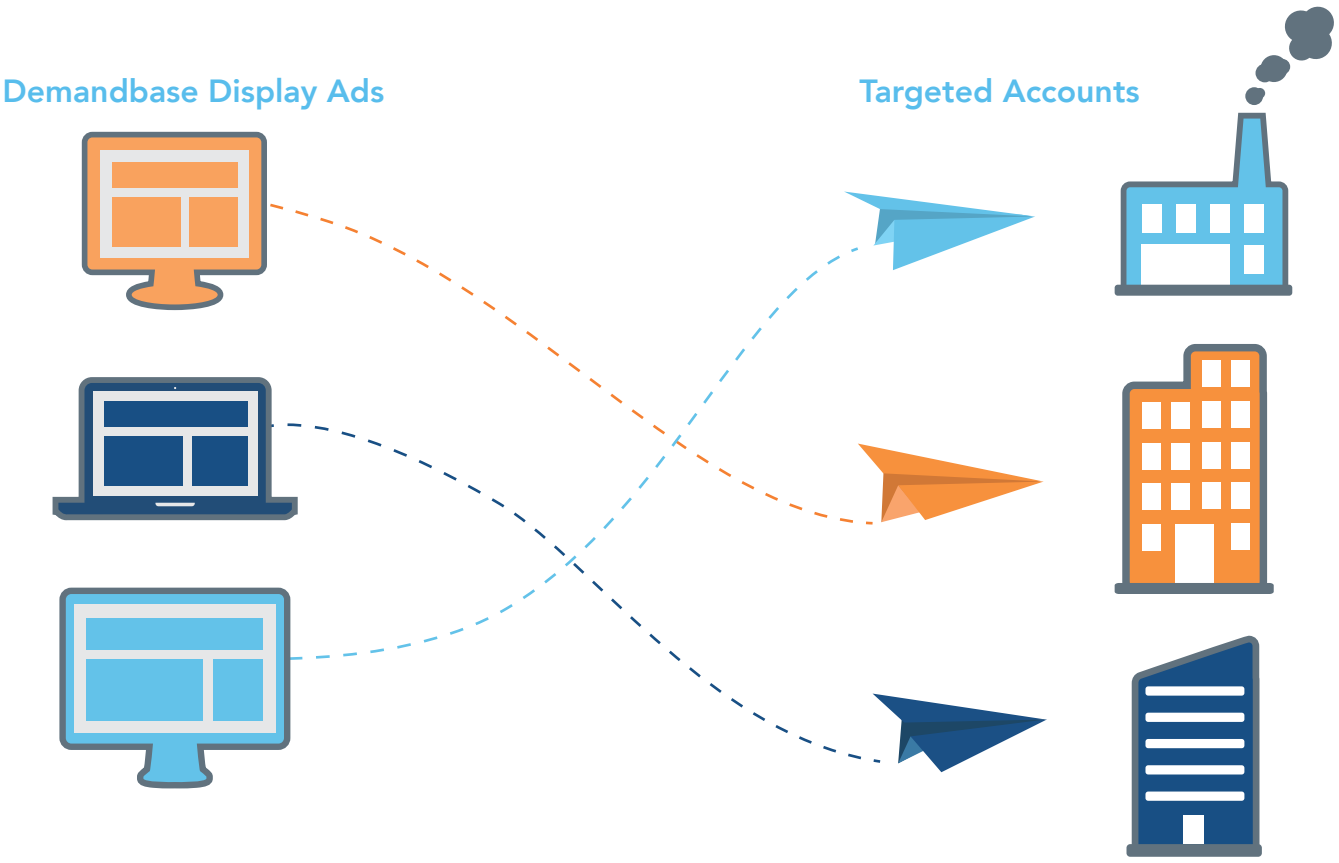
The richness and quality of the available information on B2B vendor websites has deepened the quality of available research in the buying process while shortening the time it takes to find it. The main goal of all B2B outreach marketing, including display advertising, is to drive the most likely purchasers of a vendor's product or services to its website.

"A few years ago, the last person [a potential buyer] would come to was a vendor. That's actually reversed now. Customers can find everything they want to know about your offering through other means."

A marketer can now measure the impact of its ad spending by whether the ads increase engagement on the company's website with important accounts. Replacing anonymous consumer ads with identified-company ads allows for real-world measurement against key account goals.

0% WASTE

Demandbase can identify and target specific accounts with ads. Instead of buying content adjacency, a marketer can buy audiences with zero waste.



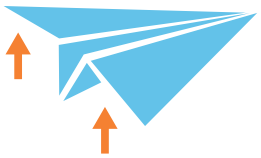
Account Lift, Engagement and B2B Metrics

You need a way to measure a company's engagement throughout the buying cycle and establish performance metrics.

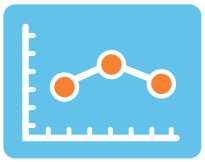
Engagement



Account Lift



Metrics



Engagement
Engagement is reflected in the number of relevant page views per company. Weighted scores can be assigned to pages based on their value in moving targeted companies through the buying cycle.

Account Lift
Lift is measured in increases in engagement over a baseline level already established with targeted companies. As a website's visitors register, share additional information and progress through the company's sales cycle, you should be able to track that activity and ultimately attribute a sale back to the initial campaign, subsequently calculating ROI.

Metrics
Metrics should track how much a target company increased its engagement on the website and how that engagement correlated to the movement in sales volume.

The use of Web analytics adds to a marketer's ability to measure and shape content. Optimizing these processes by combining company-based personalization and targeting technology with analytics enables deeper insights into behavior.

"With cross-channel attribution, you can prove out mathematically that you have a higher likelihood of success if you have a combination of influences from multiple channels. You can look at a particular channel and see if it's playing a role or not."

– Nick Panayi, Director-Global Brand & Digital Marketing, Computer Sciences Corp.

Key Metrics Made Possible by Web Analytics

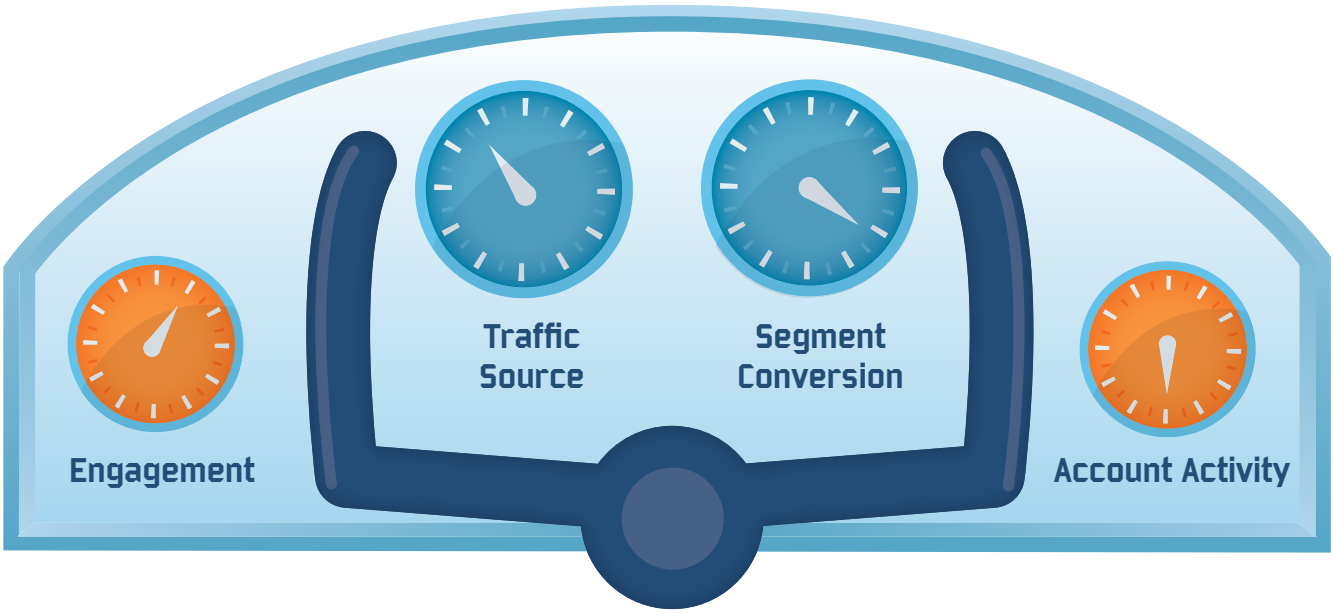
The use of analytics adds to a marketer's ability to measure and shape future marketing.

Overall engagement by segment:
Not all segments are created alike, and neither are their traffic patterns. You should be able to measure where enterprise companies rank compared with small and midsize businesses.

Source of traffic:
Strong organic search placement may give the impression that a current search engine optimization approach is working. However, if the traffic comes from companies outside the B2B vendor's target, that investment is essentially wasted.

Conversion by segment:
A company may observe,"my conversion rate for financial services companies is half of that for my media companies." That insight triggers problem-solving around factors affecting conversion.

Targeted account activity:
If the sales team is trying to sell to a targeted account and analytics reveal that site visitors from that company are looking at its service-offering pages, sales can lead with, "One of our customer value propositions is how well we service our customers."



Case Study: StrongView

StrongView moved away from measuring click-throughs a year ago when it began using Demandbase's account-targeted advertising.

StrongView began using Demandbase a year ago as part of a shift toward a company-targeted advertising focus. Prior to the change, the company used traditional B2B channels to pursue leads; but, because its target audience is large-scale enterprises, the number of potential customers are always limited and all of them were already using some type of traditional B2B marketing solution.

They now focus on metrics that track engagement and lift—the volume and page views of its targeted companies (such as in response to a campaign). The length of StrongView's sales cycle averages one year, so detecting signals that a target is progressing toward a deal is invaluable. "There could be anything from two or three marketing touch points to 100 or more across multiple people," says John Dering, senior marketing manager for StrongView.

"We found that if we start to focus our efforts there instead of using a mass marketing approach, we're engaging with the right companies on a regular basis. That's where we outperform our competition, and those tend to be our larger deals. That's been our focus since then, and we've grown an initial list of 500 to about 1,200 [targeted companies]. We have been aligning our display ads and using dynamic content so it's personalized to the viewer. We've seen a real lift on our website and a real lift in the pipeline as a result of it."

"We found that if we start to focus our efforts there instead of a mass marketing approach, we're engaging with the right companies on a regular basis"

– John Dering, Sr. Marketing Manager, StrongView

As a result, when StrongView has advertised to companies on its target lists over the past year, 20% to 25% of its Web traffic has been from those companies vs. 5% when not advertising. Customer spending increased 2.5 times, while pipeline increased 5.5 times over benchmarks. Finally, StrongView saw a 29% lift in new visits from strategic accounts that had been dormant and not on their website in at least 2 months.



20%–25%
Web Traffic Direct To Companies On List



5%
Web Traffic When Not Advertising

Making Content Creative, Dynamic, Relevant and Effective

The ability to measure patterns in traffic associated with Web content enables a marketer to use that data to ensure content is valued by those companies being targeted.

Make it Personal
Content that is personalized and customized to the target audience is dynamic. Personalization helps to draw attention and move a prospect along to the next level of the sales funnel.

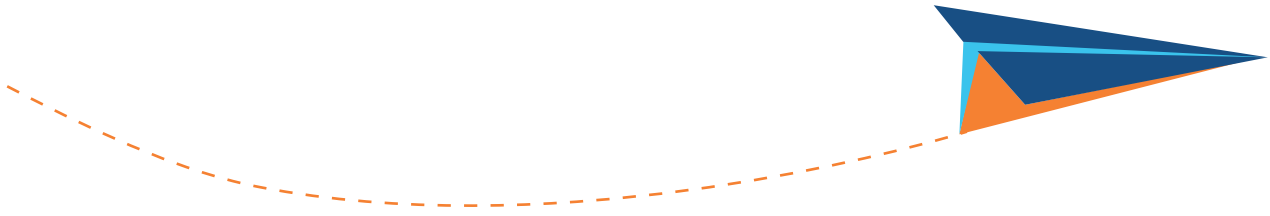
Personalization starts with targeted display ads. If the goal of the website is to drive prospects through the sales funnel, the object of the display ad is to compel the prospect to visit the site.

Make it Compelling
B2B sales are about relationships. Every interaction between vendor and prospect is really part of one long, connected conversation where the customer really wants to feel heard and understood. In B2B, those expectations are even more acute, given the relatively small potential customer base and the size of the transactions.

Make it Consistent
Messaging must be consistent and relevant, no matter what drives the customer to the website. All paths into the sales funnel lead through the website, so all must be related. The consistency of the experience is key to making it work and testing will show what resonates.

Make it Relevant
It's important to ensure content ties in with what's on buyers' minds, especially as new trends emerge. Timeliness is important.

For example: After a competitor suffered a critical service failure over Thanksgiving's Black Friday weekend, for example, StrongView jumped on the opportunity to launch a personalized campaign, using Demandbase, aimed at the competitors' retailer clients. It won several accounts as a result.



Leverage Real-time Company Targeting and Personalization for B2B

To target and personalize display ads and Web content to specific key accounts, B2B companies need the right marketing technology.

You need marketing tools to target accounts and deliver personalized content in a real-time manner. That way, when employees surfing the Web from identified prospect companies visit various websites, they see personalized, dynamic display ads developed specifically for their needs. That strong presence will keep your brand and product top-of-mind among prospects without wasting ad dollars putting messages in front of companies that are unlikely to buy.

This also helps small vendors appear to be bigger players in the space, with substantial marketing budgets. "It looks to [Web users] like you're spending about $100 billion dollars in advertising because you are, in essence, surrounding them with your banners and your advertising message in a very customized way, which is always a good thing," Mr. Panayi says.

"Knowing you're going to get your ad directly to the right companies is really valuable."

– John Dering, Senior Marketing Manager StrongView



Leveraging Real-time Company Targeting and Personalization for B2B

Another key B2B marketing tool is tight organizational alignment.

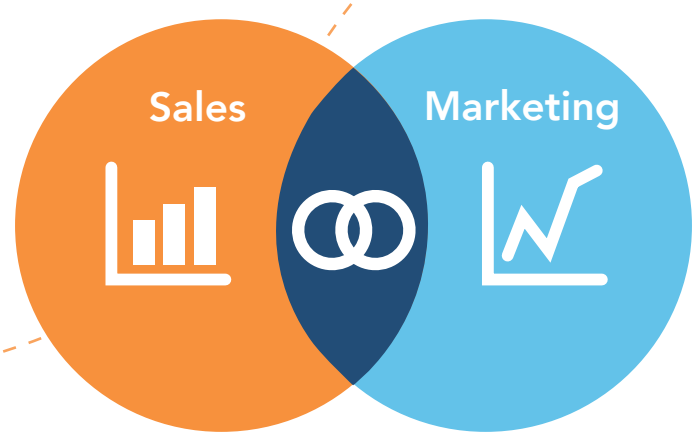
Every organization seeks alignment between marketing and sales. Many times, these departments use of different definitions, metrics and applications to track their activities. As a result, the data produced by each is separate and different.

A company-based personalization and targeting engine can connect disparate sales and marketing data sources, breaking down barriers that separate systems. It uses the common denominator of identified companies to join website activity data with Web analytics and tools that track revenue in the CRM system.

Companies that execute dynamic, personalized display ads and websites to this degree have a distinct competitive advantage over those who are working without integrated systems.

"There's significantly more value [with Sales and Marketing] together. It's one plus one equals three."

– Nick Panayi, Director-Global Brand & Digital Marketing, Computer Sciences Corp.



Aligning on the Same Companies

Unlocking the Value in B2B Display Ads and Web Content

One page B2B marketers can take from B2C is the imperative to constantly innovate. Mobile trends, social media trends, SMS messaging, QR codes—consumer technology usage is always changing, and marketers need to keep up.

Now B2B marketers have the opportunity to leverage some of that innovation and apply it in ways uniquely suited to the B2B sales experience. Company-based personalization and targeting sales-prioritized accounts allow B2B marketers to dramatically increase engagement and move prospects along in the sales cycle, with a connected view of data. By reducing wasted marketing dollars, B2B vendors can focus on the companies that are likely to produce revenue.

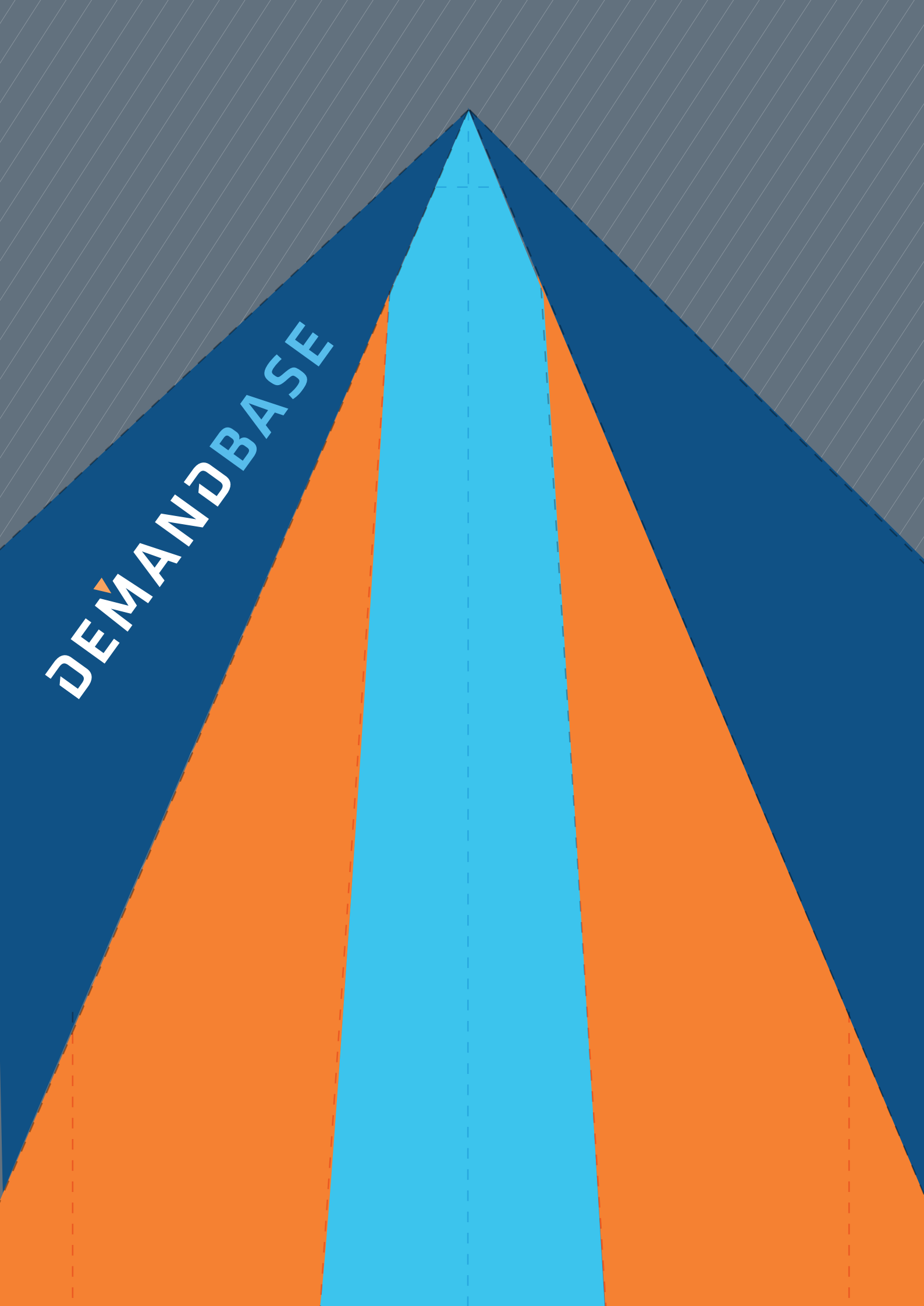
By leveraging this account-based marketing and advertising approach, B2B vendors can:

Accelerate the sales cycle using a combination of display ads to lift prospect awareness and personalized websites to drive engagement.

Reduce marketing waste by identifying prospect companies that exhibit true buying-intent signals only, enabling sales to call on the companies most likely to buy in the near term.

Better align marketing and sales organizations around the end goal: driving increased revenue. Aligning sales and marketing through the use of targeted-account marketing dramatically increases response and revenue.

> **"You need to use tools to scale this, combining technologies like Demandbase with personalization tools, targeting tools and Web analytic tools, and pushing that data to your CRM system. It gets really interesting."**
>
> – Adam Greco, Senior Partner
> Web Analytics Demystified


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Demandbase is the first targeting and personalization platform for B2B. Demandbase has patented technology that identifies and segments the companies visiting a website in real-time. Armed with this information, customers can use the Demandbase platform to create consistent experiences across the customer lifecycle, including targeting advertising to specific companies, personalizing their web experience, and measuring the impact on revenue with analytics around the accounts to which you are selling. While personalization tools have long existed for B2C, until now, none were geared specifically to enable B2B marketers to make online interactions more effective, and connect their marketing spend to revenue.

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