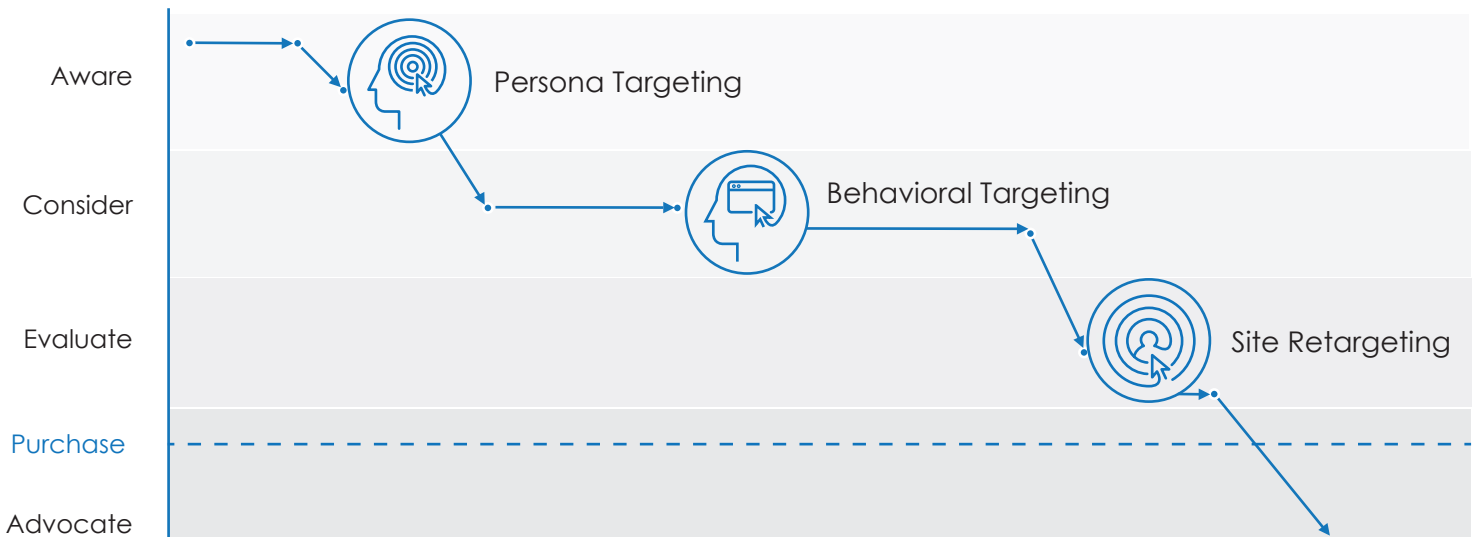


The Ultimate B2B Advertising Strategy

Let's face it – connecting with the right people isn't just a one-and-done task. It's a process that means speaking to your ideal customers at every stage of their buying journey. But how do you do that? With three audience targeting techniques that make up The Ultimate B2B Advertising Strategy – persona targeting, behavioral targeting and site retargeting.

The Buying Journey



These are all fulfilled with programmatic advertising, which is different from direct media buys in specific publications because it targets your ideal customer in many places across the web instead of just one. With data and technology, your ideal buyers are identified and your message is put in front of them through a real-time auction on sites like Yahoo.com, CNN.com, Weather.com and thousands more wherever people go online. The whole process finishes by the time the page loads with the winning ad, creating a seamless experience for the user and an effective way for you to connect with customers.

While these ways of talking to your ideal buyers deliver the strongest results if they're done all together, each targeting technique is geared toward speaking to customers in a specific stage of the buying journey. **Persona targeting** shows your ads to people with characteristics that match your ideal buyer, but aren't necessarily shopping for your solution today. With **behavioral targeting**, potential customers see your ads across the web after they take actions showing that they're looking for a solution like yours. And **site retargeting** keeps your brand top-of-mind by showing your messages to possible buyers who have already visited your website. It's easy to see how these three targeting methods correspond with the awareness, consideration and decision stages of the buying journey and why using them all together moves people down the funnel so well.



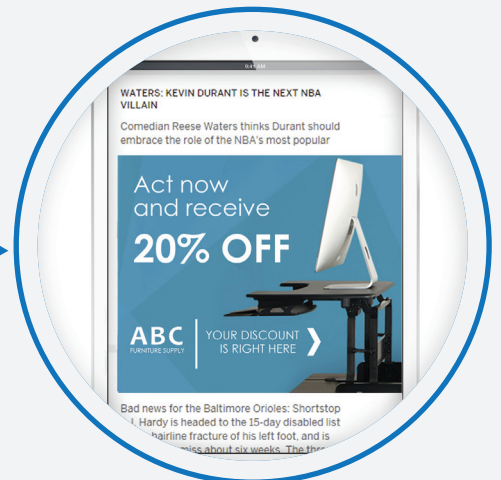
So let's apply these ideas. Say an office furniture manufacturer has designed a new sit-stand desk that they want facility managers to know about. Because they have such a specific audience, it could be hard to reach them with broader advertising methods without wasting their ad spend – but programmatic advertising targets them with pinpoint accuracy, giving the furniture maker the most results for their budget.



Persona Targeting



Behavioral Targeting



Site Retargeting

Persona Targeting

Persona targeting is perfect for creating brand awareness among prospects who have the potential to become customers in the future based on data about who they are as a professional. It fills the top of the funnel and keeps your brand top-of-mind when potential buyers begin their buying journey. This type of targeting is ideal for companies that can define the attributes of the audience they want to reach and want to make other types of marketing more effective.

To make sure we're reaching just the right people, we combine your company's different buyer personas with proprietary data to show ads to people who fit the profile of your ideal customer and have professional characteristics like a certain job title in your industry in a specific location. Because this is advertising based on who someone is and not what they're doing, it's not about timing and intent. It's about maintaining brand awareness with your prospects all the time whether they currently have a need or not so that when they do, they'll think of your business.

Office Furniture Manufacturing Warehouse



So if the office furniture manufacturer wanted to reap those benefits for their sit-stand desk, they'd decide on the precise type of person who should see their ads, like decision-makers in the facility management industry in North America. With persona targeting, those specific people would then see the ads on their favorite websites, whether they're checking sports scores, reading the news, or doing research for work. But there are some steps in between picking the ideal persona and getting the right message to them that make the process work.



Define and target facility managers that fit customer profile



Facility managers surf their favorite sites across the web



Targeted facility managers see ads for sit-stand desks

How Persona Targeting Works

Persona targeting is a complex process that involves specific data and expert analysis. Here's how we make sure that only the right people you want to see your ads.

Gather Your Data. Our experienced account managers work with you to gain a deep understanding of the customers you want to target in terms of industry, company size, geography and job title.

Gather Our Data. We leverage proprietary data from the thousands of industry publications we've created over nearly two decades as well as relevant data from a variety of other sources.

Build Your Custom Persona. We combine your first-hand data and our proprietary data so that your message gets in front of people that mirror your ideal customer. They can even include different buyer personas like:



Users. People who will use your product in their work.



Influencers. People who can sway the decision or decision maker.



Decision Makers. People who make the final purchasing approval.

Create and Target Ads. Our expert art directors work with you to design creative that will catch the attention of your potential buyers, build brand awareness and ultimately tell a story about your company. Then your campaign kicks off and your ads begin to appear to people who match your ideal profile while they're surfing the web.

Some of the most helpful effects of persona targeting on your marketing efforts are that you build brand awareness with buyers before they're too far into their journey, stay top-of-mind and spend your ad budget efficiently on a narrow audience built just for you. And once those ideal buyers start seeing display ads about your company across their favorite websites, they might start seeking out more information about sit-stand desks. As that happens, behavioral targeting comes into play during the next phase of the buying journey.

Behavioral Targeting

In behavioral targeting, people are targeted based on what actions they've taken online such as researching or reading content about products, services or competitors relevant to what you sell.



Let's say Steve, a facility manager who fits the description of the furniture maker's ideal buyer, saw their persona targeting ads and got curious about sit-stand desks because he's looking to renovate his company's office space. He likely started his buying journey with online research, which is how 94 percent of B2B purchases begin*. Steve reads several articles on open-work concepts including one that mentions a sit-stand desks trend for improving worker health. This gets him to search for and read more about sit-stand desks; he even checks prices at retailers or wholesalers.

His online queries – those individual behaviors – build a profile that shows he is likely in the market for products or services related to office furniture. So over the coming days and weeks he starts seeing the sit-stand desk ads on consumer and professional sites he surfs. This is no coincidence: it's behavioral targeting at work. *Social Times; *Accenture 2014 State of B2B Procurement study



You might've noticed that Steve took several types of action – he searched the web, consumed content, and researched competitors. Behavioral targeting covers all of these activities because it's really an umbrella term for several forms of retargeting that use data about online behavior to show the right ads to the right people. These strategies include search retargeting, competitor conquering, and contextual retargeting, and they're briefly explained next.

Search Retargeting



Search retargeting uses what people are searching for to determine whether online users fit into the audience you're trying to reach. The first thing Steve did was to search the web for information about office furniture, showing that he's interested in products and services related to an office redesign. Even when Steve isn't researching for his renovation and is checking weather forecasts or sports scores, he'll see ads related to his project – all based on his previous search behavior.

This way the sit-stand desks are top-of-mind even when Steve isn't actively researching desks or cube systems.

Research has shown that 20 percent of users exposed to display advertising make related searches for those advertised brands*, making it an effective form of behavioral targeting. *Online Publisher's Association

Competitor Conquesting



Competitor conquesting is a part of search retargeting that allows users who have already researched your competition to see your ads. Competitor name searches and URL entries are both examples of behavior that this type of retargeting is based on.

So let's say Steve visits the website of another office furniture manufacturer or a national retailer that first comes to mind. Steve's online behavior shows that he's shopping the competition, which makes him a qualified target for those sit-stand desk ads.

Because competitor conquesting lets you identify users who have researched competitors, your ad can be shown to them, and your company has the chance to win customers you might have lost. When 65 to 90% of the buying journey is done before a potential customer even reaches out to your company*, standing out from your competitors early in the process makes a difference. *Forrester Research

Contextual Targeting



As the name implies, contextual targeting analyzes behavior to figure out whether the content someone is reading or watching is related to your products and services. Then your ads are shown to them anywhere else they go across the web.

Remember that article Steve read about innovative new office design? By reading content related to office furniture, Steve is clearly identified as someone potentially in the buying process for sit-stand desks. This makes contextual retargeting another reliable way to get the right information for showing him highly relevant ads anywhere he navigates across the web.

These types of behavioral advertising are effective because they only show your ads to people who are currently showing interest in what you have to offer. But even when potential customers see your ad enough times to get interested in your brand and decide to check out your website, your marketing strategy isn't over. Because 97% of site visitors don't convert on their first visit*, the third and final type of audience solution ensures that they're reminded of your business even after they've left your website. *Kissmetrics

Site Retargeting

With this type of retargeting your website visitors are tracked after they leave your page, and we show them your ads to encourage them to come back for the most important part of the buying journey: converting into leads. Site retargeting ensures that your company is kept top-of-mind with people who have already shown interest in your business specifically.

When Steve visits your website during his research he takes note of the desks you have to offer, but he still wants to shop around. Whether he landed on your company's site by clicking on an ad, digging through search results, reading content, or any other channel, site retargeting ensures that Steve doesn't forget about you once he leaves. Wherever he surfs next, you can now show him ads about your desks on his favorite sites across the web, and there's a good chance you'll see results: 70 percent of website visitors retargeted with display ads are more likely to convert on your website*. *CMO.com



Why Programmatic Advertising Matters to Your Business

The best part of these audience solutions as a whole is that they work. According to a survey by the Network Advertising Initiative, people who click on ads targeted to them are more than twice as likely to buy. Combined with the ways MultiView makes your campaigns stand out and get real results, these three targeting techniques have the power to get your message to people ready to find your company and turn them into customers.

How MultiView Gives Your Campaign an Extra Edge

See how our advantages could become your advantages for targeting just the right audiences.

HD Targeting

For targeting to work best, it requires two vital ingredients: *data and technology*.

Data-driven marketing obviously doesn't work without useful data and, just as important, the best application of that data. We use your company's first party data – such as your site visitors, industry terms and persona information – and combine it with our proprietary data, including billions of online searches, site visits and page views to create strategies that will shape the campaign. This information provides the basis for the people and behaviors we'll target with technology.

Programmatic technology then brings those strategies directly to your potential buyers through automated ad buying. The process is carried out with software and artificial intelligence to automatically bid for and buy ads targeted at the right user, who are identified by data analysis. Also known as real-time bidding, or RTB, it's the buying and selling of online ad impressions through real-time auctions. RTB is cost-effective and lightning-fast. Once the potential buyer is identified, the entire process executes in milliseconds.

In short, we leverage the industry's top ad exchanges and combine data with RTB to place your message in front of your most qualified potential buyers. And the results from all that work are shown to you with robust reporting.

Reporting

Transparent reporting gives you detailed insight into how your campaigns are performing. You'll receive a login into our advertiser portal where you can view metrics like impressions and clicks over time. An experienced account management team will also give you insights into your audience composition and behaviors. This tells you how well your campaign is working on a regular basis and helps you identify trends that take shape over the life of the campaign. And one of the most crucial factors in seeing those powerful results in your reporting metrics is the right creative.

Custom Creative

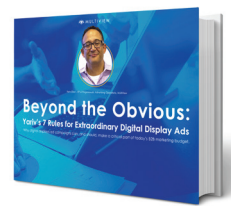
While technology is vital to the targeting process, there is still one critical area of human ingenuity that technology can't replace: creative. If your ads lack relevant messages, eye-catching design and proper positioning of your product or service, you're missing golden opportunities to capture your buyers' attention.

Our expert creative team will help you make the most attention-grabbing ads, from design consultation to implementation. Our professional art directors are experts at constructing stunning visuals and relevant messaging, which can be adjusted throughout the life of the campaign to make sure your ads tell your story effectively to the potential buyers who need to hear it most. This ensures that your ads can compete not only with other companies that do what you do, but also with B2C companies that are also fighting for the attention of your ideal buyers.

To make sure your campaign is always doing that, we hand optimize it to keep it relevant.

Want to learn more about how expert creative gets results? Read the ebook!

Beyond the Obvious: Yariv's 7 Rules for Smart Digital Campaigns



GET THE EBOOK

Optimization

One of the best aspects of digital marketing is its ability to provide data that can be applied toward making improvements to an ongoing campaign.

We will analyze factors like impressions, interactions, the times of day with high impressions, data sources, the sites your company's ads appear on, audience composition, and more so our expert data analysts can adjust where, when and who your ads are displayed to. Applying and testing these insights regularly ensures that the people who see your campaign most accurately fit the persona and behaviors you're trying to target, boosting your performance and ROI.

How To Boost Your Programmatic Advertising

There's no doubt you'll see real results with the targeting techniques we've laid out in this guide. But if you want to add even more precision to your campaign, try any one of these recommended services.



Company Targeting

Want to reach the companies that matter most to you? Get your message straight to them.



Event Targeting

Get more booth traffic. Put your message in front of mobile prospects within the proximity of a trade show or conference.



Custom Landing Pages

Instead of driving traffic to your home page, increase your campaign's impact with a custom landing page that inspires potential buyers to take action.



VisitorView

VisitorView gathers valuable firmographic data on the companies that visit your site, such as company name, location, industry, revenue, size, contact info and pages viewed so that you can refine your marketing and find potential new customers. This is included in all campaigns.

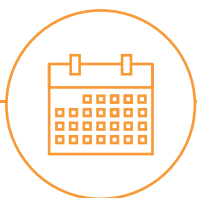


CRM Data Onboarding

Show your ads to your top leads and customers in your CRM on their favorite personal and professional sites across the web.

Connect to B2B Buyers by Connecting to B2B Experts

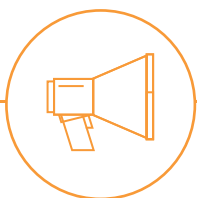
We've been doing this a while, for over 15 years in fact. In that time, we've completed more than 1 million ad campaigns and successfully connected potential buyers to marketers just like you. Our sheer numbers prove it: we've served over 150,000 businesses and completed more than 1 million campaigns. Identifying and reaching your most qualified potential buyers starts by partnering with a company that gets B2B and gets real results. Simply put, it starts with MultiView.



15+ years of B2B expertise



2,000+ association partners



1+ Million ad campaigns completed



150,000+ advertisers served



400,000+ custom ads created

Learn more about audience solutions and what they can do for your business.
972.402.7070 | solutions@multiview.com

Visit us at multiview.com