



DO B2B WITHOUT B2B

**EFFECTIVE AND EFFICIENT
B2B ADVERTISING**

PREPARED BY

EFFECTIVE MARKETING
COMMUNICATIONS

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B2B ADVERTISING

B2B advertising that is effective and efficient can be tough to achieve.

B2B publishers are effective because they have access to a niche audiences that are key for B2B advertising success. They also offer opportunities for leadership positions, and are often tied to trade show opportunities. All of these add up to high prices but don't offer innovative and immersive ad units. Publishers typically charge extremely high CPMs (average \$100) and high minimums for cookie-cutter email and standard banner programs.

Social and programmatic advertising are more efficient with significantly lower CPMs (average \$8) than B2B publishers. They also allow for more control over the performance and optimization.

Brands who self-manage B2B digital marketing programs own the data on ad viewers and engagers. And social platforms have unique and engaging ad units like full screen video and stories. The difficulty with social and programmatic is limited audience targeting capabilities. B2B decision makers are present on social and the web every single day. And B2B people (CEOs, CFOs and CTOs) are people too. Like the rest of us, they spend the majority of their social time on Facebook and Twitter. Time spent on social channels is measured by hours per day. The average person spends 2 hours and 24 minutes a day on social media. B2B publishers measure time spent by minutes per month. Hours per day vs. minutes per month is a huge gap.

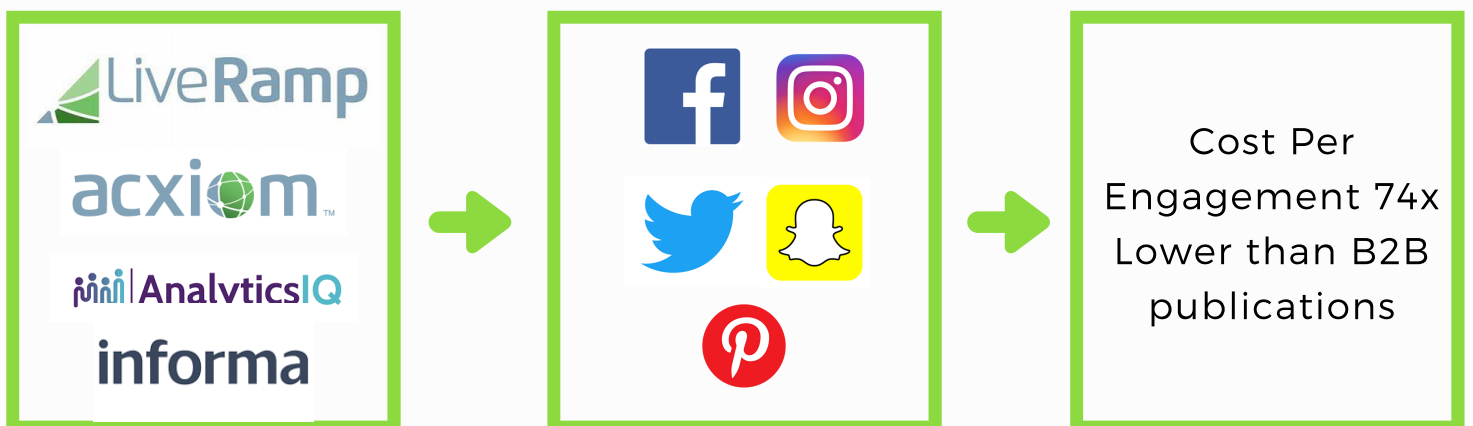
	B2B PUBLISHER-DIRECT DIGITAL	B2B PROGRAMMATIC PAID SOCIAL	PERFORMANCE GAIN
CPM (COST PER THOUSAND)	\$100 + UP	\$6	16X
CTR (CLICK THROUGH RATE)	0.09%	0.4%	4X
CPE (COST PER ENGAGEMENT)	\$111	\$1.50	74X



So how can advertisers and marketers achieve both effectiveness and efficiency?

Social and programmatic advertising does have its pitfalls - it is really tough to actually find and reach B2B decisions makers. The existing platform targeting options can't guarantee that you are going to reach those CEOs or decision makers that are key to success with B2B advertising.

Take the effective audience targeting capabilities of B2B publishers and combine them with the efficiency of social and programmatic advertising through intelligent audience targeting.



INTELLIGENT AUDIENCE TARGETING

What is intelligent audience targeting?

A targeting approach that utilizes 3rd party data to reach B2B decision makers across social and programmatic advertising channels. For example, if a CEO is scrolling through her Facebook feed on her ride to work and we are targeting CEOs through 3rd party data in a Facebook media campaign, she can get served the ad.

Data partners like Netwise and Bombora securely source data and create audiences that allow advertisers and marketers to reach B2B decision makers across multiple industries.

Whether that is CEOs at tech companies or CMOs in the food industry. To access data partners like Netwise and Bombora, a company called LiveRamp aggregates the partner data. Within LiveRamp, advertisers and marketers can select audiences that meet the targeting criteria from hundreds of different data partners and distribute to Facebook, Twitter, etc.

This approach has helped us achieve cost efficiencies at 1/25th of the cost of B2B publishers without sacrificing audience targeting..

	TRADITIONAL B2B	SOCIAL USING PLATFORM DATA	SOCIAL USING 3RD PARTY DATA
TARGETED	Y	N	Y
EFFECTIVE	Y	N	Y
EFFICIENT	N	Y	Y
MINIMUM SPEND	Y	N	N
NIMBLE/FLEXIBLE	N	Y	Y



B2B Case Study:

Plant Based Protein Product Launch

Challenge

Regain market share in exploding plant based protein

Action

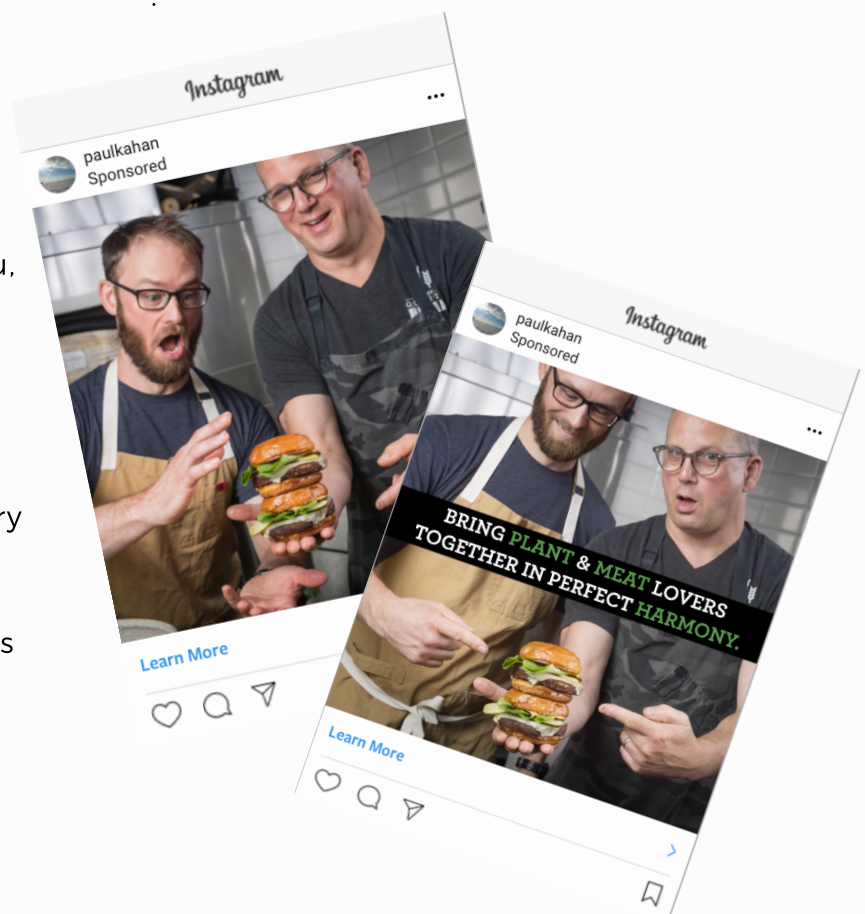
Instead of talking about how chefs should add the product to their menu, we got the product on the menu of some of the best restaurants in the world and at marquee events like Lollapalooza.

Paid Instagram posts targeted Culinary Professionals: Chefs, Foodservice Directors, Restaurant Owners, James Beard + Culinary Institute Followers, as did Ad Engagers and a Look-alike Audience of Ad Engagers

Success

Modest investment drove over 600k ad engagements at a Cost Per Engagement that was 69% lower than the goal.

The client presented the case study to management as “the most successful program of all time” for the brand.





We aren't the only ones who have found success in social and programmatic advertising.

Check out these Facebook/Instagram case studies. All three companies utilized features that you can't get with B2B publishers.

1.<https://www.facebook.com/business/success/ubiregi> - Ubiregi took advantage of the lead ad unit on Facebook to drive more cost efficient leads.

2.<https://business.instagram.com/success/appsee/> - Appsee used remarketing to reach their B2B prospecting list through stories ads.

3.<https://www.facebook.com/business/success/paessler-ag> - Paessler AG created ads with fun and interactive messaging to connect with their target audience on Facebook. A unique and different approach than your typical B2B publisher ads.

Interested in learning more about 3rd party data, intelligent audience targeting, or how to implement this strategy?

Contact us today.

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