

# StackAdapt for B2B Marketers

Targeted Reach At Scale

## StackAdapt helps B2B marketers connect with the modern buyer.

B2B buying behaviour has changed. According to an [Accenture study](#), 94% of buyers conduct online research, searching for solutions anytime, anywhere and any way they want. Whether you're looking to increase brand awareness amongst your target accounts or drive buyers to reach out to your sales team, StackAdapt can help.

## Align Campaign Types With Your Business Goals



Brand awareness campaigns can pull prospects to the top of your funnel



Drive traffic to your website to build a highly specific remarketing list



Conversion campaigns can drive prospects directly to content or a demo

## Data-Driven Audience Targeting

Identify and reach in-market buyers when it matters the most.

### B2B Targeting

StackAdapt Exclusive

Reach people at specific businesses or institutions based on job title, seniority, demographics, intent or technographic attributes. For example, if a software company wishes to recruit senior technology leaders, they can target Director-Level Software Engineers known to be searching for new jobs.

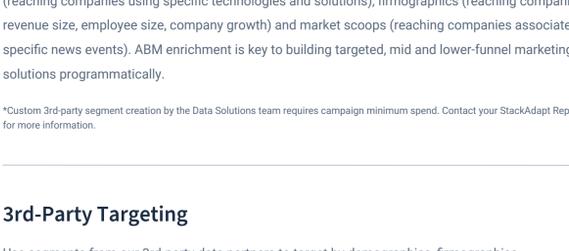
#### Segment Examples:

- Hardware Companies
- Software Companies
- Manufacturing Companies
- Educational Institutions
- Financial Institutions
- News Organizations

### Account Based Marketing Targeting

Powered by [dun & bradstreet](#) [bombora](#) [zoominfo](#) [NetWise](#) [HGinsights](#)

StackAdapt has partnered with industry-leading data providers to offer account based marketing (ABM) targeting. Mix and match multiple attributes to build a highly targeted custom audience from your target account lists.



In addition to traditional ABM targeting—reaching professionals working at specific companies. With StackAdapt, you are now able to enrich your ABM targeting capabilities with a number of additional signals, including 'intent' (professionals actively researching specific solutions or topics), technographics (reaching companies using specific technologies and solutions), firmographics (reaching companies by revenue size, employee size, company growth) and market scoops (reaching companies associated with specific news events). ABM enrichment is key to building targeted, mid and lower-funnel marketing solutions programmatically.

\*Custom 3rd-party segment creation by the Data Solutions team requires campaign minimum spend. Contact your StackAdapt Representative for more information.

### 3rd-Party Targeting

Use segments from our 3rd-party data partners to target by demographics, firmographics, predictive, intent and install data.

#### Data Provider Recommendations



ZoomInfo has extensive coverage globally, monitoring more than 100 million companies.

Target by corporate websites, market news, SEC filings, job postings, and other sources for information about industries, locations, and revenue.



NetWise's B2B audience database consists of 100 million US business people and 30 million US companies.

Target by current job titles, company firmographics, and other self-declared business-related attributes like skills, education, and certifications.



HG Insights maintains a global database of B2B technology installations in use at more than 13 million companies globally.

Target by installed technologies, granular IT spend, contract intelligence and persona-based intent.



Dun & Bradstreet's global commercial database contains more than 240 million business records.

Target by company revenue, company size, job function or role, seniority, decision-maker, SIC/NAICS categorizations, location, and predictive indicators.



Bombora is a B2B data supplier monitoring 1.4 million companies worldwide.

Target by intent, topic, company revenue, company size, seniority, functional area, professional groups, and industry.

### 1st-Party Targeting

Powered by [LiveRamp](#) [Adobe](#) [Adobe Audience Manager](#)

#### Onboard

Onboard and activate your 1st-party data, from sources like your CRM, email marketing system, or conference and webinar registrations. Use this data to target audiences that have shown interest in your business in the past.

#### Extend

Extend your 1st-party reach and impact by using your CRM data as a seed to build out lookalike audiences. Lookalike audiences use information about your 1st-party users to find audiences that look just like your ideal buyer.

## Programmatic Delivery: The Future of Content Marketing

Programmatic advertising is an effective tool for getting your content seen in today's hyper-competitive online world.

#### Increase Reach

Get your content in front of more of your target audience, including those who might not have otherwise been considering your brand or solution.

#### Uncover New Audiences

Reach untapped audiences and uncover prospects with new attributes—such as non-traditional roles—interested in your brand.

#### Pay for Performance

StackAdapt's proprietary Cost Per Engagement (CPE) bidding lets you only pay for users who read your content for 15 seconds or longer.

#### Full-Funnel Marketing

Structured for Success



Our goal was to make sure that we not only got visitors to our pages, but those visitors were of high quality. StackAdapt's engagement-based technology helped us drive the best visitors for our clients.

— Tyler Knudston

Digital Marketer, Imagination Publishing

## Combine Programmatic and Paid Search Efforts

For clients who want to increase lead volume and subsequently sales, programmatic ads complement a paid search strategy. Programmatic ads can increase the volume of organic searches, keeping paid search CPA constant, while growing the number of conversions. A common strategy is to use ads to drive users to ungated content, then retargeting them later through paid search.

With StackAdapt's unique bidding models and custom audiences, we were able to drive high-quality traffic into the funnel through native ads. We were able to leverage SEM retargeting in conjunction with StackAdapt's native traffic to drive more leads. It proved that native is a great way to influence conversions.

— Nicholas Dobroruka

Paid Media Analyst, iProspect

## StackAdapt In-House B2B Targeting and Measurement Solution

StackAdapt has unveiled a proprietary in-house B2B targeting and measurement solution that reaches deterministic, authenticated B2B professionals and is able to measure account-level engagement, empowering B2B marketers to generate qualified leads. Providing an accurate and transparent attribution solution enables marketers to build end-to-end marketing solutions programmatically and better integrate with Sales and Revenue team functions.

#### Custom Use Cases:

- Market-Qualified Lead Generation
- Site Traffic Measurement
- ABM List Building
- ABM Lookalike
- Custom ABM Reporting

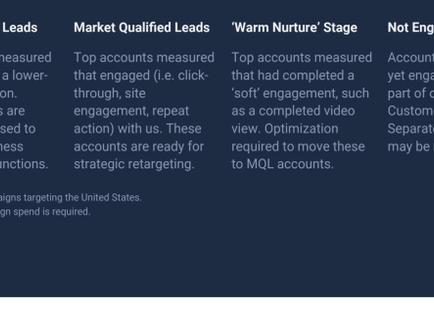
StackAdapt B2B audience targeting reaches deterministic, authenticated B2B professionals—without relying on modelling—and ensures that campaigns are optimized towards building pipelines and generating qualified leads.

- 67MM+ total universe of B2B professionals.
- 16MM+ total decision-making B2B professionals.
- 6MM+ total senior and executive B2B professionals.
- 2MM+ total C-Suite B2B professionals.
- 2000+ total unique targetable job titles.
- 2MM+ total unique targetable companies.

StackAdapt B2B measurement solution attributes ad engagement to the same authenticated audiences, ensuring measurement is deterministic and highly accurate.

StackAdapt is moving away from 'black box' measurement solutions. This change results in higher match rates, increased transparency around reporting and automation & consistency of reporting itself.

StackAdapt has the flexibility to work with brands to determine what constitutes high engagement. Scoring engagement will allow us to classify target accounts by SQL and MQL and prioritize accounts based on brands objectives, such as site visitation.



The Total Measured Accounts Divides into the Following Groups:

#### Sales Qualified Leads

Top accounts measured that completed a lower-funnel conversion. These accounts are ready to be passed to Sales and Business Development functions.

#### Market Qualified Leads

Top accounts measured that engaged (i.e. click-through, site engagement, repeat action) with us. These accounts are ready for strategic retargeting.

#### 'Warm Nurture' Stage

Top accounts measured that had completed a 'soft' engagement, such as a completed video view. Optimization required to move these to MQL accounts.

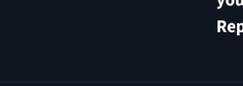
#### Not Engaged

Accounts that have not yet engaged but are still part of our 'Ideal Customer Profile'. Separate A/B strategies may be needed.

\*Exclusive for campaigns targeting the United States.  
\*A minimum campaign spend is required.

## Seamless Execution Across Multiple Channels

Today's B2B buyers search for solutions anytime, anywhere they want. Drive B2B growth through a multi-channel approach that spans native, display, video, connected TV and audio ad placements.



For example, a multi-channel campaign across CTV, video, and display allows your message to be conveyed across your B2B audience in both video and static format. This ensures scalability and brand exposure, wherever the ideal user may be.