Demandbase™

Playbook

Demandbase Advertising

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Demandbase

Today's B2B marketers have more control and get more ROI with advertising dollars than ever before.

Demandbase can precisely reach buying committees for target accounts, while avoiding waste, using Demandbase Advertising. Add in the right analytics and reporting, and we can track our campaign spend's influence on actual pipeline and revenue, making the contributions of all revenue teams to the business much more visible. In many ways, we are in a golden era of B2B advertising.

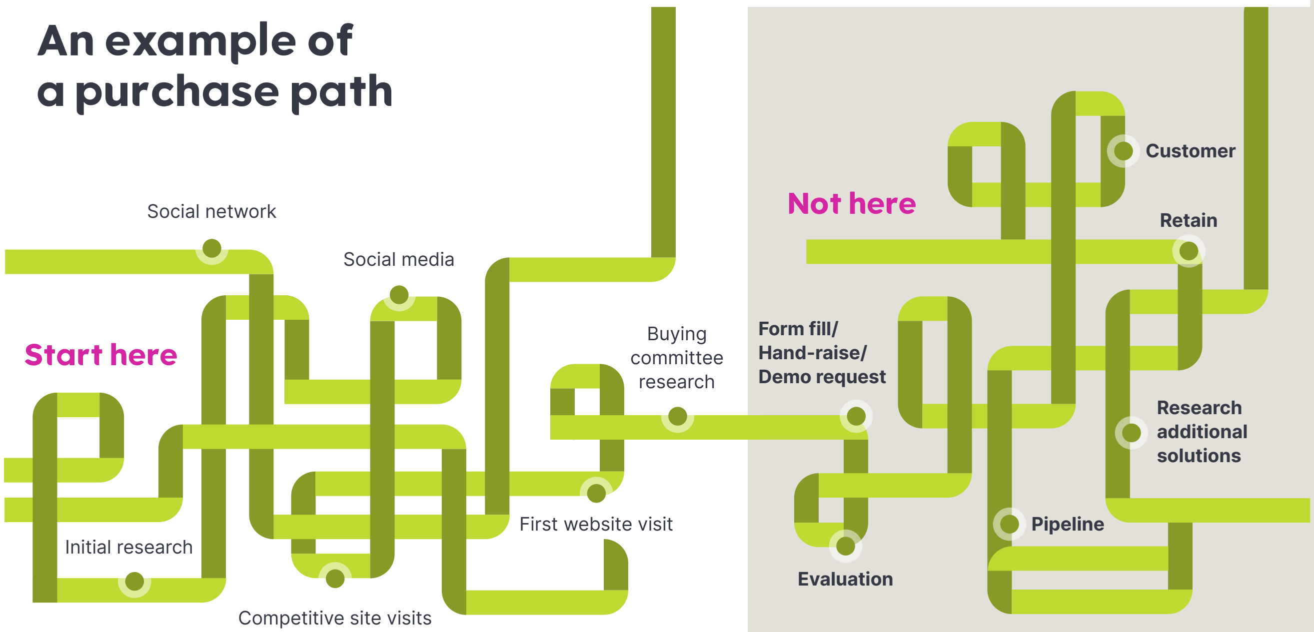
But new possibilities come with new questions. How do you really square programmatic advertising with an account-based strategy? What's the best way to segment accounts into campaign audiences? When should I consider People based targeting? How should budgets be allocated across accounts? What type of messaging works at different stages in the account funnel?

In this playbook, we'll address all these questions and more with guidelines and best practices, as well as helpful tips for carrying out advertising campaigns within Demandbase Advertising.

Advertising and the B2B Buyer

The path your prospective customers take from initial research to purchase is long, winding, and predominantly digital. Typically, an account is well into their buying journey before you even know they are looking. If you wait for them to fill out a form on your site, chances are they're well down the path already — perhaps even leaning toward a competitor.

An example of a purchase path



57% **of the purchase path is done before buyers consider engaging with you.** (CEB / Gartner)

66-90% **of buyers are through their journey before they reach out.** (Forrester)

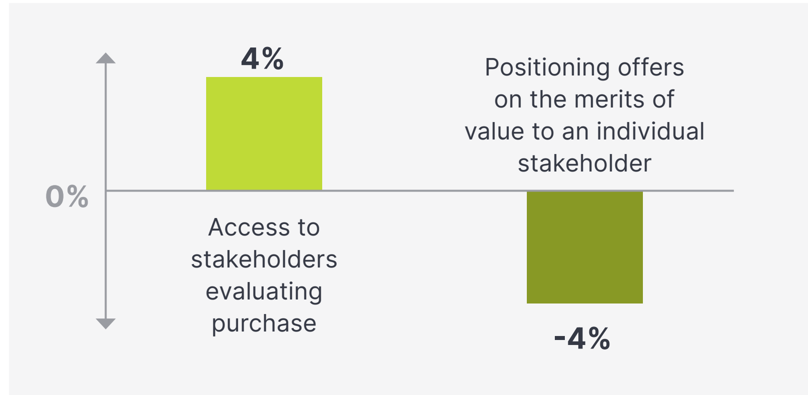
67% **of the buyer's purchase process is digital.** (SiriusDecisions)

Furthermore, the number of stakeholders involved in each deal has continued to expand. It's important to reach and engage the full buying committee, as widespread support across the organization translates to increased likelihood to buy.

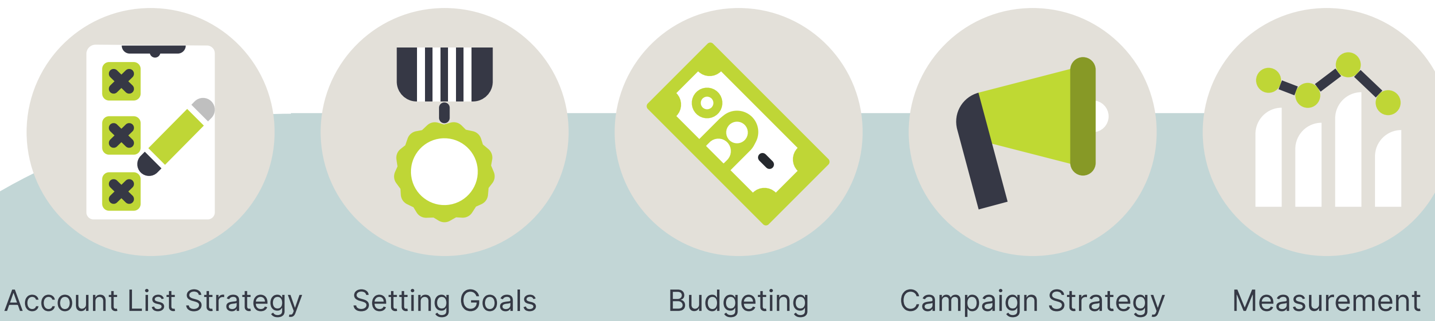
Drivers of decision-maker loyalty (indexed)

Source: CEB

Change in likelihood of making a high-quality sale



Source: CEB



The five building blocks of account-based advertising

In the following sections, we'll walk through how to use the Advertising Cloud and the Engagement Platform of Demandbase One, our GTM suite, to execute the five basic building blocks of successful account-based advertising.

Section 1

Build Keyword Sets

What is a keyword set?

A keyword set at Demandbase represents terms or phrases that indicate research for a specific product, service, or competitor.

Keyword sets are used in individual predictive models to discover in-market signals for a specific product or service in target accounts, and they're used in advertising campaigns to reach buying committees at an account.

Why do you need a keyword set?

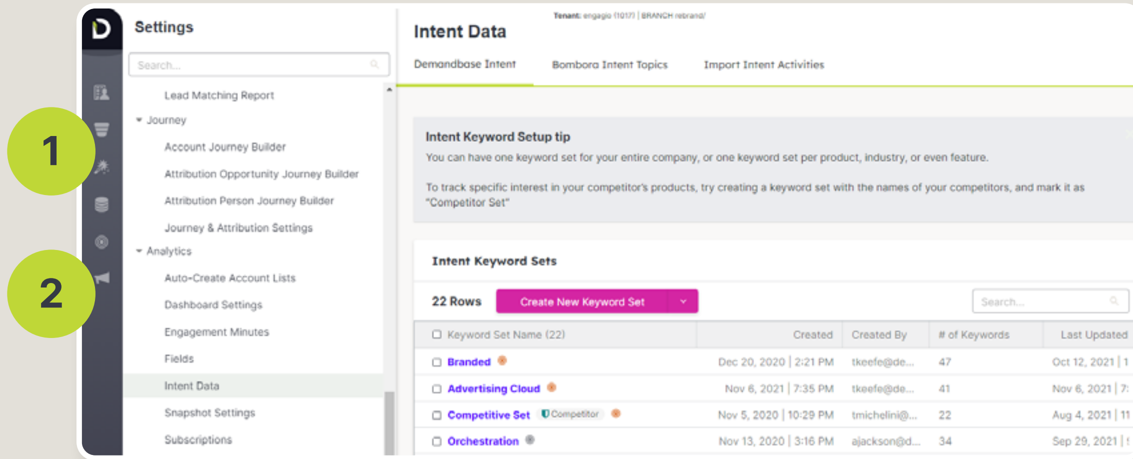
Keyword sets are so fundamental to the success of your go-to-market strategy that you should create them very early on, preferably during your initial onboarding with Demandbase.

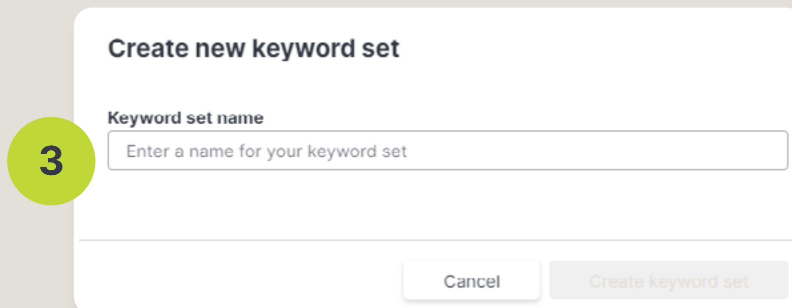
You can build unlimited keyword sets directly in the platform and use them in both the predictive models and the selector tool when building account and people lists. Additionally, you can use keyword sets in advertising campaigns within Demandbase to enable intent-based impression inventory for advertising to the buying committee within each account on the advertising list.

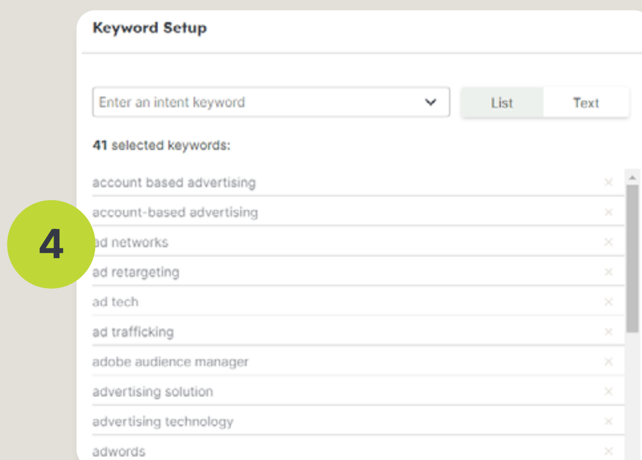
How to build a keyword set

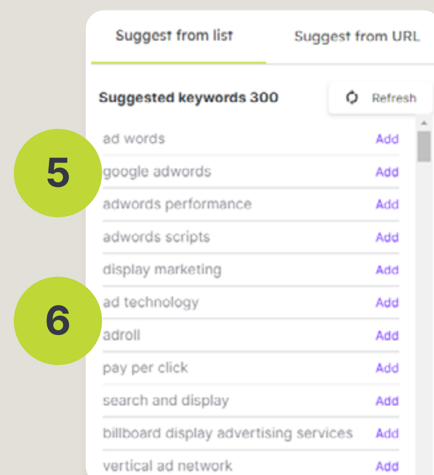
To build a keyword set in the platform, access **Settings** from the left-side navigation menu and follow these steps:

1. Navigate to **Settings** > **Analytics** > **Intent Data**, and then select the **Demandbase Intent** tab.
2. Click **Create New Keyword Set**.
3. Enter a name for your keyword set in the field for **Keyword Set Name** in the pop-up window.
4. Enter your desired keywords in the text field and click **Save**.
5. If you have entered at least five keywords, you can click **Generate Keywords** from the **Suggest from List** tab on the right for a list of Demandbase-generated suggestions.
6. Scroll through the suggested keywords and click the **Add** on the right to add any suggested keywords that are representative of your preferred customers' interests.
7. Click **Save** when done.









Optional

You can also enter website URLs for a systemic keyword search. Entering the URLs of pages from your website that contain content about your products and offerings gives Demandbase more information on which to base suggested keywords. So, although this is an optional step, it's recommended whenever possible.

To do this, go to the right side of the screen and select the **Suggest from URL** tab, then follow these steps:

1. Click **Edit URL List**.
2. Copy and paste a URL in the field **Enter a Valid URL**.
3. Click the **+** sign to enter each URL.
4. Click **Generate Keywords** when done. Demandbase then analyzes these websites for relevant keywords, which takes a few seconds.
5. Scroll through the suggested keywords and click **Add** on the right to add any suggested keywords that are representative of your preferred customers' interests.

Tip

A good keyword set has between 40 to 100 keywords in it, depending on your product and content. You can enter all of them if you know them. Or, if you enter at least 5 keywords or if you used the website URL option, you can have Demandbase create them for you.

Create a New Account List

There are 4 ways you can create a new account list:

- Create a dynamic account list
- Create an account list from a Salesforce report
- Create an account list from Salesforce account list view
- Create a static account list

Tip

We recommend that you always use a dynamic account list with advertising campaigns. This list type will allow the maximum flexibility to add or remove accounts during a live campaign. The other list types allow for minimal changes. See: Page 15 on account list change limitations.

Create a dynamic account list

When you create a dynamic list, you use selectors to define the criteria for the list members. The list will update and add or remove members automatically over time as your data changes.

1 Click the **Database** icon on the left-side navigation menu.

2 Navigate to **Accounts** > **Account Lists**.

3 Click **Create New**.

4 Enter the following in the **Create New List** window:

- **Name:** Type a name for the list. Use a consistent naming convention to make finding, using, and tracking lists easier.
- **List Type:** Select **Dynamic List**. For example, you may want to create a dynamic list of MQA accounts that have not had any sales touches in the last 14 days.
- **Visibility:** Select who can view the list.
  - **Public:** Visible to everyone in your company.
  - **Private:** Visible only to the creator of the list and any Demandbase users with an Admin role.
- Click **Create List**.

5 Add selectors. Build a selector based on fields and filters in the right panel. The selector you build determines the desired output you want for your account list.

- For our example on the following page, we selected a **Status = MQA** as our first object to add to the selector. Next, we selected **Accounts with Any Person**. Then, we selected the field **No Sales Touches for 14 days** and set that equal to 0.
- You can also add “and/or” logic by clicking the **Edit Logic** toggle at the top of the page. This way you can create relationships between each of the items in your selector to obtain your desired output.
- Click the **Refresh** icon on the top left of the page to view the number of accounts that meet your criteria.
- After you are finished building your selector, click **Save**.

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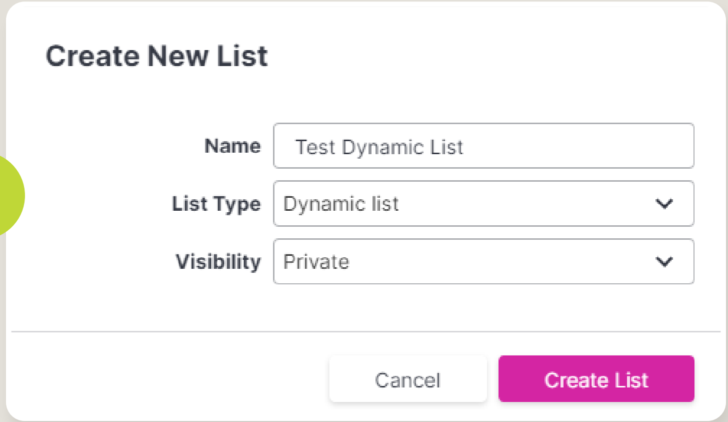

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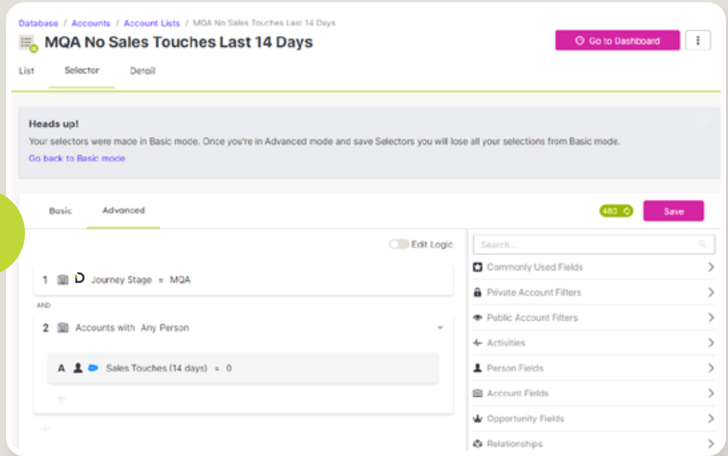


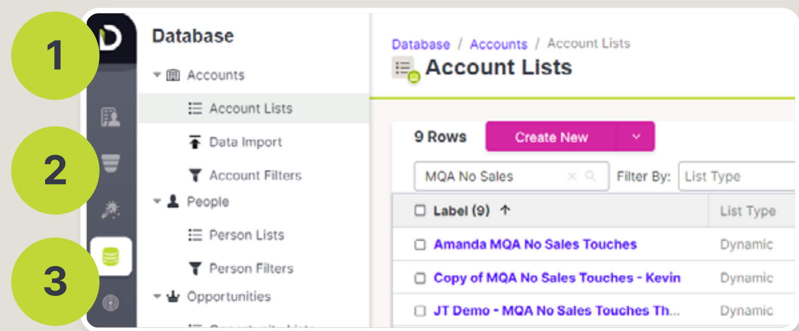
Create an account list from a Salesforce Report

To link your account list to a Salesforce report, you must have the following criteria in place:

- You must create an Account report (not a Lead, Contact, or Campaign Member report).
- The report format must be “tabular” or “summary,” not “matrix” or “joined.”
- The report must be visible to the Salesforce user account that Demandbase uses for API access to Salesforce. (Check Salesforce permissions.)
- Demandbase does not support cross object filters used in the report, but we do support cross object report types (for example: Type = Contacts and Accounts).

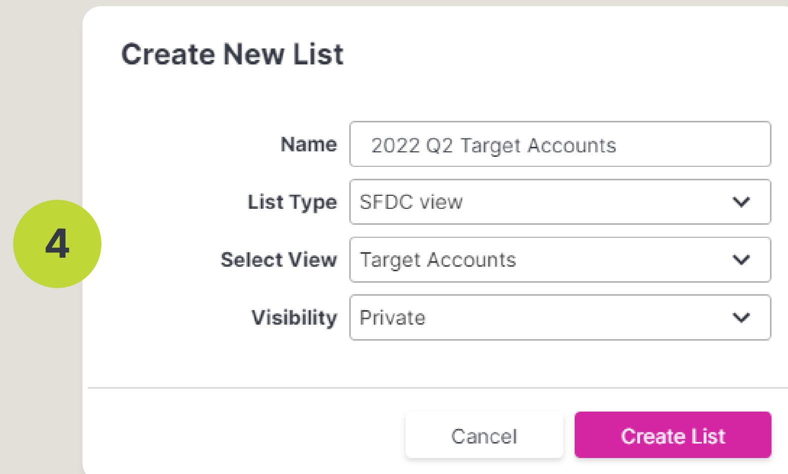
Follow these steps to create an account list from a Salesforce report:

1. Click the **Database** icon on the left-side navigation menu.
2. Navigate to **Accounts** > **Account Lists**.
3. Click **Create New**.
4. Enter the following in the **Create New List** pop up:
    - **Name:** Type a name for the list.
    - **List Type:** Select SFDC report.
    - **Select Report:** Select an SFDC report from the list.
    - **Visibility:** Select who can view the list.
        - **Public:** Visible to everyone in your company.
        - **Private:** Visible only to the creator of the list and any Demandbase users with an Admin role.
    - Click **Create List**.
5. Demandbase will make a query immediately to Salesforce to get a list of all accounts. The message **Successfully Updated List** displays after accounts have been imported. Be patient, as this can take some time.



Create an account list from a Salesforce account list view

1. Click the **Database** icon on the left-side navigation menu.
2. Navigate to **Accounts** > **Account Lists**.
3. Click **Create New**.
4. Enter the following in the **Create New List** pop up:
   - **Name:** Type a name for the list.
   - **List Type:** Select SFDC view.
   - **Select View:** Select an SFDC view from the list.
   - **Visibility:** Select who can view the list.
     - **Public:** Visible to everyone in your company.
     - **Private:** Visible only to the creator of the list and Demandbase users with an Admin role.
   - Click **Create List**.
5. Demandbase will make a query immediately to Salesforce to get a list of all accounts. The message **Successfully Updated List** displays after accounts have been imported. Be patient, as this can take some time.

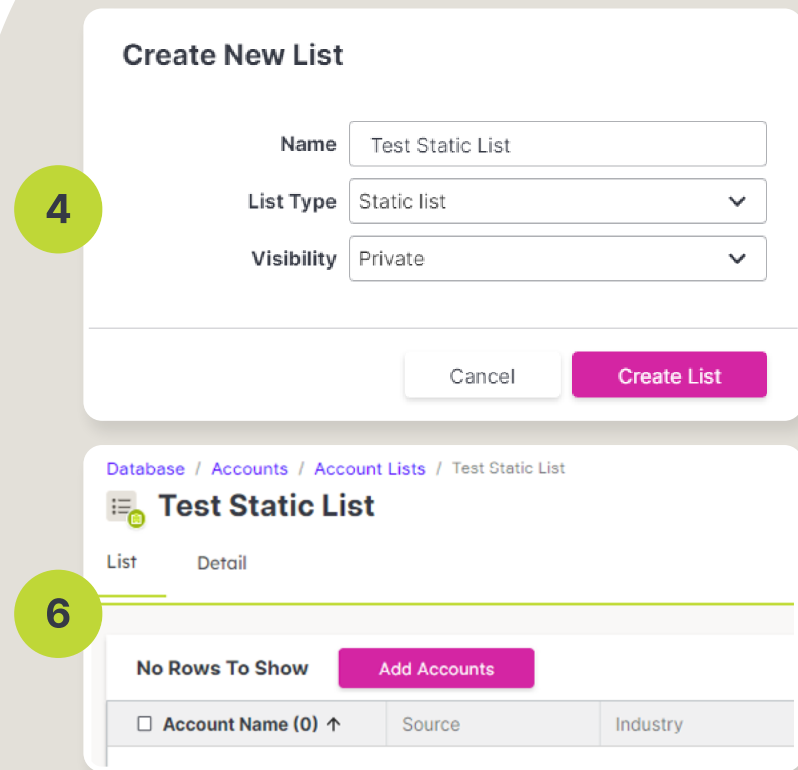


Create a static account list

We use Demandbase filters to create static account lists. They aren't tied to a dynamic list and work great for small lists. Follow these steps to create a static account list.

1. Click the **Database** icon on the left-side navigation menu.
2. Navigate to **Accounts** > **Account Lists**.
3. Click **Create New**.
4. Enter the following in the **Create New List** window:
    - **Name:** Type a name for the list.
    - **List Type:** Select Static list.
    - **Visibility:** Select who can view the list.
        - **Public:** Visible to everyone in your company.
        - **Private:** Visible only to the creator of the list and Demandbase users with an Admin role.
    - Click **Create List**.
5. Click **Add Accounts**.
6. Use the filters to narrow down what accounts you are looking for. The example on the right shows a filter to find a specific company by name. Or, you can wait for the list to populate and then select the accounts you want on your static account list by clicking the checkboxes next to them.
7. Click **Add Accounts**. The message **Selected Accounts Successfully Added** displays.

Note: After you create your account list, you need to wait until the nightly sync happens before you can see Demandbase's account-list-based analytics.



Section 3

Segment Account Lists

When segmenting, start simply

We recommend starting with just two to three targeted segments. One caveat: large multi-layered marketing departments are often in the throes of executing across many segments that are completely different.

Here's an example of a multi-attribute segmentation strategy built for eight disparate sub-segments along with example goals for each.

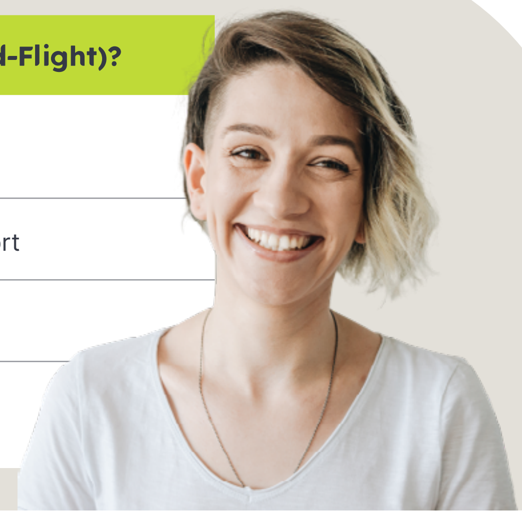
Whether you want to tackle launching targeted campaigns against all eight of these sub-segments depends on resources, bandwidth, and budget. Like most marketers with limited budgets, you may need to prioritize just a few segments to start.

Segment	Subsegment	Goal for this Segment
Enterprise Customers	Retail	Create $2M in pipeline this quarter
	FinServ	Increase engagement by 25% this half
	Other	Increase web visits by 30% this half
Enterprise Prospects	Retail	Add 16 net new logos to pipeline this quarter
	FinServ	Increase engagement by 15% this half
	Other	Increase web visits by 15% this half
Mid-Market Customers	Product A Users	$8M upsell to Product B this year
Other	Other	$5M in upsell opportunities this quarter

Account list changes

The table to the right summarizes how to make changes to the accounts that appear in any given list.

Account List Type	Add/Remove Accounts on Existing List (Mid-Flight)?
Dynamic List	Yes, Change/Add Selectors (e.g. use member of "In" or "Not in" account list X)
SFDC Report	Yes, through add/removing accounts on SFDC Report
SFDC View	Yes, through add/removing accounts on SFDC View
Static List	Yes, clicking "Add Accounts" or "Remove Accounts" Or Action > Add/Remove from Existing List



Section 3

Vetting your segmentation approach

Revisit your segmentation strategy if you answer “no” to any of the questions to the right.

Are your segments truly different in a meaningful way?

Yes No

Do each of your target accounts fall clearly into one segment or another?

Yes No

Do the segments you’ve chosen really represent your best opportunities (are your solutions for them uniquely differentiated from the competition)?

Yes No

Can you make significant inroads into your chosen segments profitably?

Yes No

Do the segments you’ve chosen represent growth opportunities? Are they industries, categories, or companies that will expand over time?

Yes No

What are the goals, needs, and motivations among buyers in each of your segments and how do your solutions help them?

Yes No

Is there proof that your offering is a good fit for your chosen segments — do you already have customers in the segments you’ve chosen to focus on?

Yes No

Run your segmentation strategy past sales leadership — do they agree these are the segments representing the best opportunities for you business?

Yes No

Do you have a process in place for regularly iterating on or updating your segmentation strategy?

Yes No

People Targeting

People-based advertising sharpens the focus of ad targeting and reports campaign results from the intended audience. After campaign launch, the Campaigns dashboard table reports on ad engagement metrics specifically among people who you targeted. The dashboard reports people-based advertising results in addition to broader data points about the campaign and reach to account domains.

People-based advertising **prioritizes** individual people included in the account list of a campaign who match one or more of the following attributes:

- Known contact
- Job level
- Job function
- Persona (a mix of the person's job level and job function)

Although prioritizing these individuals are optional, they increase the campaign effectiveness since more impressions will be served to the correct individuals. In theory, this is the holy grail of advertising, however not all individuals you're trying to reach are identifiable by their name and/or persona attributes. Furthermore, not all individuals are reachable during a certain time frame of a campaign. Thankfully, Demandbase's intent-based advertising is still the primary method of reaching the right individuals.

Tip

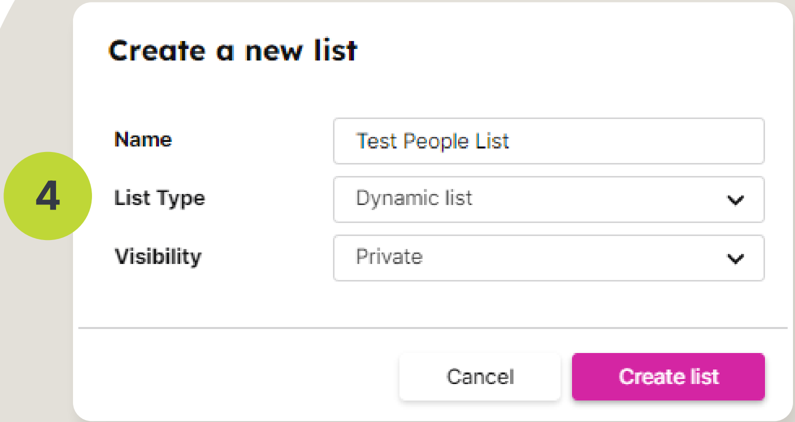
Defining job levels alone for enterprise organizations may not be beneficial. For example, there might be multiple "Director" level employees within an organization. However, not all Directors would be interested in your product. When your advertising campaign includes the upper mid-market to enterprise organizaitons, using Personas in liu of job level and functions is the ideal strategy.

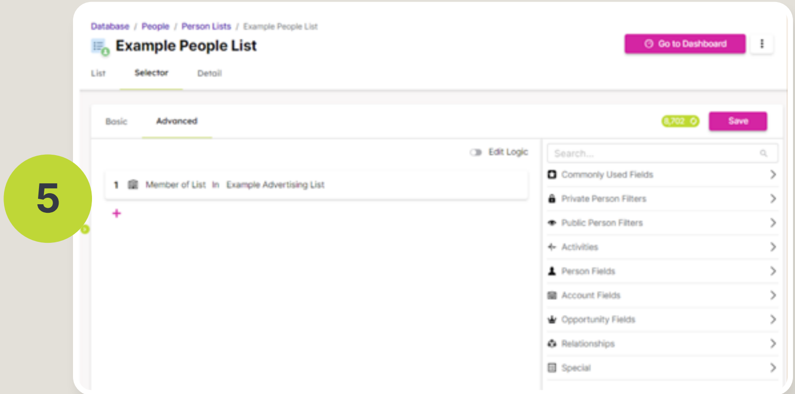
Targeting Known Contacts

Known Contacts requires that your account list derives from an integration with records from a CRM or MAS. After the qualifying records are imported into the Demandbase People Database, you leverage Selectors to customize the list to prioritize reach to individuals who you want to target.

In Step 4: Strategy of the Campaign Builder, expand and configure the Contacts you already know to turn on Known Contact targeting.

1. Click the **Database** icon on the left-side navigation menu.
2. Navigate to **People** > **Person Lists**.
3. Click **Create New**.
4. Enter the following in the **Create New List** window:
   - **Name:** Type a name for the list.
   - **List Type:** Dynamic List (or one of the other options)
   - **Visibility:** Select who can view the list.
     - **Public:** Visible to everyone in your company.
     - **Private:** Visible only to the creator of the list and any Demandbase users with an Admin role.
   - Click **Create List**.
5. Add selectors using the **Basic** or **Advanced** view. Build a selector combination that represents the peple you want to target in the advertising campaign. The selectors you specify determine the desired output you want for the account list.
   - For example, if you want to add all of the people on a specific account list (i.e., the account list you'll be using for the advertising campaign), use the "**Member of List**" selector (available on the "**Advanced**" tab) and click on your previously created account list. This will automatically add every person in the Demandbase People database (from your CRM and/or MAS integrations).
   - If you're adding multiple selectors, you can also add "and/or" logic by clicking the **Edit Logic** toggle at the top of the page. This way you can create relationships between each of the items in your selectors to obtain your desired output.
   - Click the **Refresh** icon on the top left of the page to view the number of people that meet your criteria.
   - After you are finished building your selector, click **Save**.





Targeting by Job Level/Function

You can target a campaign to accounts with people employed at one or more job levels. Demandbase compares your job level choices with the information available in account records.

Demandbase provides the following **job level** options:

- C-Level
- Senior Executive
- Vice President
- Director
- Manager
- Other/Individual Contributor
- Board Member

Demandbase provides the following **job function** options:

- Sales
- Marketing
- Academics
- Accounting and Finance
- Administration
- Business Development
- Construction Engineering
- Consulting
- Customer Support
- Human Resources
- Information Technology
- Investment Management
- Legal
- Logistics
- Manufacturing
- Medical
- Operations & Administration
- Purchasing & Procurement
- Quality Assurance
- Research & Development
- Safety & Security

Targeting by Persona

Target individuals by matching both a selected job level and specific job function with the persona attribute. To cast your targeting net for reach to multiple personas, you can select a combination of job levels and/or job functions.

Tip

With personas, you might want to consider that specific ad data about individuals who match the persona attributes that you've selected are reported differently from how other people-based matches appear on the Campaigns dashboard. Campaign results for people who match the persona attribute aren't separated out and identified as such in the reporting table. We omit this specific information as an online privacy safeguard for the campaign audience.

Section 5

Set Goals

Once you nail down the account and people based considerations, it's time to set goals for your campaign. They should reflect your overall campaign objectives and be organized around the account journey.

Generally, you'll want to increase awareness, engagement, or bottom-of-funnel conversion. The behaviors you want to drive will be different for each segment, and your campaigns should reflect that.

There are, of course, a slew of metrics used to track these behaviors — site visits, page views, session time, bounce rates, etc. We'll talk more about those in detail in the measurement section. Here, we'll discuss marketing goals at a high level. But first, let's address the elephant in the room: leads.

Campaign Objective	Desired Behavior
Increase awareness	Come to the site
Increase engagement	Stay on site longer
Increase conversation	Enter sales pipeline

Driving lead volume — the elephant in the (marketing) room

Lead capture has ceased to be a good measure of campaign success for B2B marketers. The most successful marketers today quantify, but don't count on, leads. Indeed, marketers are increasingly un-gating content. That's in large part because just three percent of folks complete forms today, and many among those who complete them admit to giving false information.

We especially recommend steering away from awareness campaigns that hope to capture leads through a form fill. An awareness campaign — one focused on a "cold audience" that isn't too familiar with your brand or offerings — is not likely to garner leads.

Digital advertising is about building meaningful relationships with your audiences. We have to "date" our prospects before we ask them to marry us. People know that providing an email in a form is like getting digitally married.

That said, there will always be a place for forms on B2B websites — "contact us" pages, demo requests, or highly sought-after content like a Gartner Magic Quadrant report. And there will always be clever marketers who get people to complete them. But it's far more essential to get the right leads — those that become marketing qualified (MQLs), sales accepted (SALs) — to enter the pipeline.

Ready for a pop-quiz?

Smart marketing goals are segment-specific, quantified, and time-bound.

Q

Which of these represents the BEST marketing goal?

A. Increase web traffic quarter over quarter

B. Double engagement rates among retailers by the end of the year

C. Increase conversion rates by 10%

A

The answer is B. Double engagement rates among retailers by the end of the year. It's segment-specific (retailers), quantified (double), and time-bound (within the year).

Why assign different goals for each segment or subsegment?

Your existing relationships with each of your segments may vary. Retailers, perhaps, are already aware of you. You will want to increase engagement from them. But you haven't really penetrated the FinServ segment yet. Increasing awareness will be a more realistic goal here.

Q

Marketing goals should also be aligned with business goals. Which of these represents a good business goal?

A. Increase retention rates by 5%

B. Add 10 net new logos to pipeline this quarter in the South East

C. Increase revenue among retailers by 15%

D. Generate $10M in upsell revenue this year

A

That's right, all of them. Notice the business doesn't care about engagement rates or even segments. Ask yourself what your C-suite care about. It's growth, retention rates, and revenue. If they look like these goals above, you're on the right track.

It's our job as marketers to drive toward desired business outcomes with the right marketing programs and initiatives. Our challenge, then, is to stitch it all together in a way that makes sense for both senior leaders and marketing program owners.

Note: Not all marketers are tasked with measuring high-level success like pipeline contribution or sales revenue. And when we get down to the campaign level, goals can vary widely, from driving event registrations to downloading a white paper.

Nevertheless, we encourage all B2B marketers to demonstrate your value to the business. Show how your programs and initiatives are driving higher-level business outcomes — whether you are asked to provide it or not. How marketers spend their time can be flat out mysterious to CEOs and CFOs who typically don't know a CTR from a CPM. Talk to them in the language they know — the language of business, and marketing's tangible contribution to the company will no longer be a mystery.

Example of mapping business objectives to marketing goals, activity metrics, and KPIs

Business objectives	Year's marketing goals	Program/ initiative	Activity metrics	KPI
Existing account growth	10% YoY increase in revenue	• Personalized, targeted advertising and web experiences • VIP events • Direct mail	• Site visits • Engagement rates • Conversion rates	Sales revenue
Increase pipeline velocity	Shorten average sales cycle by 15%	• Late-stage ad campaigns • Sales enablement • Direct mail	• Site visits • Engagement rates • Conversion rates	Days in pipe
Increase marketing influenced pipeline	Double marketing contribution to pipe	• Keyword intent-based campaigns	• Site visits • Engagement rates • Conversion rates	Number of opportunities
Drive upsells/ cross-sells	Increase upsells by $5M	• Personalized, targeted advertising and web experiences	• Site visits • Engagement rates • Conversion rates	Upsell Revenue

Mini Case Study: Superscripts

Challenge

Superscripts is one of the largest information networks in healthcare. The Superscripts team wanted to accelerate growth within its customer base by cross-selling new product offerings. However, with a complex sale that requires a large buying committee, Superscripts needed to reach multiple stakeholders in a single account.

Solution

With the Demandbase Advertising Cloud, Superscripts only attracted the accounts most important to them, with zero waste. And they personalized their display ads to each company on their target list, reaching them wherever they were on the Internet.

Results for Clinical Audience

116%
increase in page views

36%
lift in overall engagement

Results for Immunization Audience

36%
increase in page views

26%
lift in overall engagement

Setting Goals Worksheet 1

Map business objectives to marketing goals.

Business objectives	Year's marketing goals	Program/initiative	Activity metrics	KPI

Set Budgets

After determining your audience, sub-audiences, and goals, you are ready to plan your campaign budgets.

Tip

We recommend that you always use a dynamic account list with advertising campaigns. This list type will allow the maximum flexibility to add or remove accounts during a live campaign. The other list types allow for minimal changes. See page 15 for account list change limitations.

Budget approaches

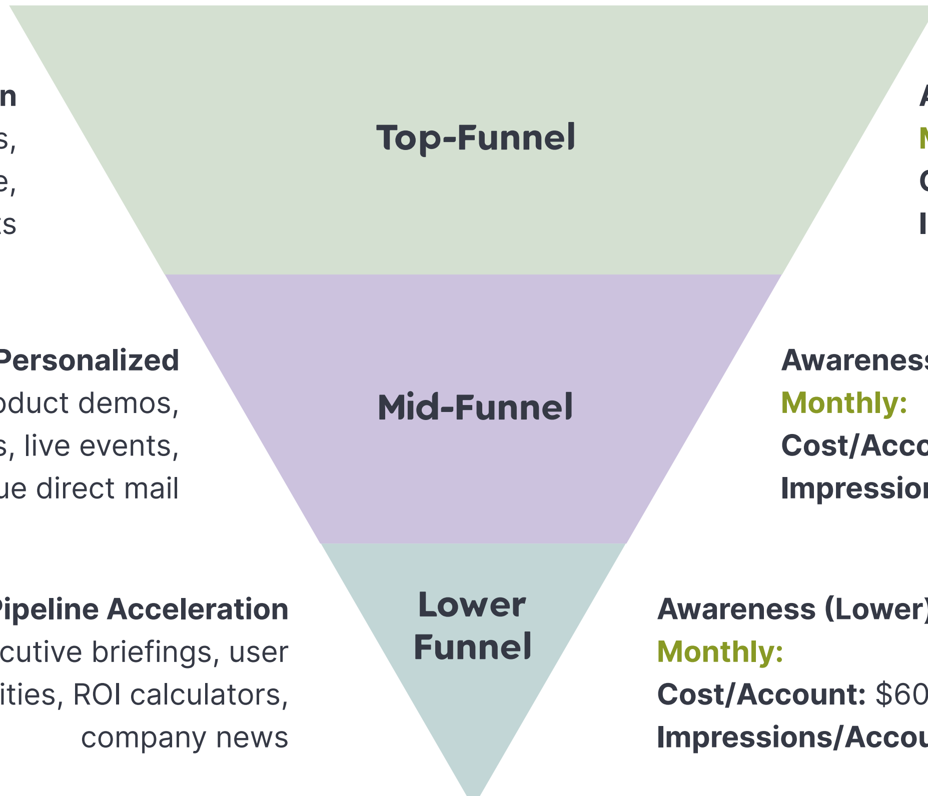
When setting up your ad campaigns, it's essential to budget based on the objective that you want to achieve: to increase awareness, engagement, or conversion. Apply a set monthly budget per company based on the objective. The set budget will ensure that you are extracting the maximum value out of each dollar of ad spend and the associated ROI. Here are three ways marketers typically distribute their budgets across accounts: by funnel stage, account priority, or business unit/opportunity size.

- **Funnel Stage:** Start with a low monthly budget for the top of funnel campaigns and increase the budget as you progress to mid and lower funnel campaigns.
- **Account Priority:** Start with a low monthly budget for Tier 3 accounts and increase the budget as you progress to Tier 2 and Tier 1 accounts.
- **Business Unit / Opportunity Size:** Start with a low monthly budget for low ACV accounts and increase the budget as you progress to medium and high ACV accounts.

Funnel stage — a budgeting best practice

As a best practice, most customers leverage the funnel stage method of budgeting as an optimal strategy within their ABM program. It's a simple and effective way of bucketing accounts and tracking their funnel progression. When applying a funnel stage campaign method, follow these guidelines to optimize the budget campaign performance.

Funnel Stage Budgeting



Awareness Intent Driven
Thought leadership webinars, eBooks, infographics, interactive, quizzes, assessments

Awareness (Top) Budget Guidelines
Monthly:
Cost/Account: $35-$50
Impressions/Account: 1,500-2,500

Engagement Intent-Driven and Personalized
White papers, how-to videos, product demos, webinars, customer case studies, live events, high-value direct mail

Awareness (Middle) Budget Guidelines
Monthly:
Cost/Account: $35-$60
Impressions/Account: 2,500-3,000

Pipeline Acceleration
On-boarding videos, executive briefings, user conferences, communities, ROI calculators, company news

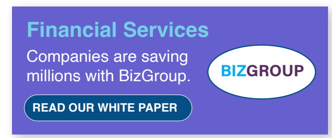
Awareness (Lower) Budget Guidelines
Monthly:
Cost/Account: $60-$75
Impressions/Account: 3,000-4,000

Section 6

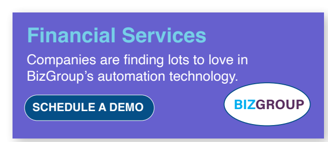
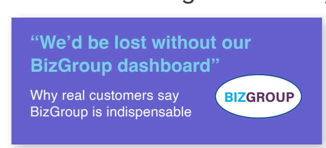
Campaign budgeting examples

In this section, we provide some ideas for how you might plan a campaign budget for your organization.

Mid-funnel campaign example

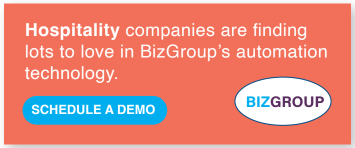
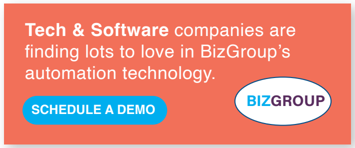
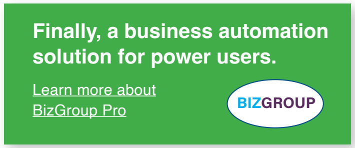
Campaign	Audience	KPIs	Creative	Budget
Pipeline "BizGroup" wants to use digital advertising to increase the number of opportunities that reach proposal stage.	175 accounts	• **Short-term:** engaged accounts • **Long-term:** accounts with opportunities reaching proposal stage	Tailored value prop (dynamic - by vertical) 	**$60** Monthly budget per account **$10,500** Monthly campaign budget

Multi-campaign strategy example 1

Campaign	Audience	KPIs	Creative	Budget
Awareness Top-of-funnel impact - awareness, consideration	1,500 accounts	• Accounts reached • High-intent users reached	Broad value proposition 	**$52,000** Monthly campaign budget ($35/account)
Pipeline Generate opportunities from target accounts with trending intent	500 accounts	• **Short-term:** engaged accounts • **Long-term:** accounts with pipeline opportunities	Broad value proposition (dynamic - by vertical) Sales engagement call-to-action 	**$25,000** Monthly campaign budget ($50/account)
Customer Drive renewal and upsell amount existing clients	50 accounts	• Closed-won opportunities	Retention message case study 	**$750** Monthly campaign ($15/account)

Campaign budgeting examples cont'd.

Multi-campaign strategy example 2

Campaign	Audience	KPIs	Creative	Budget
Hospitality Generate opportunities from hospitality target accounts with trending intent	150 accounts	• **Short-term:** engaged accounts • **Long-term:** accounts with pipeline opportunities	Tailored value prop (dynamic - by vertical) Sales engagement call-to-action 	**$3,750** Monthly campaign budget ($25/account)
Technology Generate opportunities from tech/software target accounts with trending intent	150 accounts	• **Short-term:** engaged accounts • **Long-term:** accounts with pipeline opportunities	Broad value proposition (dynamic - by vertical) Sales engagement call-to-action 	**$3,750** Monthly campaign budget ($25/account)
Product Launch 3/1/19 - 3/31/19 Drive awareness for new product among existing accounts and target accounts in the above verticals	750 accounts	• Accounts reached • High-intent users reached	Product introduction with broad value prop 	**$26,250** Campaign budget ($35/account) *Burst campaign*

Campaign Best Practices

1

Build campaign cadences

The most successful B2B campaigns deliver “the right message to the right audience at the right time.” That includes setting up the proper cadence of messaging. Serve up digital campaigns in one of these four cadences.

Digital campaign examples

Cadence	Campaign examples
Short-term, single CTA focused	• White paper offer • Invitation to register for an event
Sequenced	• Campaign 1. Brand awareness message to home page • Campaign 2. Product awareness message to product page • Campaign 3. White paper offer to download page
Always-on	• Keyword intent-based campaigns to all engaged accounts • Brand awareness campaigns to retailers and computer software accounts
Multi-campaign	• White paper offer to late-stage manufacturers • Invitation to late-stage FinServ firms to register for an event • Brand awareness campaign to early-stage retailers

Be aware that the right campaign cadence will often vary by segment, particularly if you have different goals for each. Thinking back to the **Create Account Lists** section, pick a few to work with as examples and plan campaigns for each:

Audience	Goal	Timing	Design	KPIs
Current Enterprise Customers	Create $5M in upsell opportunities this quarter	Always-on	• Monthly upsell offers based on product usage	• Engagement rates • Opportunities • Sales
Enterprise Retail Prospects	Add 10 net new logos this half	Sequenced	• 3 early-stage keyword intent-based offers • 3 late-stage keyword intent-based offers	• Web visits • Engagement rates • Opportunities • Sales
Enterprise Financial Service Firm Prospects	Prospects Increase engagement by 10% this month	Single CTA	• Industry insight / white paper offer	• Web visits • Engagement rates
Mid-market Accounts	Increase web traffic by 20%	Multi-campaign	• **Unaware:** Value prop 1, 2, 3 • **Early stage:** Industry-based content offers • **Late stage:** Keyword intent-based content offers	• Web visits

Once you add campaign cadence to the mix, you start to get a better idea of the scope of work associated with your campaign design. Again, if you're just getting started, pick one or two. For enterprise marketers who are tasked with conducting multiple campaigns across multiple audiences, the chart on the previous page is a great way to provide senior leaders with an overview of your advertising initiatives and how they align with corporate goals.

2

Take note of the campaign length

Longer advertising campaigns that span the full funnel can help build awareness and create more engagement. The result is a higher number of accounts that go into the pipeline with a higher average booking value.

3

Implement always-on campaigns

Why do always-on campaigns perform better?

- Website engagement is central to the research and evaluation process.
- Targeted display advertising is the most consistently successful channel for driving target accounts on site.
- Advertisers who turn campaigns off see substantial drop off in target account engagement.

29% increase in companies lifted

127% more website engagement

20% higher CTR

Always-on campaigns best practices

- Secure a baseline monthly budget for account-based advertising programs. Run a pilot program first to prove value if necessary.
- Plan core always-on campaigns for awareness, pipeline, and customer.
- Set aside budget for "burst" campaigns (or budget upweight on core campaigns) for events like new product launches or promotions.
- Use monthly or quarterly planning cycles to evaluate high-level strategy, creative/messaging, budget levels, and budget distribution.

Campaign Goal Worksheet 1

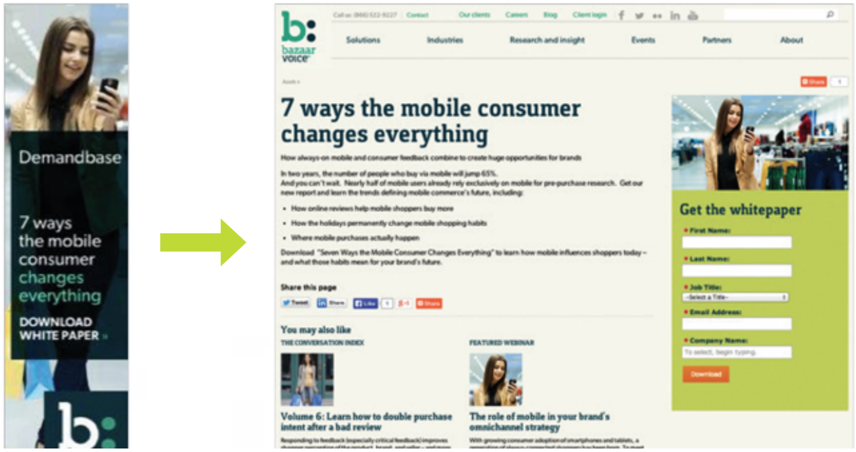
Plan campaigns

Audience	Goal	Timing	Design	KPIs

Section 8

Creative Best Practices

No doubt, the success of your advertising campaign can have a lot to do with the experience you deliver. When it comes to B2B digital advertising, the more you try to say, the less people will hear. Your copy and creative treatment across the entire experience must be clear, succinct and tightly aligned, or your target will lose interest. Here are the top proven creative best practices marketers lean on today:



Landing page for conversion example

1 Know your goals (awareness, engagement, conversion)

For audiences you've not previously communicated with, don't expect to drive a lot of content downloads. You're running an awareness campaign. Keep your campaign goal in mind. This will help you craft a more effective experience, ensure you are measuring the right KPIs, and help you set realistic campaign expectations.

2 Build trust over the customer journey

As you move target accounts from awareness through conversion, you can become more familiar with them, more assumptive, more assertive with your offers. Personalizing ads with the company name, for instance, might not be effective with accounts that hardly know who you are.

3 Align offers with campaign goal

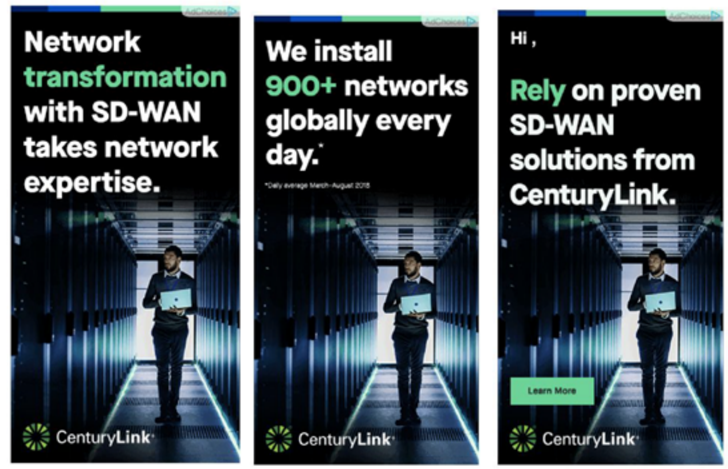
For an awareness campaign, marketers frequently send traffic to the home page where the visitor can get a full overview of the company and its offerings. If driving engagement, they send ad traffic to more in-depth site pages like product and solutions pages. And if they are driving conversion, they'll often send traffic to a gated page.

4

Tell your story in one to three frames

There's so much competition for attention online today, don't let your accounts get bored and sail away. While less is indeed often more, pacing out a multi-part message can maintain their interest.

Example of a three-frame campaign



5

Use consistent treatment and messages across ad, landing, and destination pages

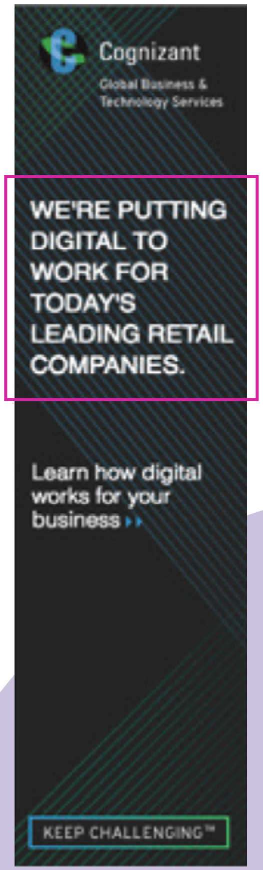
This cannot be emphasized enough, and it addresses the attention problem online today. Only consistent treatments and messages across the entire experience will yield good results.

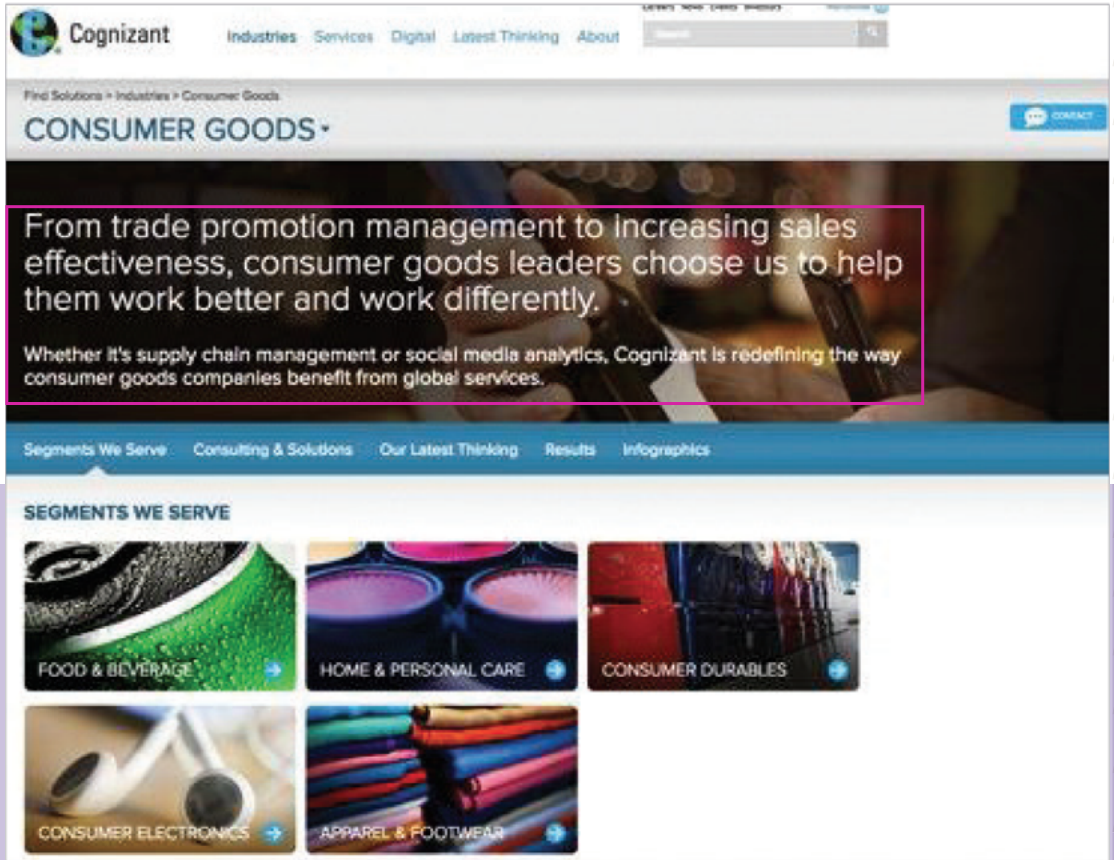
Your results will suffer if your ad...

- is mostly blue and the landing page is mostly green.
- uses big white san-serif font and the landing page uses small grey serif font.
- uses human imagery and the landing page uses abstract imagery.
- offers an industry report and the landing page offers a white paper.
- offers marketing analytics and the landing page touts a demand gen platform.
- features a brand message while the landing page features a product message.

Example:

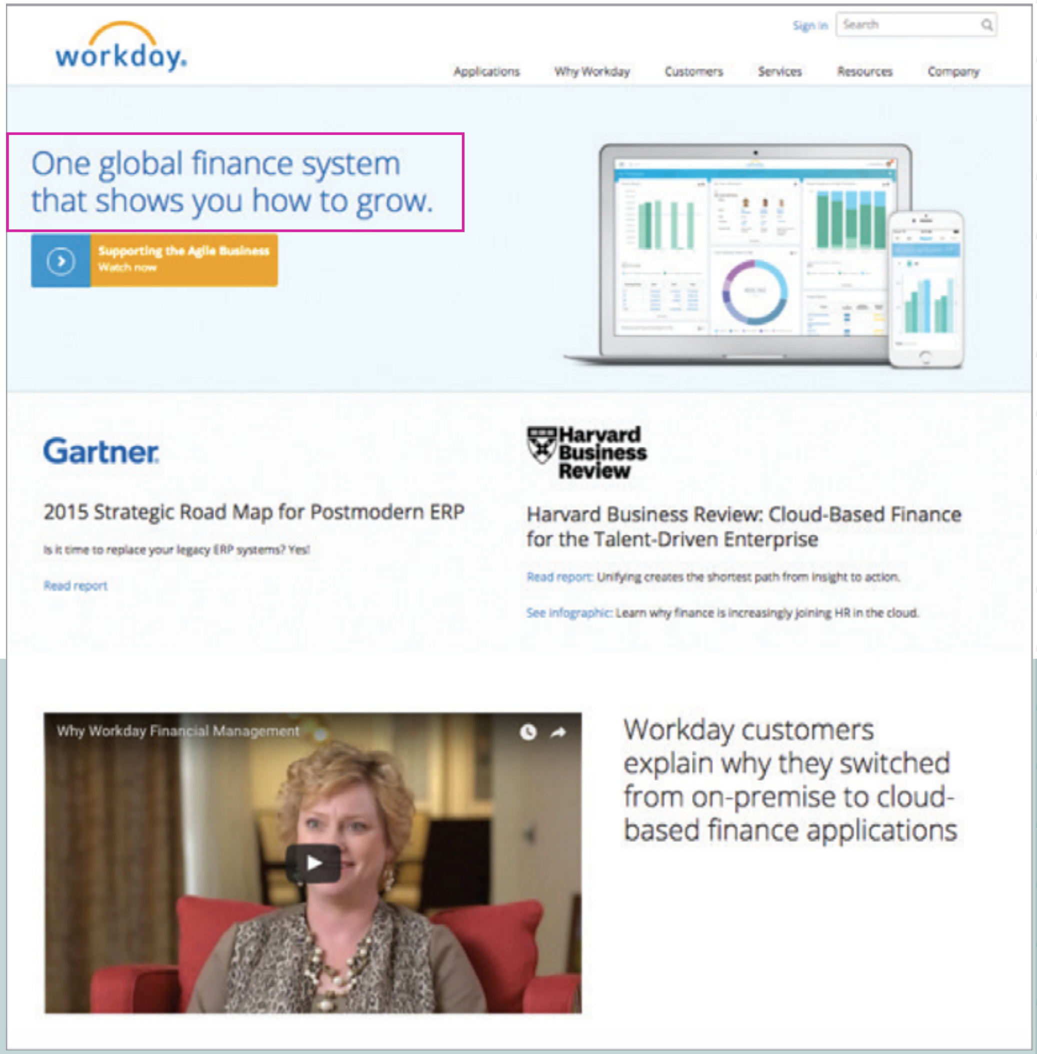
Landing page that is not consistent with ad creative





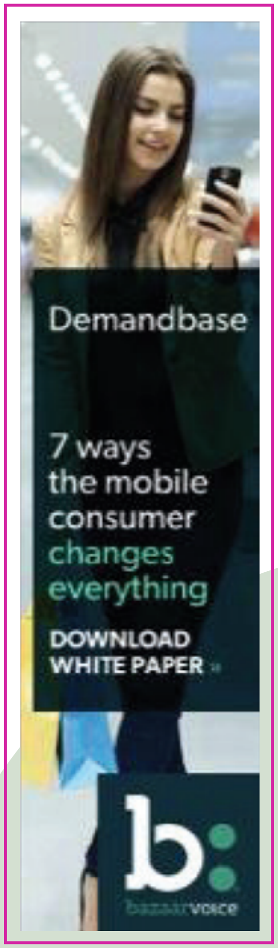
Example:

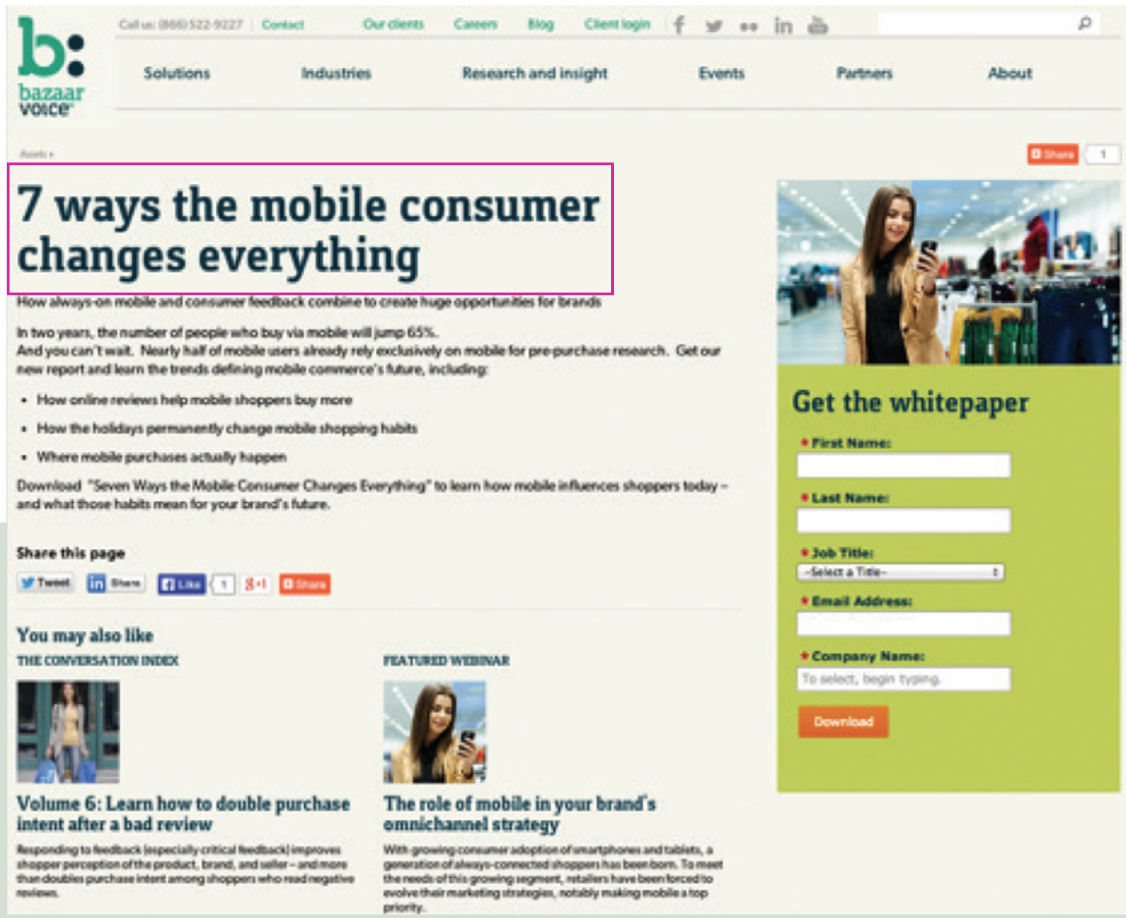
Landing page that is moderately consistent with ad creative



Example:

Landing page that is very consistent with ad creative





6

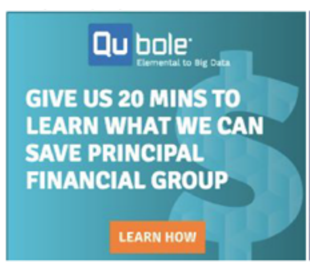
Personalize ads and landing pages

Delivering targeted, relevant content is critical to digital advertising success today. It cuts down on the noise by creating a more contextual experience. According to McKinsey and Company, It can also reduce acquisition costs by as much as 50%, lift revenues by 5-15%, and increase the efficiency of marketing spend by 10-30%.

The way you'll personalize your ads and landing pages will depend on your segmentation approach. Personalizing by company size, industry, company name, or keyword intent are conventional approaches.

Personalization best practices:

- **Avoid gratuitous personalization**. Make sure it works with the creative, i.e. make the messaging and personalization flow and seem intentional — not tacked on to an existing campaign.
- **Choose personalization that makes sense for your campaign** — company name personalization, for example, usually stands out the best. It causes people to take notice of an ad. Industry or vertical personalization has a slightly softer feel. It gets the personal point across without seeming too aggressive.
- **Use personalization in the final frame** for the greatest impact.
- **Make the personalized element stand out** — think about adding a contrasting color to draw attention to a busy web page.
- **Think about word-wrap**. Some longer names might cause text to unintentionally overlap and obscure important elements such as your logo, the CTA, or a background image. To ensure your ad layout will work for longer text, use placeholder text for the personalization such as {A Long Company Name Goes Here}.
- **Consider the CTA experience** — be specific, avoiding using generic terms like "learn more" or you won't cut through the noise. Likewise with "download", try "Get the Complimentary Report" instead.
- **Unify the ad and landing page copy** — think about repeating copy verbatim from ad to landing page. If your target is confused about where she has landed, she is likely to bounce.



Personalization examples:
Visit the Demandbase Advertising Showcase for more examples of current and past ads launched by Demandbase clients.

Mini Case Study: ServiceNow

servicenow

About

ServiceNow makes work better for people. Their cloud-based platform and solutions deliver digital experiences that help people do their best work.

Solution

Leveraging ABM and Demandbase, the ServiceNow team implemented personalization, testing, and customization strategies to engage and convert the target accounts coming to their website.

Highlights and Results

763
accounts targeted

14%
closed won

23%
downloaded demos

Section 9

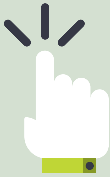
Measure Success

Perhaps no topic gets advertisers talking more than measurement. Despite the “close-the-loop” promise of programmatic, things are a bit more complicated in B2B. Depending on the metrics you focus on, the same campaign can appear to be wildly successful or a total waste of time and budget. So how should B2B advertisers approach measurement?

Resisting consumer KPIs

There’s long been an emphasis on clicks and conversions in B2B. It’s likely due to the fact that most advertising platforms were developed for consumer advertising, which makes up the great majority of ad budgets worldwide. We must keep in mind that our ultimate objective is to drive business. B2B advertisers are increasingly coming to the realization that some metrics just aren’t right for their programs:

Leads: Putting aside the fact that advertising is not a particularly efficient channel for lead generation, a lead focus also sidesteps important account-based marketing principles. In B2B, individuals don’t buy things. Buying committees do. Leads capture the actions of individuals, which can be potent intent signals — or just noise. Holistic engagement across the buying committee tells us so much more, regardless of whether someone ultimately fills out a form.



Clicks: Like leads, clicks are an individual action and don’t capture campaign impact across a buying committee, collectively. Clicks can be useful in a narrower sense. For example, tracking relative clickthrough rates (CTRs) across creatives can help highlight which messages are resonating most. Also, since existing customers often have a range of reasons to be on your site that have nothing to do with an evaluation, clicks from target accounts in a customer campaign can better capture how the specific campaign message is landing. If you must use clicks or CTR as a broader campaign KPI, be sure to restrict credit to qualified clicks — that is, clicks from a target account.

Short-term vs long-term

While we preach the virtues of always-on campaigns, we also recognize that planning cycles can lead to campaigns that run on a monthly or quarterly basis. For many B2B offerings, the sales cycle is significantly longer than two to three months. As such, for any campaign strategy, you'll want both long-term KPIs that measure the impact on the business, as well as short-term KPIs that serve as a proxy for the long-term goals.

Measure incrementally

It's not enough to track what happens within an account during the campaign timeframe. It will be rare that ads are the only marketing touching an account. And of course, for much of the journey there are sales reps reaching out as well. In order to properly evaluate a campaign's performance, it's important to isolate the campaign's impact as best as we can. That means zeroing in on measurement that shows incrementality, whether by comparing to a baseline period or to a control group of accounts.

Stage	Short-term KPIs	Long-term KPIs
Awareness	• Accounts reached • Impressions per account • High-intenders reached	• Accounts on site

Pipeline generation and nurture	• Lifted Accounts (time baseline)
	  • Accounts with increased activity
	  • Accounts new on site
		• Incremental opportunity generation (compared to control group)
		• Incremental closed-won deals (compared to control group)

Customer	• Clicks from customer accounts • Customer traffic to upsell/cross-sell product pages	• Incremental opportunity generation (compared to control group) • Incremental closed-won deals (compared to control group)

In Demandbase Advertising

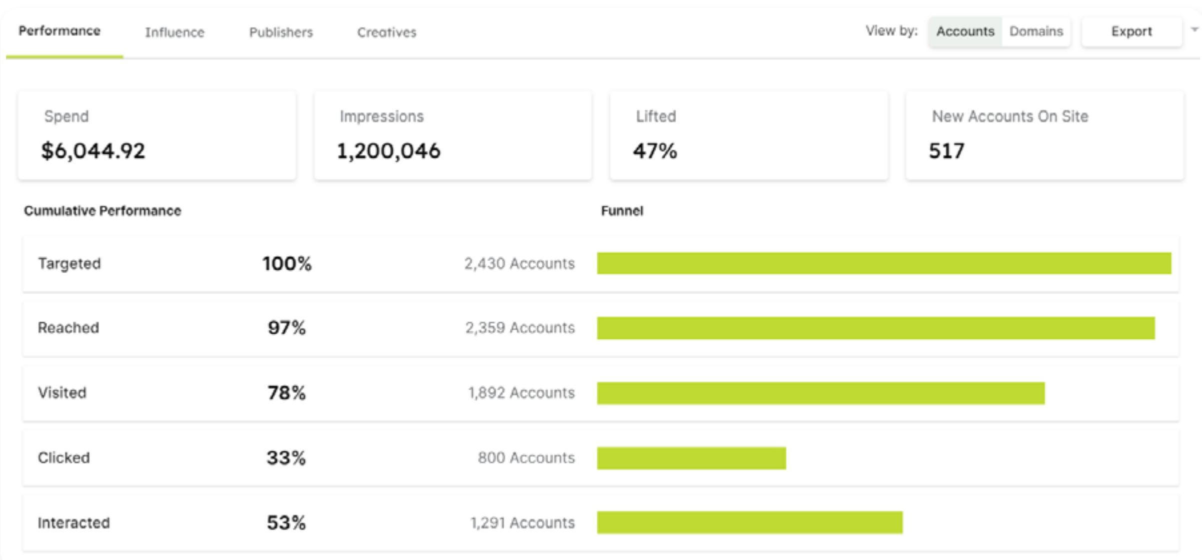
Demandbase's campaign reporting gives visibility into many metrics at the account level and person level. You can access metrics from the Advertising section within Demandbase, on the aggregate campaign view or by clicking each individual ad campaign.

Performance describes the campaign performance based on the date range selected on the top right of the page. These figures can be helpful in making decisions around campaign strategy over time.

Influence allows you to see how the campaign influenced pipeline, revenue, and other metrics. You may also compare the advertised list
to a comparison list.

Publishers shows a breakdown of the performance of each publisher in which the campaign is serving impressions. Metrics include clicks and click-thru rates.

Creatives shows a breakdown of the performance of each creative or ad group within the campaign(s). Metrics include clicks, click-thrus, and also video completion rates.



In the **Domains** tab, advertisers can evaluate campaign delivery and performance. The basics are all here, like impressions, clicks, and spend per account. Additional metrics can be added by clicking Edit Columns on the bottom left of the page.

Job Levels shows both the prioritized and the non-prioritized impression breakdown for every account in the campaign. View this area to confirm your impressions are being served to the right job levels.

Job Functions show both the prioritized and the non-prioritized impression breakdown for every account in the campaign. View this area to confirm your impressions are being served to the right job functions.

Domains | Job Levels | Job Functions | Known Contacts | Export

Accounts reached
2,359

Lifted accounts
1,134

New Accounts On Site
517

Accounts clicked
800

Domain name (1,749)	Accounts	Spend	↓ Impressions	Clicks	CTR	CPM	Pageviews
Total	2,430	$6,044.92	1,200,046	669	0.056%	$5.04	36,800
DXC Technology Co.	2	$28.13	5,801	7	0.121%	$4.85	106
Stifel Financial Corp.	1	$18.38	3,814	2	0.052%	$4.82	31
Takeda Pharmaceutical Co Ltd	2	$16.47	3,421	2	0.058%	$4.81	35
Paychex, Inc.	2	$14.97	2,862	1	0.035%	$5.23	88
Jacobs Solutions Inc.	1	$13.40	2,736	0	0%	$4.90	40
Thomson Reuters Corp	5	$13.88	2,682	1	0.037%	$5.17	83
Novartis AG	4	$13.34	2,622	2	0.076%	$5.09	30
Sanmina Corp	1	$12.10	2,512	3	0.119%	$4.82	20
Hilton Worldwide Holdings Inc	1	$12.15	2,495	0	0%	$4.87	45
Dassault Systemes SE	9	$12.83	2,459	1	0.041%	$5.22	112

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Approach ABX Advertising as a Long Game

In this golden era of B2B marketing, we have to make the best use of our advertising dollars — and prove it. Periods of great opportunity also mean increased competition, a faster pace of innovation, and more at stake. Learning how to launch and report on successful account-based experience (ABX) campaigns have become standard.

To deliver real business results quarter over quarter, win across an exploding array of channels, and keep up with the breakneck speed of martech innovation, don't launch campaigns in isolation. And don't measure their success in isolation. ABX is a long game. It's about generating greater marketing efficiencies over time.

You'll want to measure tactical campaign success carefully. And remember that all B2B marketing today is about constant iteration: Build optimization cycles into all your campaigns to improve results. Always keep your eye on the prize. Tie campaign success to real business outcomes like opportunity pipeline and sales revenue to answer this one question: how do all revenue teams contribute to the business bottom line?

Demandbase

Demandbase is Smarter GTM™ for B2B brands. We help marketing and sales teams spot the juiciest opportunities earlier and progress them faster by injecting Account Intelligence into every step of the buyer journey and orchestrating every action. For more information about Demandbase, visit www.demandbase.com.