



Beyond the Basics: Enhanced Strategies for Next-Level Advertising

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Campaign Audiences

Account List Segmentation

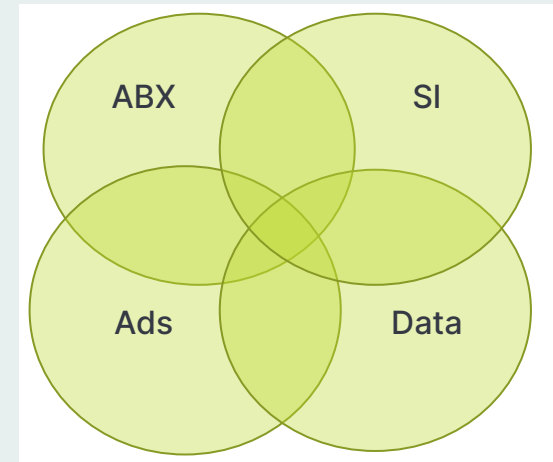
Tier Determines
Spend/Account



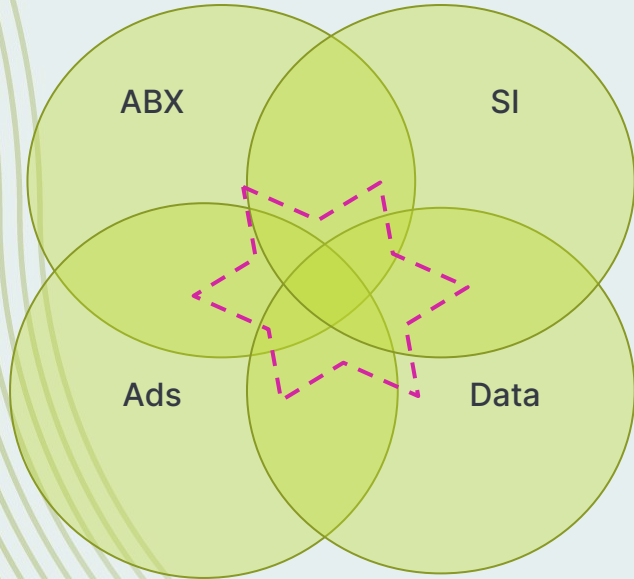
Journey Stage
Determines **Goal + Content**



Product ICP
Determines **Theme**



Audience Overlap & Mixed Messages



Basic **Advanced** 116 [Save](#)

Edit Logic

- 1 DBTAL = true

AND

- 2 Member of List In MAL-ICP-ABX

AND

- 3 Member of List In MAL-ICP-Data

AND

- 4 Member of List In MAL-ICP-SI

AND

- 5 Member of List In MAL-ICP-Ad

Four promotional cards from Demandbase are shown, each with a unique headline and a call-to-action button:

- Card 1:** Hey Demandbase, Your Go-to-Market Team is **Only as Good as the Data it Runs On**. Discover the most complete B2B data solution available. [Demandbase Data Cloud](#)
- Card 2:** Hey Demandbase, Looking to reach the full B2B buying committee? Get full funnel digital coverage at last. [Demandbase Advertising Cloud](#)
- Card 3:** Hey Demandbase, How do you orchestrate meaningful B2B interactions? Elevate your buyer's journey with Account-Based Experience. [Demandbase ABX Cloud](#)
- Card 4:** Hey Demandbase, Sales Hacks for Effective Sales Teams. Remove friction, accelerate sales cycles, and drive growth. [See it in Action](#)

Awareness	Data	Sales	Ads	ABX
Journey Stages	Qualified-Aware	Qualified-Aware	Qualified-Aware	Qualified-Aware
Tiers	1-3	1-3	1-3	1-3
Audience Differentiator	???	???	???	???
Matched Campaign	CampaignA	CampaignB	CampaignC	CampaignD

Acquisition	Data	Sales	Ads	ABX
Journey Stages	Interested-MQA	Interested-MQA	Interested-MQA	Interested-MQA
Tiers	1-3	1-3	1-3	1-3
Audience Differentiator	???	???	???	???
Matched Campaign	CampaignA	CampaignB	CampaignC	CampaignD

Acceleration	Data	Sales	Ads	ABX
Journey Stages	SQL-Pipeline	SQL-Pipeline	SQL-Pipeline	SQL-Pipeline
Tiers	1-3	1-3	1-3	1-3
Audience Differentiator	???	???	???	???
Matched Campaign	CampaignA	CampaignB	CampaignC	CampaignD

TOFU (Awareness)	Product 1	Product 2	Product 3	Product 4
Journey Stages	Qualified-Aware	Qualified-Aware	Qualified-Aware	Qualified-Aware
Tiers	1-3	1-3	1-3	1-3
Intent	Keyword Set 1	Keyword Set 2	Keyword Set 3	Keyword Set 4
Matched Campaign	CampaignA	CampaignB	CampaignC	CampaignD

Audience Differentiator

4 Accounts with Any Activity

A Demandbase Keyword Intent

- Intent Keyword Set = Competitive - Data Cloud,Data Cloud
- Intent Strength = HIGH,MED,LOW
- Activity Date In the Past 3 Months

MOFU (Acquisition)	Product 1	Product 2	Product 3	Product 4
Journey Stages	Interested-MQA	Interested-MQA	Interested-MQA	Interested-MQA
Tiers	1-3	1-3	1-3	1-3
Product Interest	EngMin Product1	EngMin Product2	EngMin Product3	EngMin Product4
Matched Campaign	CampaignA	CampaignB	CampaignC	CampaignD

Audience Differentiator

4 Product with the Most EngMins (1 mo) = Data

BOFU (Acceleration)	Product 1	Product 2	Product 3	Product 4
Journey Stages	SQL-Pipeline	SQL-Pipeline	SQL-Pipeline	SQL-Pipeline
Tiers	1-3	1-3	1-3	1-3
Opportunity	Product1 Opp	Product2 Opp	Product3 Opp	Product4 Opp
Matched Campaign	CampaignA	CampaignB	CampaignC	CampaignD

Audience Differentiator

6 Accounts with Any Opportunity

A Primary Product Interest = Data Cloud

+

Creating Segments by Product Interest

ABX

Logic: 1 or 2 or 3 or 4 AND OR

1 Demandbase Keyword Intent ≡ Add constraint

- Intent Keyword Set = A..., ABX Cl..., ABX Cl..., and 1 more
- Intent Strength Exists

OR

2 Trending Intent ≡ Add constraint

- Intent Keyword Set = A..., ABX Cl..., ABX Cl..., and 1 more

OR

3 Member of SFDC Campaign ≡ Add constraint

- Campaign Exists
- Campaign Type Exists
- Related Product = ABX Cloud

OR

4 Visited Web Page ≡ Add constraint

- Web Page Contains /prod... /prod... /pro..., and 12 more

+

[Reset to Last Saved](#) Close

Identify product interest based on groups of key activities such as...

Demandbase keyword intent

Trending intent (could also add TrustRadius intent)

Salesforce campaign response (content downloaded, webinars, etc.)

Webpage visits

Two Different Ways to Use...

No Overlap

Create product interest segments for each product and corresponding SFDC fields. Push product segment engagement minutes to field and use a calculated field in Salesforce to show the product with most engagement minutes

Engagement by Product	
Product with the Most EngMins (1 mo) ABX	Data EngMins (1 mo) 341
ABX EngMins (1 mo) 1,379	Sales Intelligence EngMins (1 mo) 629
Advertising EngMins (1 mo) 621	

Some Overlap

If you're okay with some accounts having messaging overlap if they have enough engagement, the change logic on the selector to be based on total engagement mins vs any activity

1 Accounts with total Engagement Minutes >= 25 for Activities

A MAS-Product-Interest Add constraint

D Value = ABX

D Activity Date In the Past 1 Month

+

Map Content Back to Campaigns

TAL-Awareness-Data

TAL-Awareness-Sales

TAL-Awareness-ABX

TAL-Awareness-Ads

TAL-Acquisition-Data

TAL-Acquisition-Sales

TAL-Acquisition-ABX

TAL-Acquisition-Ads

TAL-Acceleration-Data

TAL-Acceleration-Sales

TAL-Acceleration-ABX

TAL-Acceleration-Ads

Acquisition	Data	Sales	Ads	ABX
Journey Stages	Interested-MQA	Interested-MQA	Interested-MQA	Interested-MQA
Tiers	1-3	1-3	1-3	1-3
Product EngMins Criteria	≥ 25 Data Eng Mins	≥ 25 Sales Eng Mins	≥ 25 Ads Eng Mins	≥ 25 ABX Eng Mins
Matched Campaign	Believe In Your Data	Sales Innovation	Ads Innovation	Buying Groups
Supporting Assets	Data Playbook Data Trial Clean Data Webinar	Outreach Integration SI Trial SI Tour	Ads First Trial Connected TV Ads 2023 Report	BG Guide BG Interest List BG Webinar LinkedIn Live Series

Campaigns & Creative

Awareness (TOFU) Campaign
Campaign Goal: Brand Awareness
Journey stages: Qualified, Aware
Ads pointing to product pages, product tours, etc.

Acquisition (MOFU) Campaign
Campaign Goal: Lead Gen
Journey Stages : Engaged, MQA
Ads for certifications, report, ebooks, etc.

Acceleration (BOFU) Campaign
Campaign Goal: Web Visits
Journey Stages: Pipeline
Ads for customer stories, competitive pages, etc.


Hey Demandbase,
Sales Hacks for Effective Sales Teams
Remove friction, accelerate sales cycles, and drive growth



See it in Action

D Demandbase


Hey Demandbase,
Your Go-to-Market Team is **Only as Good as the Data it Runs On**
Discover the most complete B2B data solution available



Demandbase Data Cloud

D Demandbase

Hey Demandbase,
Looking to reach the full B2B buying committee?
Get full funnel digital coverage at last.



Demandbase Advertising Cloud

D Demandbase


Hey Demandbase,
How do you orchestrate meaningful B2B interactions?
Elevate your buyer's journey with Account-Based Experience



Demandbase ABX Cloud

D Demandbase


Hey Demandbase,
Learn How to Build an ABM Charter with Inverta
A worksheet and video to help you start planning your ABM strategy!



Get My Worksheet

D Demandbase

Hey Demandbase,
A DBTV Original Series: The Sales Funnel
Become a better seller using tips from our own Demandbase experts



Watch the Series

D Demandbase


The 2023 State of B2B Advertising Report
An expert lens on market trends, key challenges, and recent advancements



Get the report

D Demandbase


Hey Demandbase,
Ever wondered, 'How Clean Really is My Data?'
Visualize your data needs to identify what you have and what you don't



Get the Checklist

D Demandbase

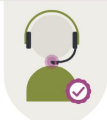
Hey Demandbase,
What makes Demandbase a great ABM partner?
"I am truly so grateful we did not choose the other vendor every single day."



Read the Case Study

D Demandbase

Hey Demandbase,
You shouldn't have to deal with lousy customer support, let alone pay for it
90% of customers say our service & support is better than other vendors



Find out why

D Demandbase

Hey Demandbase,
Unlike other vendors, we don't rely on email scraping to get data
Our data is multi-sourced, and continuously validated by real people



See the DB difference

D Demandbase

Hey Demandbase,
The Total Economic Impact™ of Demandbase, April 2022
Get the Full Study to See the True ROI of a Smarter Go-to-Market.



Get Your Copy Today

D Demandbase

Omnichannel in Action

Digital Campaign Audiences & Channels

	Awareness	Acquisition	Acceleration
Journey Stages	Qualified-Aware	Interested-MQA	SQL - PipelineOpp
Tiers	1-3	1-3	1-3
Audience Trigger	Med/High Intent	≥ 25 Eng Mins	Open Opportunity
Channels	<pre>graph TD; Youtube --- LinkedIn; Youtube --- Retargeting; Youtube --- Display; LinkedIn --- Retargeting; LinkedIn --- GoogleAds[Google Ads]; Retargeting --- GoogleAds; Retargeting --- Webchat; Display --- GoogleAds; Display --- Webchat; GoogleAds --- Webchat;</pre>		

Awareness Strategies: Display + Youtube

Audience: Accounts showing intent on advertising but have not visited page

1 Accounts with Any Activity

- A Demandbase Keyword Intent
- Intent Keyword Set = Advertising Cloud
- Intent Strength = HIGH

AND

2 Accounts with No Activities

- A Visited Web Page
- Web Page = demandbase.com/products/advertisi...

In Display: Warm accounts with relevant messaging and get them engaging with your website

Hey Demandbase,
If you're in digital B2B marketing, you should know what a DSP is

Most are built for B2C, only one is built for B2B

[Demandbase B2B Adtech](#)

D Demandbase.

Audience: Same as display but at the person level vs the account level

1 People with Any Account

Logic: A and B AND OR

A That have Any Activity

- a Demandbase Keyword Intent
- Intent Keyword Set = Advertising Cloud
- Intent Strength = HIGH

AND

B That have No Activities

- a Visited Web Page
- Web Page = demandbase.com/products/advertisi...

In Youtube: Warm known contacts with relevant videos to start getting them to engage with the website

Google Analytics 4 Tutorial for Beginners

Analytics Mania - Google Tag Manag...

12K

Share

Download

People Based Advertising

Use Cases

- **Known Contacts** - Reach specific individuals by creating a people list of current contacts within account list
- **Job Level** - Reach Executives/C-Suite. Usually when targeting smaller companies where C-Suite is involved in purchase decisions
- **Job Function** - Amplify brand awareness in an entire department, potentially unsure of where decisions are made
- **Persona** - Get in front of key decision makers and/or specific messaging plays
- **Combo** - Decision makers who might be outside of typical target function

People based targeting (optional)

Target more precisely than you thought possible! When there's a match with the individuals you specify, our bidder will prioritize them alongside the people showing the highest intent within the account list you specified.

+ Contacts you already know

+ Job level

+ Job function

+ Persona

Awareness to Acquisition Strategies: Display + LinkedIn

Audience: Accounts showing intent on advertising platforms but have no visited page

1 Keyword Set = Advertising

2 Strength = High

3 No visits to page contains /products/advertising

In Display: Warm them intent topic messaging and get them engaging with your website

Hey Demandbase,
If you're in digital B2B marketing, you should know what a DSP is
Most are built for B2C, only one is built for B2B

Demandbase B2B Adtech

D Demandbase.

Audience: Same as display but have visited the website

1 Keyword Set = Advertising

2 Strength = High

3 Visit Web Page Contains /products/advertising

In LinkedIn: Now they they are aware of brand / engaging with site, introduce related gated content

D Demandbase
53,700 followers
Promoted

It's time to forget what you know about B2C advertising measurement! Download this guide today to learn more.

eBook
Modern B2B Advertising Measurement
A guide to empower digital B2B marketers

Read the eBook

D Demandbase.

Modern B2B Advertising Measurement
demandbase.com

Download

Leveraging Orchestration Audiences Strategically

Use Case → **Acquiring** Net New Contacts for Accts

LinkedIn Campaign

1. In Demandbase One → Sync audiences via Orchestration:
 - Account List - All Target Accounts
 - People List - All Current Contacts
2. In LI Campaign Manager →
 - Target the Accounts, Suppress the People List
 - No Wasted Spend

Target these Accounts →
but not these People
in those accounts →

Who is your target audience?

Include people who have **ANY** of the following attributes:

Third Party Company
ABA_EMEA_SQL_Accounts

Narrow audience further

Exclude people who have **ANY** of the following attributes:

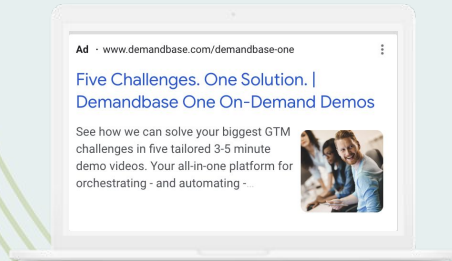
Third Party Contact
EMEA-SQLOpp-Contacts

Paid Search Acquisition Strategies

1

Campaigns Targeting Current Contacts

Using DB1 audience list via orchestration as target list, ads will only show to current contacts searching keywords in our tiers 1-4 accounts

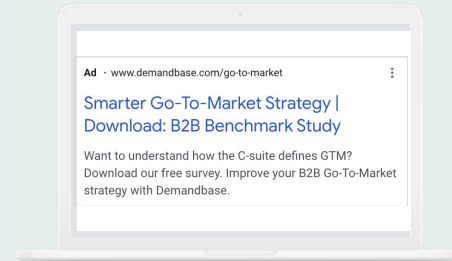


Allows us to adjust budgets to **bid higher** for people at our tiered accounts

2

Campaigns Excluding Current Contacts

Using DB1 audience list as exclusion list, ads will only show to people not in database searching keywords without bidding conflict



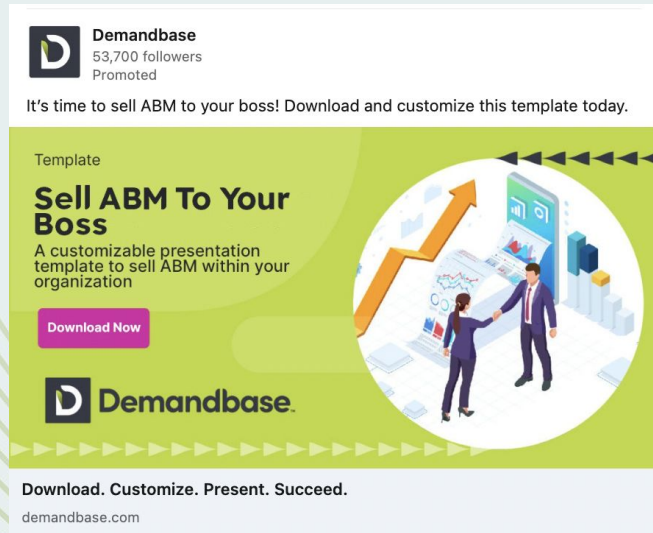
Allows us to not miss out on people outside tiered accounts for **key search terms**

Acceleration Multichannel Strategies

New Leads Generated

Audience: TAL / Demand Gen List

Action: Downloaded content indicating they're progressing in buyers journey



Demandbase
53,700 followers
Promoted

It's time to sell ABM to your boss! Download and customize this template today.

Template

Sell ABM To Your Boss

A customizable presentation template to sell ABM within your organization

[Download Now](#)

D Demandbase.

Download. Customize. Present. Succeed.
demandbase.com

The ad features a green background with a circular illustration of two business professionals in a meeting, surrounded by data charts and a large upward-pointing arrow. Navigation arrows are visible at the top and bottom of the ad.

Retarget with Display & LinkedIn

Audience: Engaged target accounts

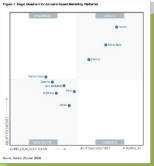
Action: Provide follow up resources to help guide them / stay top of mind



Hey Demandbase,

Demandbase Named a Leader for Second Time in a Row

2022 Gartner® Account-Based Marketing Platforms Magic Quadrant™



[Get the Report](#)

D Demandbase

The ad features a green background with a white box containing a Gartner Magic Quadrant chart. The chart shows Demandbase in the top-left quadrant, labeled 'Leader'. A 'Get the Report' button is located below the chart.

Leveraging Orchestration Audiences Strategically

Use Case → **Reaching & Engaging** Current Leads/Contacts in Target Accounts

LinkedIn Campaign

1. In Demandbase One → Sync audiences via Orchestration:
 - Account List - All Target Accounts
 - People List - All Current Leads/Contacts
2. In LI Campaign Manager →
 - Target the People list
 - But require they be with an account on the Account list

Target these People →
but only if they are
in these accounts →

Who is your target audience?

Include people who have **ANY** of the following attributes:

Third Party Contact

EMEA-Aware-Contacts

AND also have **ANY** of the following attributes:

Third Party Company

ABA_EMEA_Aware_Accounts

Use Targeting Types for Relevant Content at Person Level

Ad Group (2,063)	Details	Targeting type
<input checked="" type="checkbox"/> PipelineOpp-Tiers1-3-SmarterGTM-BabyGotBack	5 creatives	Standard
<input checked="" type="checkbox"/> PipelineOpp-Tiers1-3-SmarterGTM-BlahBlahBlah	5 creatives	Standard
<input checked="" type="checkbox"/> DataCloudPage-PipelineOpp-Tiers1-3-DataCloud	5 creatives	User retargeting
<input checked="" type="checkbox"/> CleanDataChecklist-PipelineOpp-Tiers1-3-DataCloud	5 creatives	User retargeting

Display this creative only to users who haven't yet visited your website

Display the creative only when a user previously visited your website



User aware of brand + engaged with site



Ad relevant to opportunity

VS.



User never engaged with site



Brand awareness ad

Acceleration LinkedIn Strategy

Person-Level

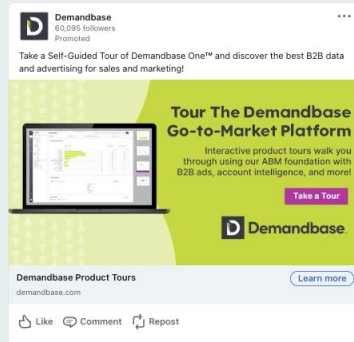
Audience: Contacts that are only a few points away from MQL score threshold

1 👤 Activity Points to MQL >= 1

AND

2 👤 Activity Points to MQL <= 10

Campaign drives to high value web pages so engagement mins help contacts reach MQL score



Set up a dynamic list to be able to track your success!

1 👤 People With Any Activity

A 👤 Member of Audience

Audience = Automation For Audience: LinkedIn_...

+

AND

2 👤 Activity Points to MQL <= 0

Account-Level

Audience: Accounts that have been in engaged for more than 30 days

3 🏠 Journey Stage = Engaged

AND

4 🏠 Days in Journey Stage >= 30

Campaign has content that if the account engaged with they will move to the next journey stage



Set up a dynamic list to be able to track your success!

1 🏠 Accounts with Any Activity

A 👤 Member of Audience

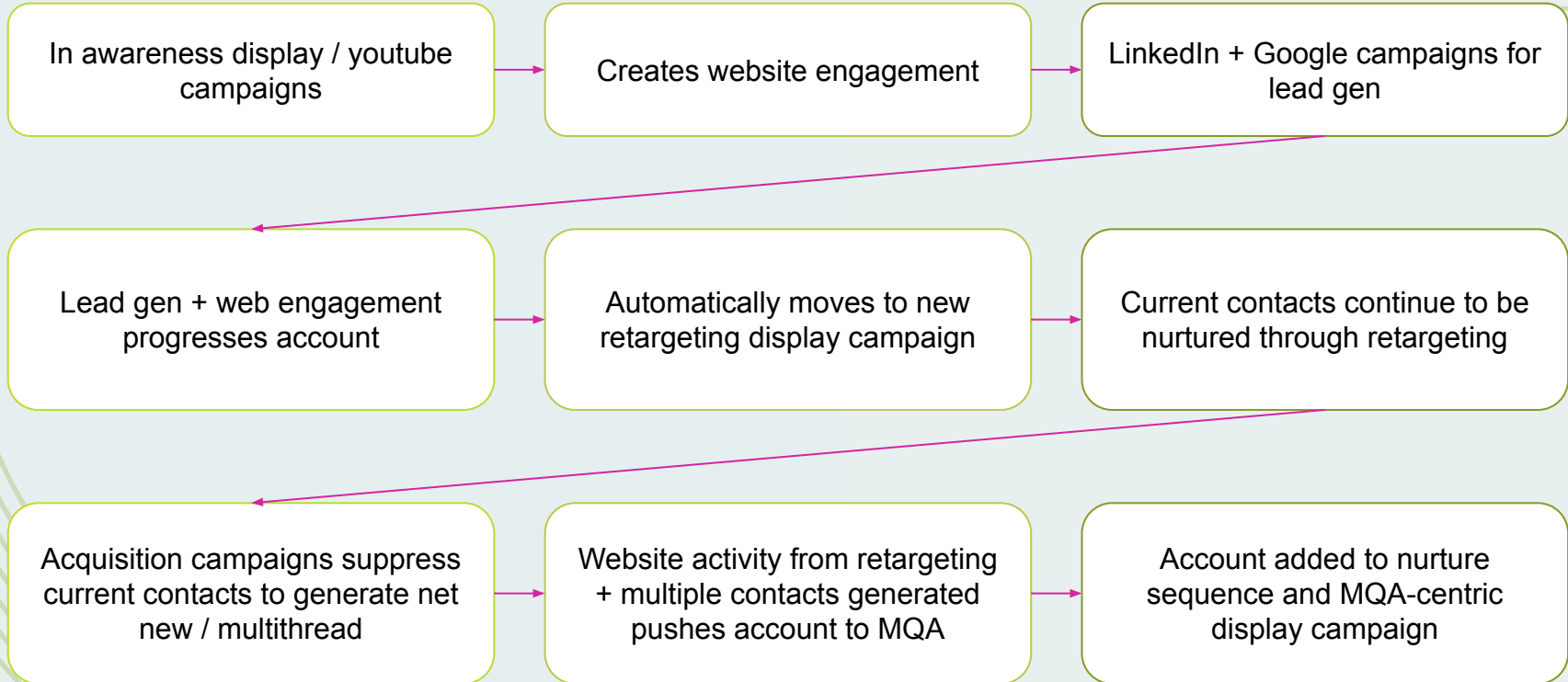
Audience = Automation For Audience: ABA_ENT_...

+

AND

2 🏠 Journey Stage = MQA,SQL Opportunity

Multichannel Strategies: Display + LinkedIn

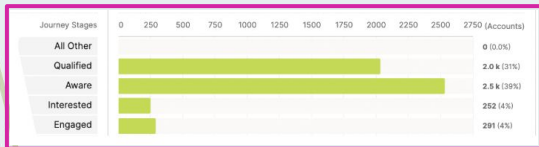


Digital Campaign Audiences & Channels

	Awareness	Acquisition	Acceleration
Journey Stages	Qualified-Aware	Interested-MQA	SQL - PipelineOpp
Tiers	1-3	1-3	1-3
Audience Trigger	Med/High Intent	≥ 25 Eng Mins	Open Opportunity
Channels	<p>Display</p> <p>Youtube</p>	<p>Linkedin (LG)</p> <p>Google Ads</p> <p>Webchat</p>	<p>Retargeting</p> <p>Linkedin (Eng)</p>

Measuring Success

Digital Advertising Works at Every Stage of the Buying Journey



Middle of Funnel

Effective at driving engagement

Top of Funnel

Effective at creating brand awareness

Test Group A	Velocity	Conversion
Qualified	28 days	62%
Aware	34 days	35%

Test Group B	Velocity	Conversion
Qualified	52 days	45%
Aware	36 days	24%

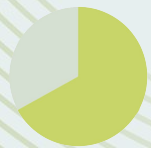
Bottom of Funnel

Effective at impacting pipeline/revenue

	07:01:22 - 09:30:22	07:01:22 - 09:30:22
Pipeline	\$15,824,280	\$10,116,256
Revenue	\$4,407,908	\$2,637,569
	Pipeline - \$2,306/Acct Revenue - \$642/Acct	Pipeline - \$151/Acct Revenue - \$38/Acct

Retention

Effective at improving customer engagement



67% of customers with a health score >50 interacted with display

Awareness Impacts

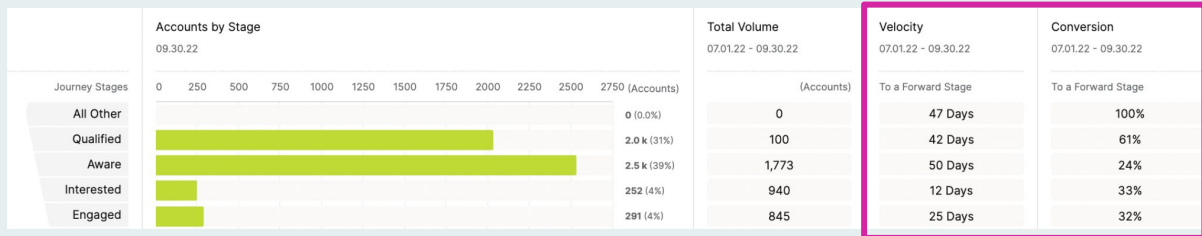
- Qualified journey stage velocity was **54% faster** in test group A
- Qualified journey stage conversion rate was **27% higher** in test group A
- Aware journey stage conversion rate was **31% higher** in test group A
- Engaged journey stage velocity was **40% faster** in test group A
- Avg. velocity in test group A was 31 days compared to 38 days in test group B (**18% faster**)
- Avg. conversion rate in test group A was 40% compared to 33% in test group B (**21% higher**)

<i>Test Group A</i>	Velocity	Conversion
Qualified	28 days	62%
Aware	34 days	35%
Interested	14 days	58%
Engaged	9 days	33%
MQA	70 days	10%

<i>Test Group B</i>	Velocity	Conversion
Qualified	52 days	45%
Aware	36 days	24%
Interested	15 days	56%
Engaged	15 days	31%
MQA	72 days	8.5%

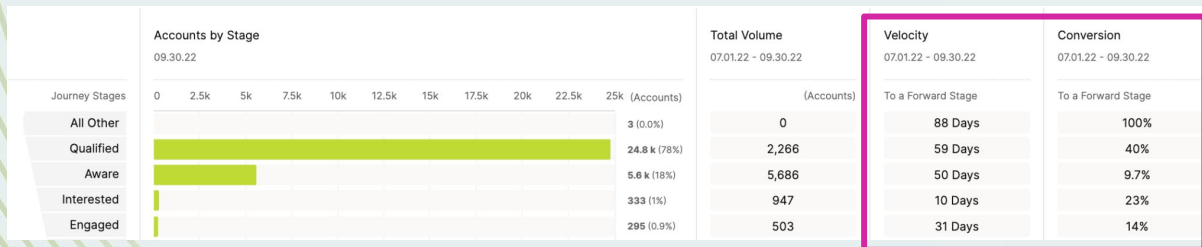
Engagement Impacts

Accounts **with** Ad Clicks



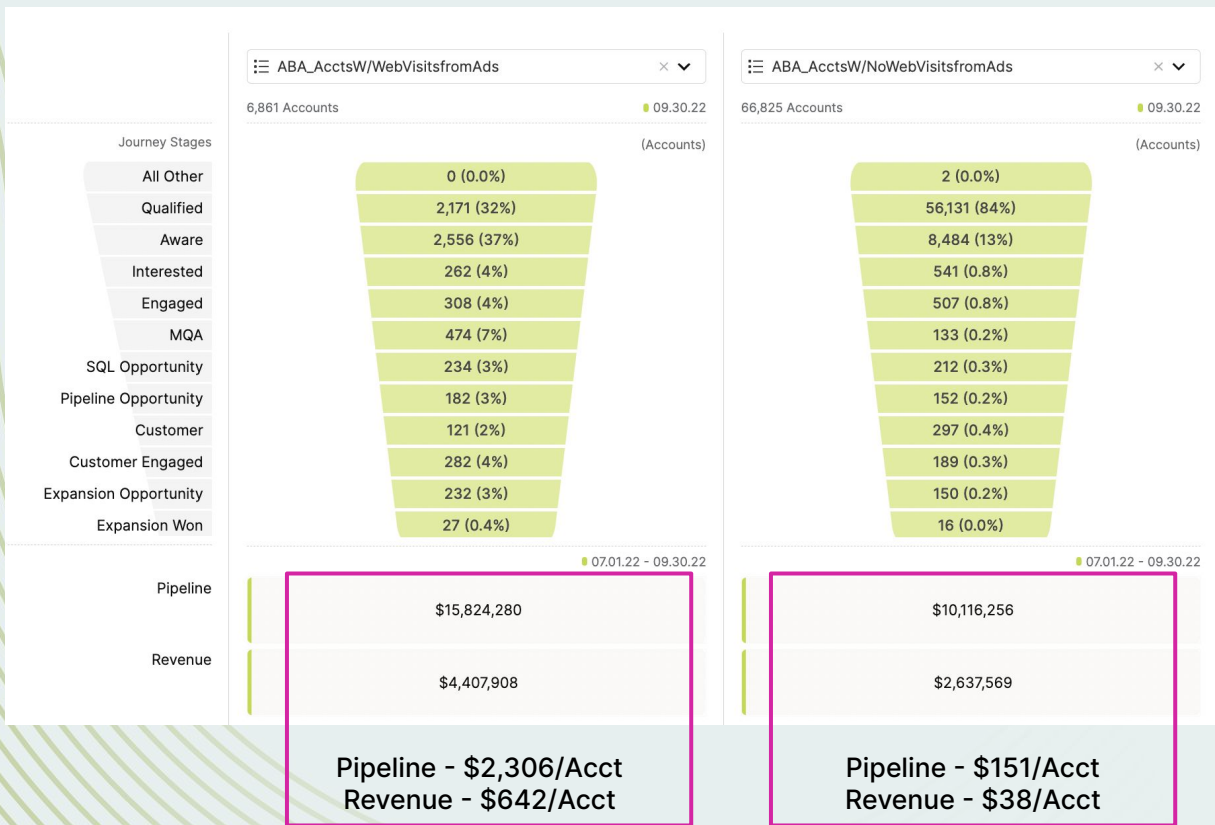
Of accounts that clicked on an ad, a higher percentage of accounts converted to a forward stage compared to those who did not click on an ad

Accounts **with No** Ad Clicks



Velocity, i.e. time to convert forward, was less on average for accounts that clicked on an ad vs. accounts that didn't

BOFU Impacts



Left funnel account list-

- Accounts in tiers 1-4, active journey stage, and have visited the website from a display ad in the last 6 months

Right funnel account list-

- Accounts in tiers 1-4, active journey stage, and have not visited the website from a display ad in the last 6 months

Opportunity Data: Impressions vs No Impressions

In the journey stages section of the platform, you can compare key metrics between the two lists to see what impact display ad impressions seem to have on opportunities

Journeys Tenant: Demandbase (1681)
Q4Opps_AdImpressions Nov 11, 2023 Dec 11, 2023

Saved Filters: Load Filter MAS-Account-Tier (Segment): Please select... Account Segment: Please select... Customer Type: Please select... [More Filters](#)

Selected List Q4Opps_AdImpressions
Compare to Q4Opps_WithNoImpressions Nov 11, 2023 Dec 11, 2023
[+ Compare another list](#)

Pipeline ● \$2,769,277 ● \$2,935,052	Revenue ● \$523,928 ● \$1,753,244	Opportunity close rate ● 50% ● 36%	Average deal size ● \$58,214 ● \$46,138
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Multichannel Impacts - Display Ads + LinkedIn

Just visited the website from LinkedIn **did not** visit from display ads



\$2,940/Acct

\$281/Acct

With Display

\$14,781/Acct - 5X

\$10,439/Acct - 37X

Visited the website from LinkedIn **and** display ads



\$14,781/Acct

\$10,439/Acct

LinkedIn A/B Test

Test: Group A received display ads in addition to a LinkedIn campaign while Group B only had a LinkedIn campaign. For the same spend in both LinkedIn campaigns, Group A had...

Campaign Name	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC	Total Engagement	Engagement Rate
<input type="checkbox"/> 2 filtered of 310 campaigns	11,905	65	0.55%	-	\$260.10	\$47.64	87	0.73%
<input type="checkbox"/> namer_lead_gen-engaged-tier4-na-mktg-lead_gen-na-testgroupa ID: 217782194 · Sponsored Content	6,374	39	0.61%	Maximum Delivery	\$243.61	\$39.82	50	0.78%
<input type="checkbox"/> namer_lead_gen-engaged-tier4-na-mktg-lead_gen-na-testgroupb ID: 217782564 · Sponsored Content	5,531	26	0.47%	Maximum Delivery	\$279.11	\$59.37	37	0.67%

50%
more
clicks

30%
higher
CTR

13%
lower
CPM

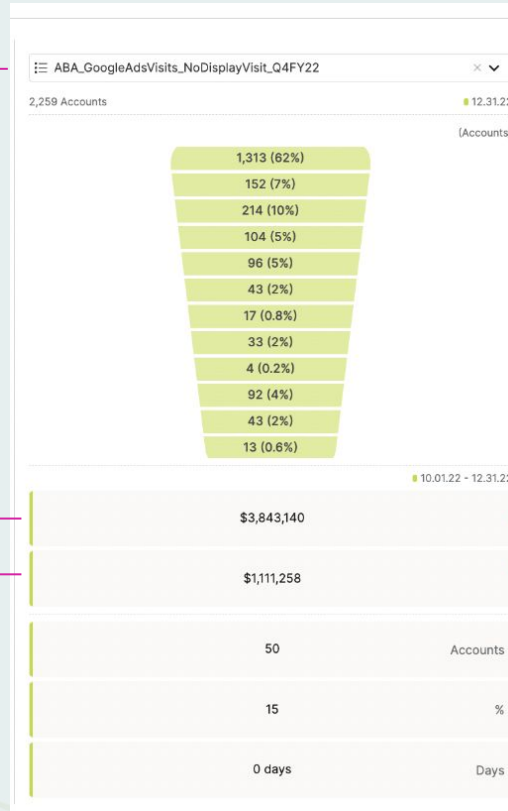
33%
lower
CPC

35%
more
engagement

16%
higher
engagement rate

Multichannel Impacts - Display Ads + Google Ads

Just visited the website from Google Ads **did not** visit from display ads



Visited the website from Google Ads **and** display ads



With Display

\$11,694/Acct - **7X**

\$6,147/Acct - **12.5X**

The image features a dark blue background with decorative curved lines in the corners. On the left, a series of parallel, light green curved lines sweep from the top towards the bottom. On the right, a similar series of parallel, light green curved lines sweep from the top towards the bottom. In the center, the text "Thank you!" is displayed in a bold, white, sans-serif font.

Thank you!