Understanding Display Advertising for B2B

Everything you need to know about the best digital ABM channels.

terminus

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Why Display Ads for B2B?

Two decades of buying trends aren't wrong — every year B2B buyers spend more time online, do more of their research on their own, and get less likely to interact with sales or fill out a form.

The best B2B marketers have figured out how to give these buyers what they want by choosing the right content for a prospect based on who they are, and putting it in front of them where they are — on the open web.

With new account and function-based targeting methods, display is now the #1 way to put your message in front of target buyers for 6.5 hours a day, without needing an email address.

Overlook display ads at your own risk. It's the best way to get in front of a sales-averse, digital-first B2B buyer.

Source: https://go.forrester.com/blogs/welcome-to-the-b2b-marketing-renaissance/

68%
of B2B buyers prefer to research online on their own.

60%
prefer not to interact with a sales rep.

62%
of B2B buyers develop selection criteria or finalize a vendor list — based solely on digital content.

Today's B2B buyer is sales averse, digital first.

How Does Account-Based Ad Targeting Work?

There are two main types of account-based advertising — cookie-based and IP-based. Understand the differences so you can decide what's best for your advertising goals.

Cookie-Based Targeting

Cookies are small text files that record information about your device and web behavior to allow websites to tailor content to you. Cookies enable B2B advertisers to target devices whose users work at a specific company, have a particular title, or show other attributes of interest. They vary in exactly what data they encode - and different ad technologies provide different levels of accuracy and protection against fraud (devices pretending to be the device you're trying to target).

Pros

+ Target buyers on and off their work wifi (75% of open web browsing happens off the work IP address)

+ Target by department and title

+ Prevents serving to companies with many people on their work wifi (e.g. hospitals)

Cons

✖ Cannot be used in the EU (to comply with GDPR)

✖ Cookie data is limited outside of the US

IP-Based Targeting

IP-based targeting uses the IP address of a company to serve ads to any devices browsing the web on that company's wifi. It's great for serving ads when people are in the office or on a specific network, but you won't be able to serve ads outside of these occasions (which typically covers approximately 25% of open web browsing time).

Pros

+ Broader coverage of every device on a specific IP address

+ GDPR compliant

Cons

✖ Can only serve impressions to people while they are in the office

✖ Does not allow function or title-level targeting

✖ Can be inaccurate, especially beyond Fortune 1000-scale companies

Retargeting

Retargeting is a cookie based targeting strategy. By placing a pixel on your website, you can collect the cookie from that visiting device and then serve that device impressions. This is an extremely valuable form of impression! These are the contacts that have come to your website and are actively interested in your brand. Capitalize on this opportunity and maintain their attention!

What About IP Cookie Overlays?

This is a unique type of targeting that combines IP and Cookie targeting. You first target the company IP, and then serve impressions to only a subset of cookied devices on that IP address.

Some providers offer this option if they cannot support cookie targeting, but this is not cookie targeting. This hodgepodge of IP and cookie target actually doesn't solve the problem with IP targeting. You still can't serve impressions outside of the office. Furthermore, if you want to serve impressions to target personas, your reach will be extremely limited because your can only target cookied devices within the company IP.

This strategy is typically only effective when targeting very large companies who do not have remote employees. The vast majority of the time, your goals will be better achieved with alternative strategies.

The vast majority of the time, your goals will be better achieved with alternative strategies.

Total Available Impressions (IP +Cookie)

Available IP Impressions

Available IP-Cookie Overlay Impressions
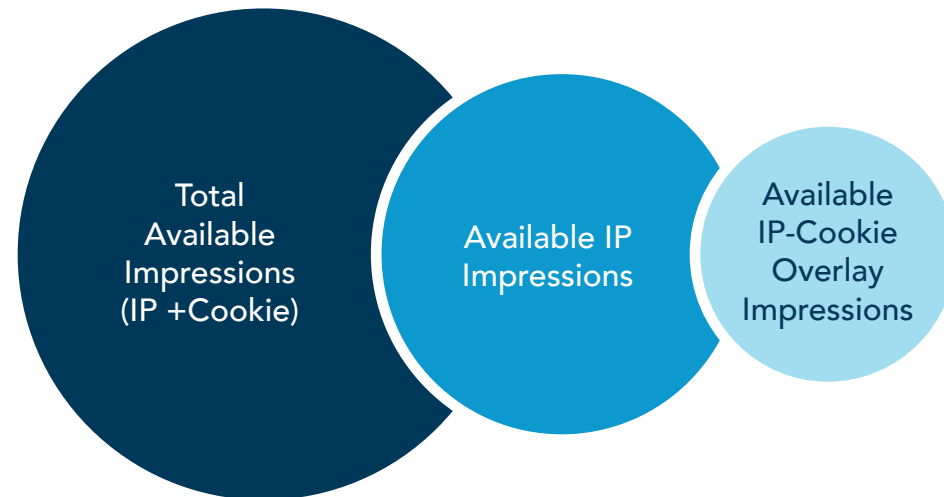
Proactive Targeting

Proactive targeting is whenever you serve impressions to a target accounts list. This could be to "warm up" accounts, provide air cover for sales, bring them back to your website, promote an event, or any other reason for a standard marketing campaign.

This requires a list of accounts or contacts that you want to proactively engage. By matching this list to companies IPs and cookies, you will be able to serve IP or cookie impressions. In this scenario, your technology partner will be critical. You need a partner who can match your target accounts. To compare vendors, ask them to compete in a match rate test! Terminus is ready to compete whenever they are.
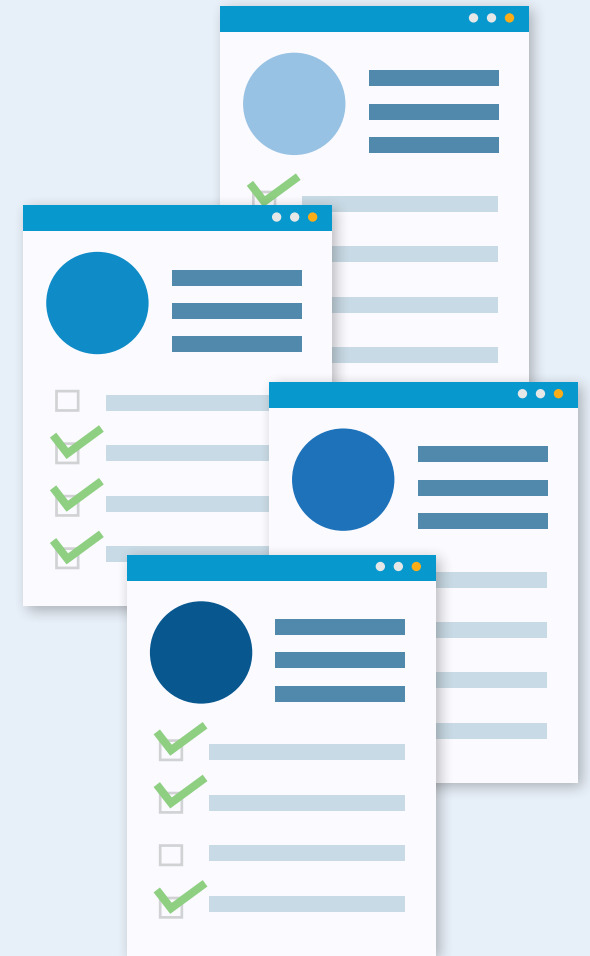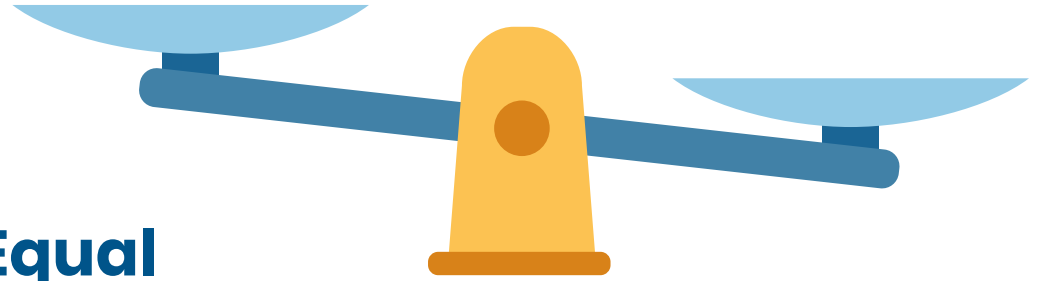
All Cookies Aren't Created Equal

Most account-based advertising solutions were originally built on IP-based targeting systems. This is because IP-based targeting is easier, and because it tends to drive a higher ad spend. Title and function targeting have become table-stakes for account-based display advertising because of the improved efficiency and ability to deliver personalized messages into specific functions. With this trend, many ABM platforms have introduced some cookie-based functionality into their ad stacks.

But not all cookie-based targeting is created equal.

Different cookies have different types of data. Some platforms only use your own first-party retargeting cookies — which doesn't give you access to people before they've been on your website (remember, the whole point of display advertising in B2B is to get in front of the right specific people as early in their consideration curve as possible).

Terminus has invested deeply in the most advanced technology for selecting the right cookies to advertise against, preventing impression fraud, and providing automated and human-aided optimization systems specialized to achieve the types of engagement and revenue results B2B marketers need, instead of repurposing a B2C system.

This is all built on our proprietary B2B Account Graph - which is what lets us onboard cookies from a variety of data providers, clean them for accuracy, and match them to the companies in your own target account lists to give you the best balance of reach and accuracy.

Marketers Need to Operate With Efficiency

Now that we understand the different types of display advertising, we next need to explore when to use each technology.

Maximizing your results with your limited resources is the age old marketing struggle. This is particularly important for digital advertising. When the number of impressions gets into the thousands, having an inefficient targeting strategy can mean thousands of opportunities to engage your audience are missed or could have been spent better. This makes it hypercritical that your display platform maximizes your coverage of only the right people — so you can make your comparatively modest budget go as far as possible.

As we have seen, different display advertising technologies specialize in different areas. Let's take a deeper look at when to use them.

Which Targeting Technology Is Best for Your Campaign?

A good question to ask is: "Where are my targets spending time on the internet?". In other words, are they on their company's IP or are they outside of the office? This is important because cookie targeting can reach people out of the office or in the office, while IP targeting will only serve impressions to devices when they're on the office wifi. So where do people typically spend time on the internet?

We did the math for you. We collected the latest research on people's internet usage and work habits. A few interesting figures we found were that the average American spends **6.5** hours on the internet per day, on average professionals work from home one day per week, and that business executives spend less than **50%** of their time actually in the office.

We then used this data to calculate how much time people spend on the internet at work and at home and the results were fascinating.

The data showed that **75%** of the time we spend on the internet takes place out of the office. This number rose to **81%** for executives! What does this mean?
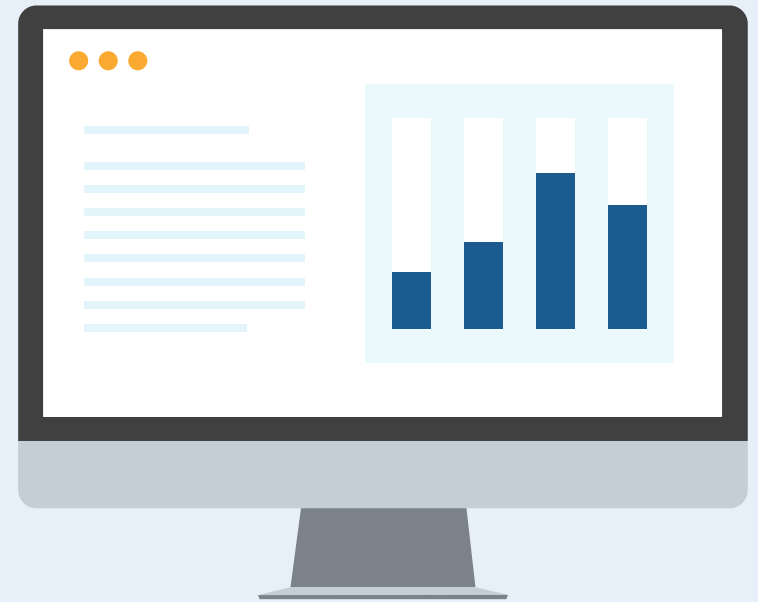
	Work	Home
Phone	439 min.	1,276 min.
Laptop	260 min.	755 min.
Total Minutes	699 min.	2,031 min.

| % of Time on Internet	25.62%	74.38%

Targeting with Efficiency

Efficiency requires you to allocate your resources where they will have the largest impact. In the realm of impressions, this means serving ad impressions to the right people at the right time.

To maximize our impression efficiency, we should match our advertising technology with where our targets spend their time — the office vs home.

Based on the data, an advertising strategy that serves **75%** of your impressions to devices off company domains and **25%** on company domain would be ideal.

If you are only serving ads with IP technology, you only have access to 25% of your potential impressions because you can't reach them outside of the office. If you are only serving ads with cookies, you might not be able to achieve the reach or company specificity you might be able to with IP.

Without utilizing both cookie and IP targeting you will be drastically over indexing your spend in one area. To maximize your impression efficiency, you need both technologies.

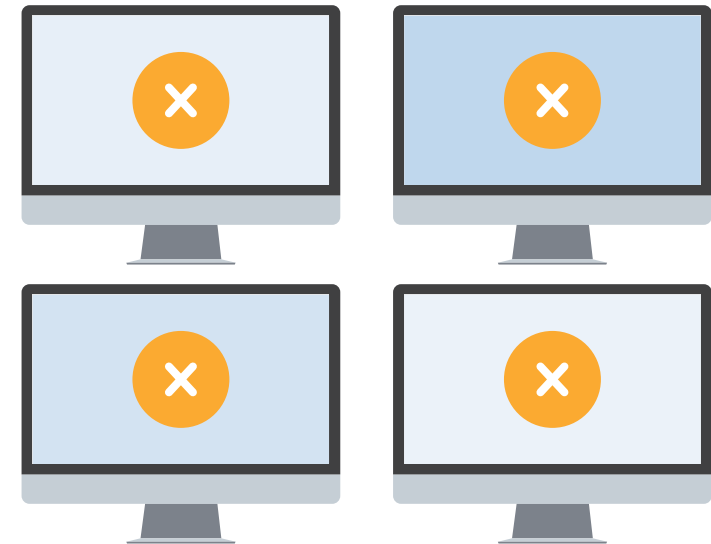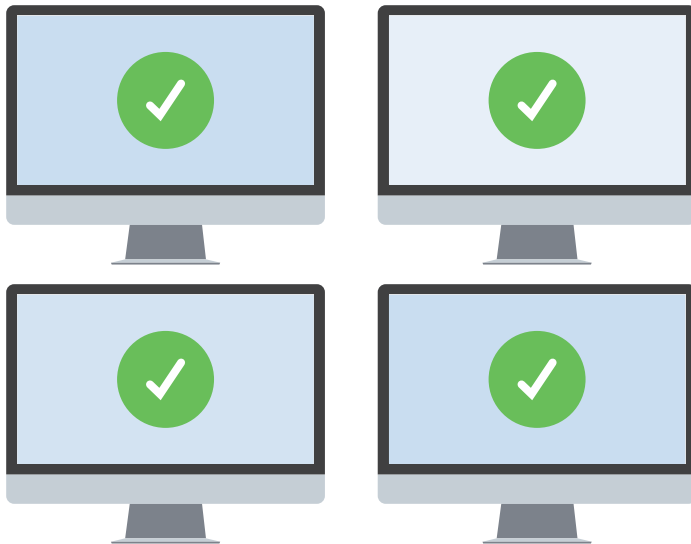**25%**
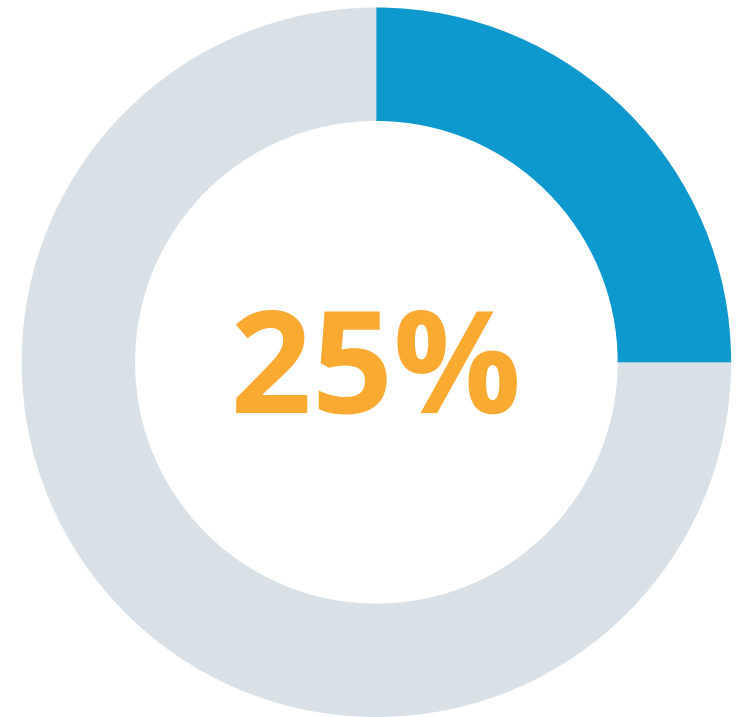
The Story of a Cookie Campaign

Katie is your target persona. You need to spend as much time in front of her as possible. If you can match to one of her cookies, you can serve her impressions wherever she goes!

Pros

+ Serve impressions at home or at work

+ Department level targeting

Cons

✖ If you can't match the account, you can't serve any impressions

The Story of an IP Campaign

John is your target persona. You need to spend as much time in front of him as possible. By matching to his company IP you can serve impressions to him while on company property. This is only 25% of his time on the internet.

---— **Pros** ——---

+ IP matching typically has a higher match rate

+ Target specific locations

---— **Cons** ——---

✖ We only spend **25%** of our internet time on company IP. You won't be able to deliver your message the other **75%** of his time on the internet.
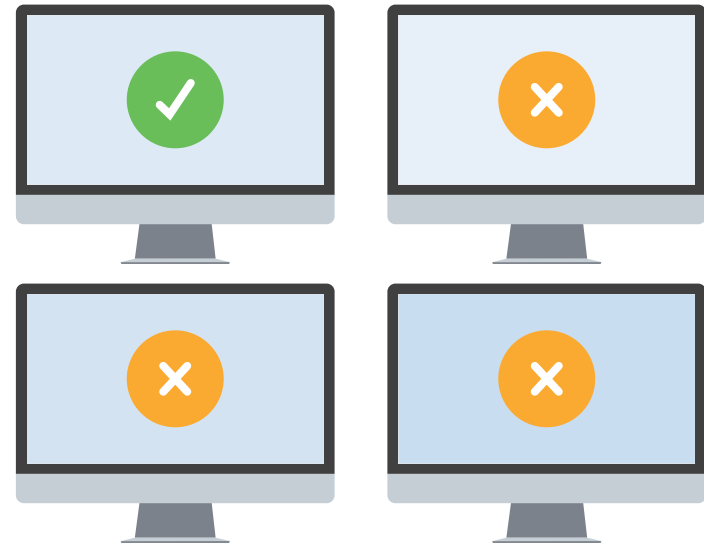
The Elephant in the Room: Fraud

You need a partner that has made investments in your security.

Best-in-breed fraud prevention: Often B2B marketers don't realize just how many of their display impressions are served to fraudulent or spoofed devices when they run ads through other platforms. Invest in best-in-class fraud prevention technology that keeps platform-wide impression fraud under **3%**.

Premium brand-safe inventory: As a display advertiser you want to stay in front of your audience as much as possible, but steer clear of sites whose content might put your brand perception at risk. Automatically block impressions to sites that contain potentially objectionable content, so you don't have to add maintaining blacklists to your list of to-dos.

Always compliant: Automatically change targeting types according to geography in order to keep your data usage in compliance with local privacy laws like GDPR and CCPA. This way you always get the best possible outcomes while staying on your legal team's good side.

Ad Operations: Make sure they have a dedicated team to help your ads run smoothly, efficiently, and legally. Serving display advertising demands expertise and dedicated professionals.

Your New Favorite Advertising Channel: Employee Email

On average, professionals spend **28%** of their workday in email. For you, that means over 11 hours of time you could be serving impressions every week! And since we use email domain for targeting, ads are served to the right person with 100% accuracy.

With Sigstr, every email your company sends becomes a valuable impression. Promote events, content, product features, and more through the most common B2B communication channel.
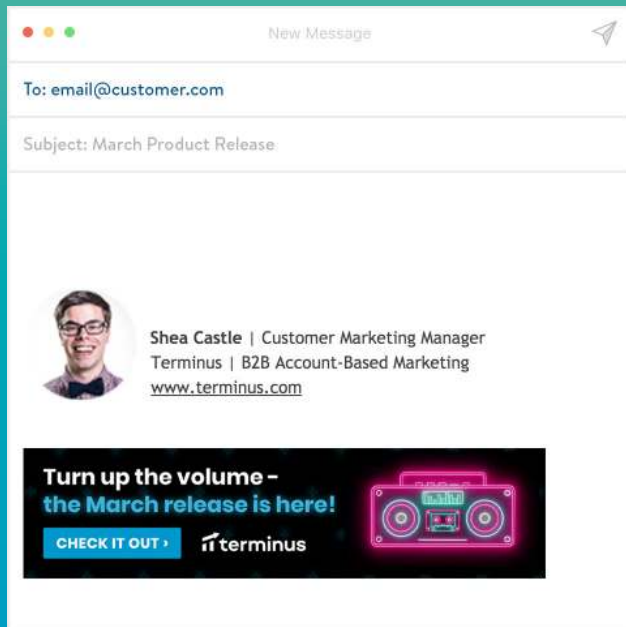
The Average American's Weekly Internet and Email Usage

Your ability to engage accounts online is restricted by where and when they spend their time. Every week the average American spends 34 hours online that are available for targeting via cookie targeting, 13 hours in their email, and 11 hours online that are available for targeting via IP targeting. This is all time that you can be building your brand!

By utilizing best in class technology and efficient targeting strategies you can use this time to your advantage. On the flip side, missing this opportunity is time spent they are engaging with someone else (maybe even your competitors).

IP Display

On the internet inside the office

Email Display

Time spent in your email

Cookie Display

On the internet outside the office

11 hrs

13 hrs

34 hrs
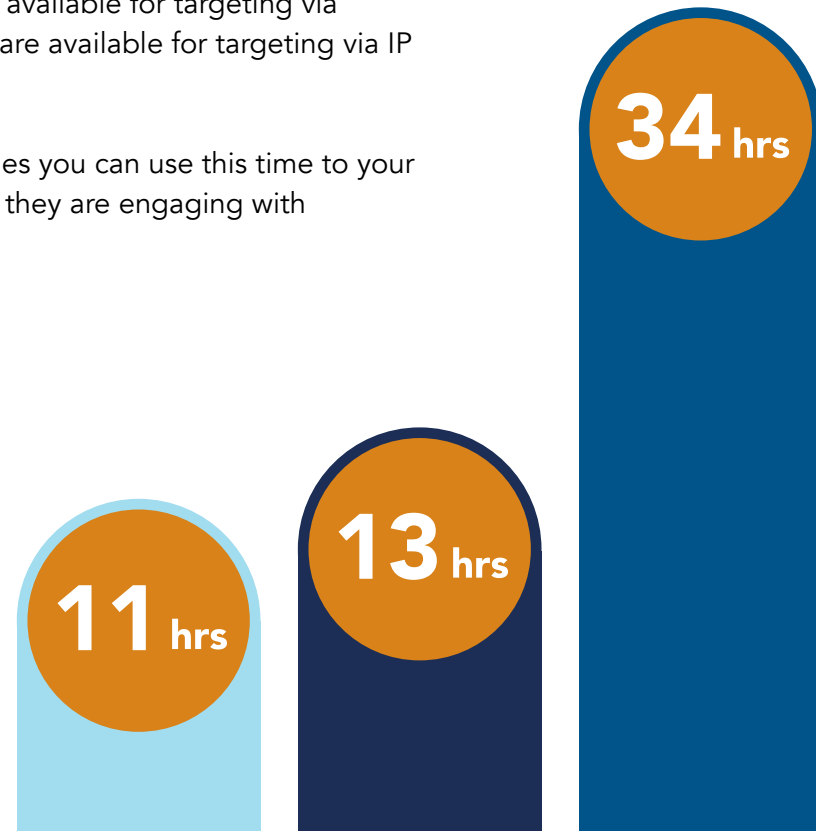
Sigstr by the Numbers

In this use case, a single employee accounts for **8,000** messages sent per year! The total for all employees is **1,000,000**, and each message is an opportunity to convey a key brand message to a key audience of prospects, customers, partners or investors.

These estimates show that even at a small company, there are about one million email signature impressions a year. If you have more or fewer employees, you can scale these figures accordingly to derive an estimate for your company.

Let's take this scenario a bit further.

The worldwide average click-through rate for email, as of April 2018, is **4.06%**. Applying this figure to the **1,000,000** emails could result in over **40,000** additional pageviews of a landing page, webinar registration, white paper download or anything you determine.

> **A company with 125 employees**

> **Each employee sense an average of 32 messages per business day**

> **There are about 250 business days per year**

Immerse Your Targets in Your Brand Like Never Before

Open Web Display

This is display advertising that you serve on third-party sites, such as news sites like forbes.com, industry-specific sites, or general interest sites.

At Terminus, we enable this by using our B2B Account Graph to discover and connect the digital identities of company employees around the web, and link those identities up to the accounts in your target company database so you can serve ads to specific people within those companies, broadly around the web.

Email Signature Display

What's the first thing you (and every good employee) does in the morning? You check your email! Employee email is the #1 most overlooked ad channel for B2B marketers.
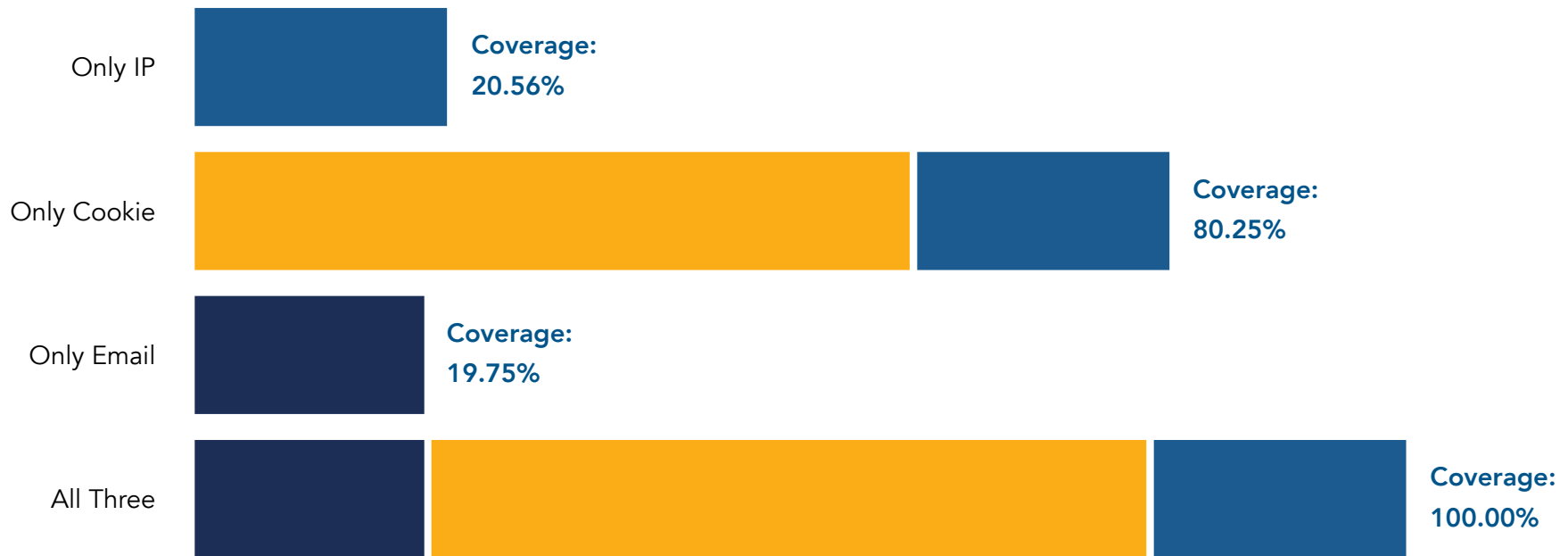
It's critical to think of employee email as another marketing channel because in our increasingly stuffed inboxes, 1-to-1 email is starting to get more engagement than those fancy HTML emails. Terminus enables signature display ads via Sigstr's easy-to-use interface.

You Need Cookie, IP, and Email Display Targeting

To achieve immersive coverage of your target accounts with advertising, you need multiple channels. IP targeting specializes in company level targeting, cookie targeting specializes in department and out of office targeting, and email expands your reach to the most popular communication channel in B2B.

Total Time Available: 3,402 min.

■ Work Internet   ■ Home Internet   ■ Email

Only IP
Coverage: 20.56%

Only Cookie
Coverage: 80.25%

Only Email
Coverage: 19.75%
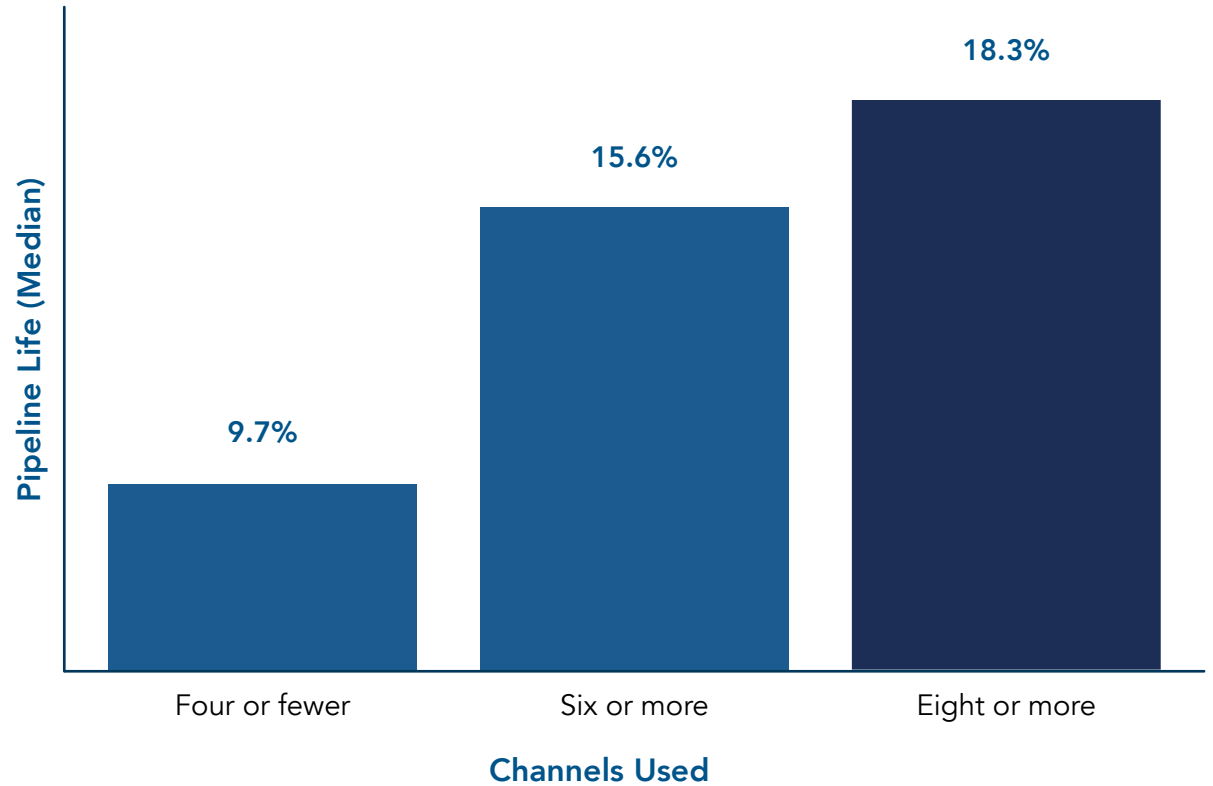
All Three
Coverage: 100.00%

Only Terminus Offers All Three

Terminus is recognized as the premier account based advertising tool on the market. Our cookie, IP, retargeting, global, and LinkedIn targeting has allowed us to reach target accounts more effectively than any other ABM platform. With Terminus acquiring Sigstr, we expand upon that legacy.

By adding email ads to our capabilities, you can now truly immerse your target accounts in your brand. Serve powerful impressions at home, in the office, in your email, and drive business with Terminus.

Source: Gartner (Februrary 2019)

Pipeline Life (Median)

- Four or fewer: 9.7%
- Six or more: 15.6%
- Eight or more: 18.3%

Channels Used

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