



Unlocking Value with Advertising Metrics & Selectors

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What we're going to cover today

Understand the basics: The role of advertising metrics in ABM

Get Creative: Top use cases you can apply to your strategy

Make it yours: Tools to help you operationalize ad metrics



The background features a series of wavy, parallel lines in orange and blue, creating a sense of movement and depth. The lines are arranged in a way that suggests a large, stylized letter 'D' or a similar shape, with the orange lines forming the upper curve and the blue lines forming the lower curve.

Understanding the Basics



The role of advertising metrics in ABM

More than just indicators of how well a campaign is performing.

Ad Metric Definitions

- **Advertising Clicks:** Accounts with specified number of clicks
- **Advertising Impressions:** Accounts with specified number of impressions
- **Advertising Targeted:** Accounts targeted in a specific campaign



Activities

Advertising Clicks

Advertising Impressions

Advertising Targeted

Addressing common marketer pain points



Data Connectivity

Bringing everything
together



Resource Constraints

Freeing up your time



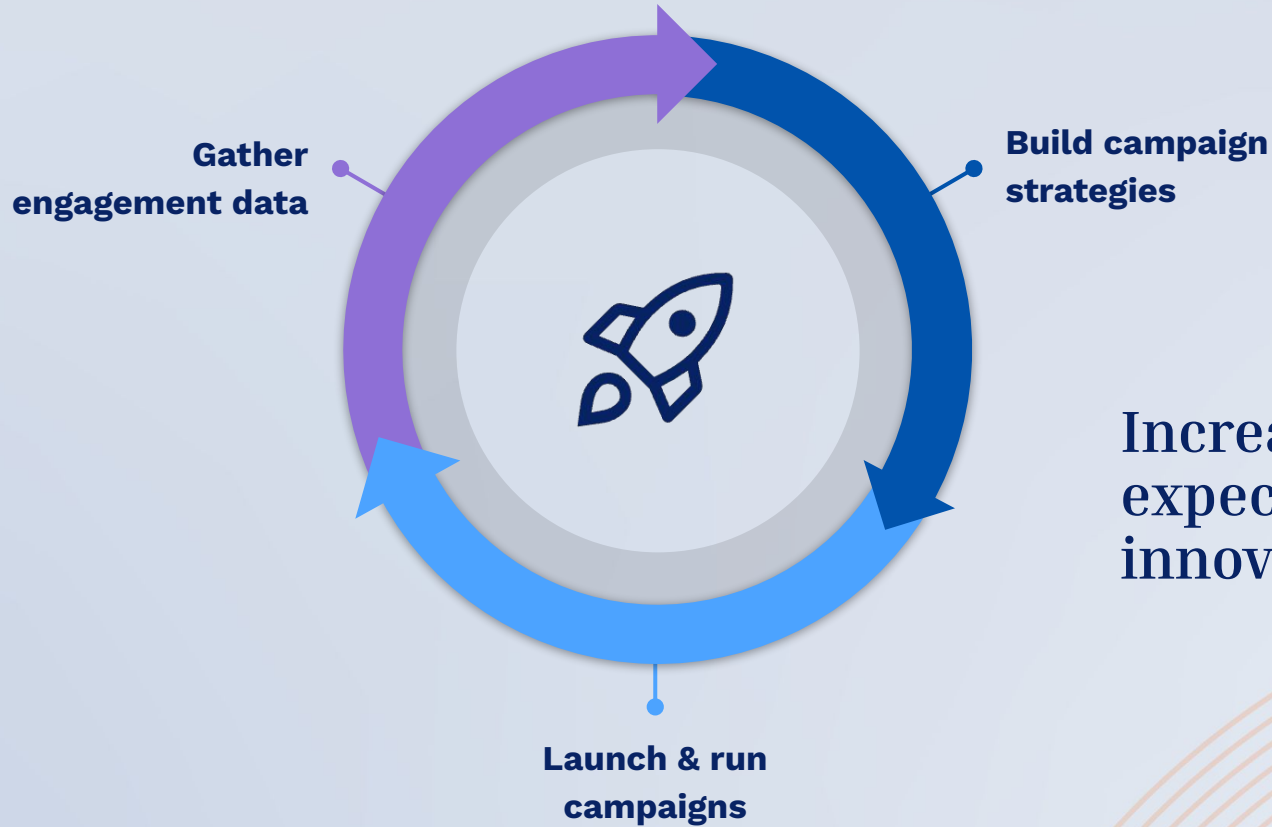
Targeting Limitations

Reaching the right
people



Understanding Impact

Knowing what works



Increasing expectations need innovative strategies



Getting Creative with Use Cases



Three metrics, endless use cases



Campaign Optimization

Improve campaign performance with engagement data.



Personalized Retargeting

Retarget at the account-level with relevant content.



Campaign Impact

Understand how your campaigns are delivering real revenue impact.



Optimize Campaign Performance

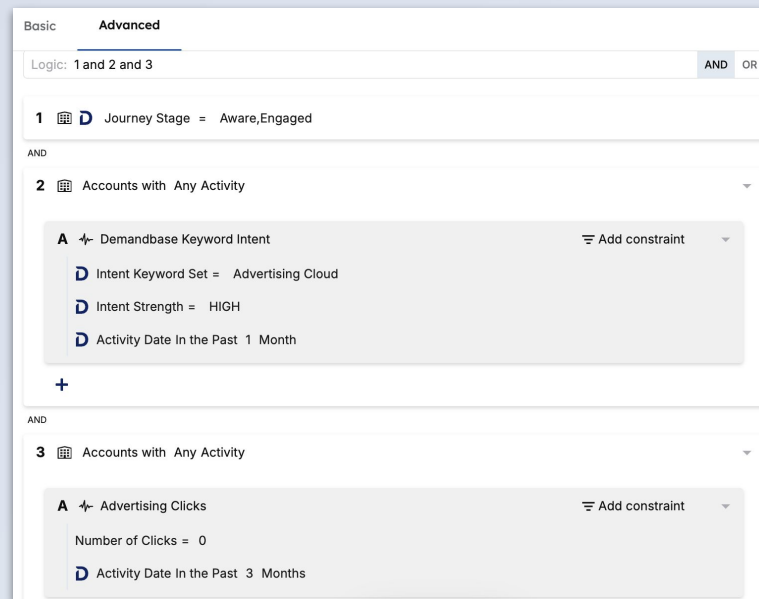


Target accounts under impression/click thresholds

Accounts below impression or click thresholds likely haven't seen enough of your message to engage meaningfully.

How to do it

- Identify impression volumes generate best results
- Run a campaign with high-intent, zero click accounts
- Integrate with other platforms to identify under-targeted accounts



The screenshot displays an 'Advanced' targeting configuration interface. At the top, there are tabs for 'Basic' and 'Advanced', with 'Advanced' selected. Below the tabs, a logic selector shows 'Logic: 1 and 2 and 3' with 'AND' and 'OR' options. The interface is divided into two main sections, each starting with an 'AND' connector. The first section contains two rules: Rule 1 is 'Journey Stage = Aware, Engaged'. Rule 2 is 'Accounts with Any Activity', which includes a sub-section 'A Demandbase Keyword Intent' with constraints: 'Intent Keyword Set = Advertising Cloud', 'Intent Strength = HIGH', and 'Activity Date In the Past 1 Month'. The second section contains Rule 3, 'Accounts with Any Activity', which includes a sub-section 'A Advertising Clicks' with constraints: 'Number of Clicks = 0' and 'Activity Date In the Past 3 Months'. Each sub-section has an 'Add constraint' button.

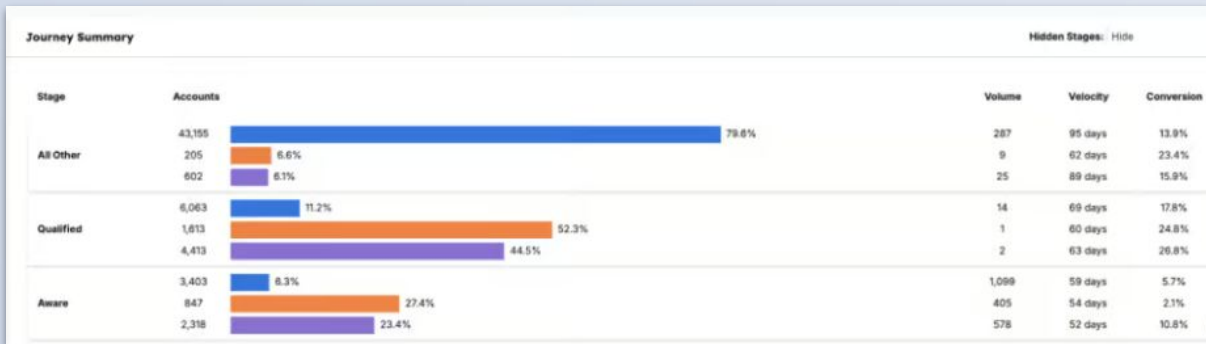


Avoid creative fatigue and overspending

While under-targeting is a problem, over-targeting can be just as costly.

How to do it

Remove accounts that have hit a certain threshold of impressions or engagement

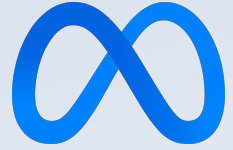


Automate audience exports for seamless execution

Automating your audience segments in external platforms ensures your campaigns stay dynamic and responsive to real-time insights.

How to do it

- Leverage audience integration tools to sync data directly
- Run campaigns across multiple platforms with consistent targeting





Scale Personalized Retargeting



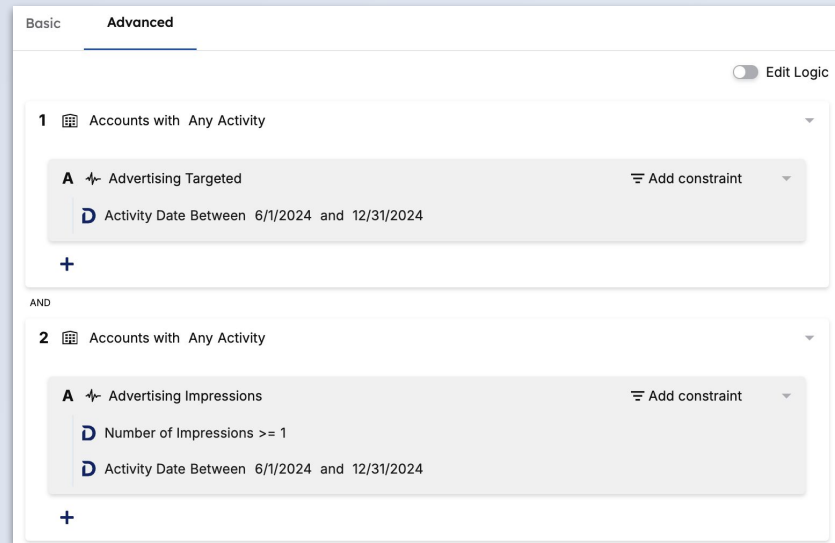
Retarget accounts previously served impressions

Retargeting accounts that have already seen your ads can help reinforce your message and keep your brand top of mind.

How to do it

Target accounts who

- were previously reached in a past time frame
- were reached by a specific campaign
- previously visited your website



The screenshot displays the 'Advanced' targeting section of an advertising platform. It features two criteria for targeting accounts, each with a list of constraints.

Criterion 1: Accounts with Any Activity

- Advertising Targeted
- Activity Date Between 6/1/2024 and 12/31/2024

Criterion 2: Accounts with Any Activity

- Advertising Impressions
- Number of Impressions ≥ 1
- Activity Date Between 6/1/2024 and 12/31/2024

The interface includes tabs for 'Basic' and 'Advanced', an 'Edit Logic' toggle, and a plus sign to add more criteria. The criteria are connected by an 'AND' logic operator.



Personalized focus on high-value accounts

Some accounts go beyond casual interest— these are your hot leads, and they deserve special attention.

How to do it

- Create follow-up messaging that's highly specific to their engagement.
- Use a personal touch with dynamic elements

The screenshot shows a user interface for defining account selection logic. It has two tabs: 'Basic' and 'Advanced', with 'Advanced' selected. Below the tabs, a logic rule is defined: 'Logic: 1 and 2 and 3'. The logic is composed of three main steps, each preceded by a number and a folder icon. Step 1 is 'Journey Stage = Aware, Engaged'. Step 2 is 'Accounts with Any Activity', which is expanded to show a list of constraints: 'Demandbase Keyword Intent' (with a sub-constraint 'Intent Keyword Set = Advertising Cloud'), 'Intent Strength = HIGH', and 'Activity Date In the Past 1 Month'. Step 3 is 'Accounts with Any Activity', also expanded, showing constraints: 'Advertising Clicks' (with a sub-constraint 'Number of Clicks = 0') and 'Activity Date In the Past 3 Months'. Between steps 2 and 3, the word 'AND' is displayed, indicating the logical relationship between the main steps. Each constraint list has a '+ Add constraint' button.

Basic Advanced

Logic: 1 and 2 and 3 AND OR

1 Journey Stage = Aware, Engaged

AND

2 Accounts with Any Activity

A Demandbase Keyword Intent

Intent Keyword Set = Advertising Cloud

Intent Strength = HIGH

Activity Date In the Past 1 Month

+

AND

3 Accounts with Any Activity

A Advertising Clicks

Number of Clicks = 0

Activity Date In the Past 3 Months





Understand Campaign Account Impact



Connect ad metrics with account intent data

Understanding the “why” behind ad engagement is essential for creating strategies that work.

How to do it

Get a holistic view
of account
behavior

Refine messaging
based on the
buyer's journey

Help sales
prioritize valuable
leads

Measure
campaign impact
on journey stages



Understand what channels are yielding the highest value

How do your multichannel strategies play together? Prove the value of your campaigns and the value of reaching target accounts in multiple places.

DISPLAY ADS + LINKEDIN ADS

50%
More
clicks

30%
Higher
CTR

35%
More
engagement

DISPLAY ADS + GOOGLE ADS

7x
Attributed
pipeline

12.5x
Influenced
closed/won
revenue

DISPLAY ADS + CONNECTED TV

21%
increase
in Lift

54%
Increase
in
clicked
domains

46%
Increase
in visited
domains



Learn about content consumption patterns

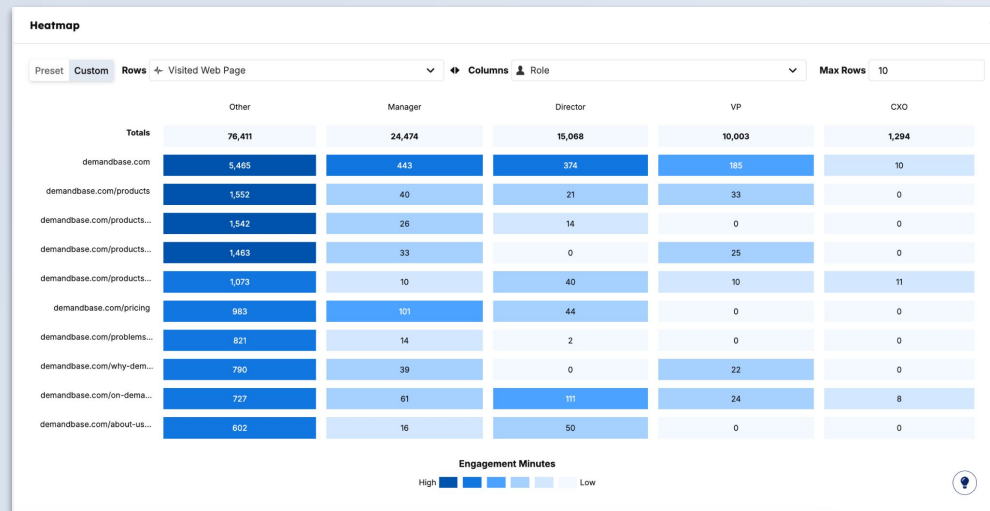
Advertising performance data collected by campaigns ...

How to do it

- Find what content your engaged accounts are consuming
- Find top visited pages with web page data

1 Advertising Clicks

- D Number of Clicks >= 1
- D Activity Date In the Past 1 Month
- D Campaign Name Equals Select...



The background features a light blue gradient. On the right side, there are two sets of wavy, parallel lines. The upper set consists of approximately 15 lines in shades of orange and pink, curving from the top right towards the center. The lower set consists of approximately 15 lines in shades of blue and orange, curving from the bottom right towards the center.

Make it Yours.

