



ACCOUNT BASED DISPLAY
ADVERTISING IN AN
ABM WORLD



Any account based marketer worth their salt will recognize how important it is to get the planning and execution of an account based marketing (ABM) program right. A key execution requirement for many ABM programs is account-based display advertising. This means delivering advertising assets to audiences in specific accounts, with custom messaging and offers informed by your organization's ABM strategy and customer needs.

Account Based Marketing presents a new challenge to marketers as their core technologies employ a lead-based data architecture that provides neither the right framework for analytics nor the ability to aggregate and normalize this data across platforms and channels. Also, ABM analysis exists outside of a single platform and includes web metrics as well as an array of data from CRM, marketing automation and other key platforms.

Account Based Marketing can't be a channel-based solution

So, what are your target accounts trying to solve? To realize the value of that insight you need to put it into action right away, aligning the needs of your target accounts to your content strategy and triggering messaging across channels.

Display is particularly susceptible to this paradigm. Marketing Sherpa research identifies that display ads that use this information are 7 times more likely to persuade an audience member to interact with your media ¹. Why? Because it reflects THEIR needs. When that needs-based message is orchestrated across channels, in this case display plus email, your email is more than 50% more productive and the results are felt in your pipeline as well ².

The net of this? Identifying and acting upon target account needs drives relevant, orchestrated sales and marketing actions that deliver dramatically higher engagement and revenue impact to your sales pipeline.

Engagement: ABM's Vanity Metric

Many platforms advocate "Engagement" as a means to declare marketing qualified account (MQA) status and revenue attribution, but it's simply not true. In fact, one of the global leaders in display ad metrics, Nielsen, goes so far as to say that "virtually no relationship exists between clicks and brand metrics or offline sales"³. Advocating engagement in this way not only fails to address the knowledge of buyer engagement, but overclaims revenue attribution by claiming all the impact over sales and any other marketing tactic. As a result, nearly 50% of early stage ABM programs fail... mistaking the idea of account based display advertising as ABM.

1: <https://www.marketingsherpa.com/>

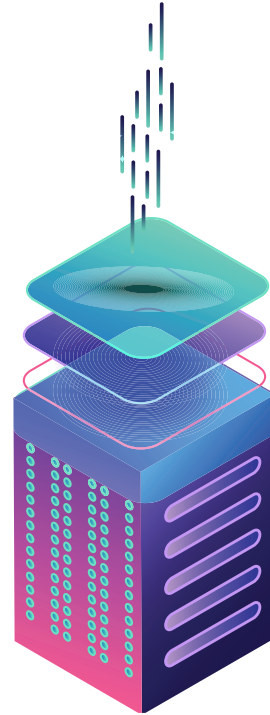
2: <https://www.campaignmonitor.com/blog/email-marketing/2019/03/the-top-digital-marketing-channels-to-focus-on-in-2019/>

3: <https://www.slideshare.net/marketingfactsnl/nielsen-beyond-clicks-and-impressions>

Account Based Display Advertising is not ABM

B2B buyers consume content through an average of 6 channels when making a purchase decision and two-thirds leave that process frustrated because marketers make it unnecessarily difficult for them to truly research and learn⁴.

Account based display advertising is a great example of this type of silo



Focused on sending banner ads without the benefit of context or coordinated content delivered from other systems. Starting your ABM program from this footing sets the rest of your marketing and sales efforts into a downward trend.

Accounts consume content across channels, display is only a one of those channels. Because target accounts interact with you across channels, your ABM program needs to coordinate sales and marketing actions across platforms. To maximize engagement and revenue impact, your platforms need to work together, both in timing and content strategy.

⁴: <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/do-you-really-understand-how-your-business-customers-buy>



TRANSLATING ACCOUNT
BASED ADVERTISING INTO
**A HIGH PERFORMING
COMPONENT OF YOUR
ABM PROGRAM**

What questions does your ABM vendor need to answer? While programmatic media buying has become the go-to marketing tactic due to its granular targeting and cost effectiveness, Account based advertising requires expertise and experience. If you have that in-house, great! If not, you'll need a partner to guide you through the right tools and media strategy to reach the right accounts.

Account targeting consistency across platforms and teams

The best ABM platforms allow you to target prospects by account and persona. It is important that you understand who makes the decision and who influences that decision. It is not efficient and becomes extremely complicated for a marketing team to build out a strategy for the decision maker while layering in all the potential influencers. Without programmatic, it just isn't scalable. Building and executing both an account-based and persona-based media strategy will help you scale your messaging and help your decision maker make the case internally.

Are you using the "right" targeting methods for your ABM program?

Nearly all vendors in the ABM space have built one form of media targeting and are going to justify, validate and support their product decision. Only problem is, targeting requires more than one or two forms in order to balance scale and accuracy. This is important it's the foundation of your ABM effectiveness.

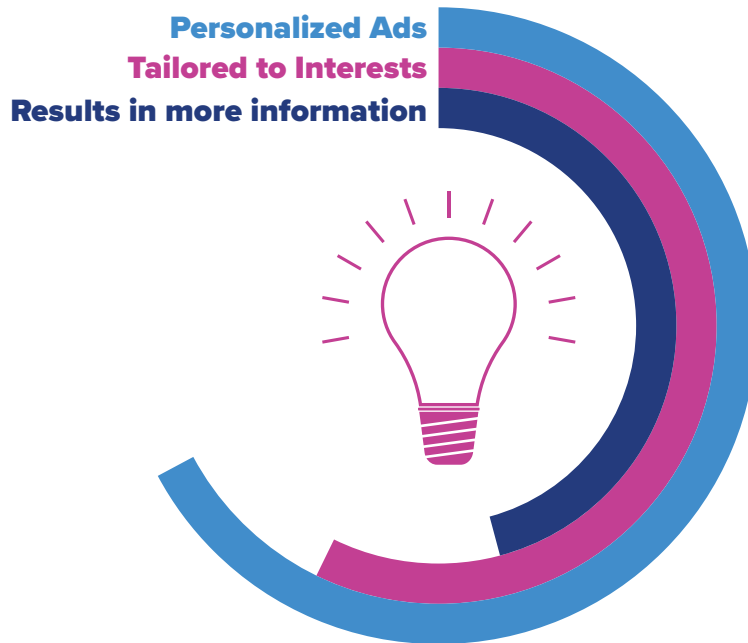
While leveraging IP targeting alone can increase reach, it can also produce excess waste. Delivering impression to entire departments and functions you never intended to reach ⁵.

While all the other ABM platforms tell you that their form of targeting is the best, the reality is that no single form of targeting is the best, it requires several. The right question is what type makes sense for your brand and what messaging do you want to convey.

5: <https://theblog.adobe.com/audience-match-rates-matter/>

Personalization

Research conducted by Adlucent found that people want a more personalized ad experience. In fact, they found that 71% of respondents prefer ads tailored to interests and shopping habits ⁶. And when you personalize, response rates are higher. Respondents were almost twice as likely to clickthrough an ad featuring an unknown brand if the ad was tailored to their preferences. Moreover, 44% of respondents were willing to give up information including name, address or email address in order to get more personalized advertising ⁷.



Optimization

If the creative is the message and the message creates the response, then having the best ad creative seems to be a rather important feature for an account-based advertising vendor, right? This is a critical decision point for your ABM display ad program. Will your media reflect the needs of each target account and can you test creatives to find the exact-right message? The only way to create the increase in media response ABM promises is to have your media creative selection reflect the everchanging needs of each target account. Personalization is about the audience, and your media should be too.

6: <https://www.marketingdive.com/news/study-71-of-consumers-prefer-personalized-ads/418831/>

7: <https://us.epsilon.com/pressroom/new-epsilon-research-indicates-80-of-consumers-are-more-likely-to-make-a-purchase-when-brands-offer-personalized-experiences>

Attribution

Enhanced attribution capabilities help marketers demonstrate ROI and understand the impact of their work across all tactics. But you can't measure the ROI of account based display purely from direct conversions. This is the last click mentality. What you need is a strategy which can tie display metrics back to other channels, pulling it outside of its silo.



The first metric of any account based advertising program is impact. You'll want to see early indicators like clicks and website visits, but these pale in comparison to conversion by campaign, creative and publisher. Two ways you'll want to view this is through direct click to conversion, but also, as a view thru conversion (a period of time after or during media exposure, say a 14-day cookie window).

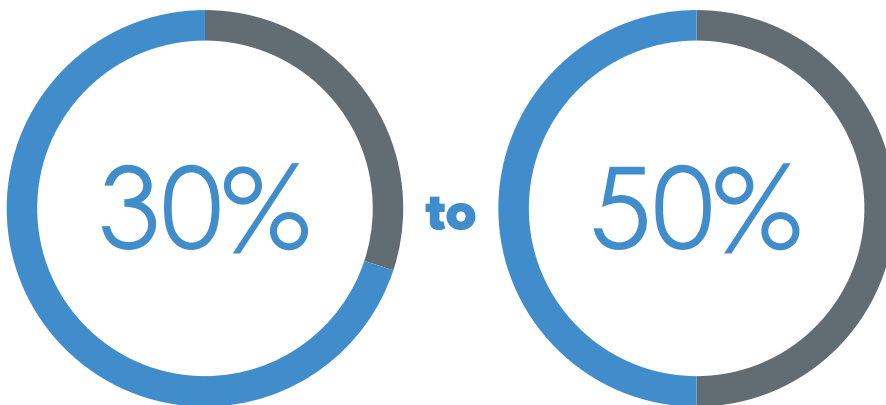
Soon after that, you should identify a direct connection between media investments and pipeline value. Perhaps this starts as identification of marketing qualified accounts (MQA), but this status will require more than loose assumptions or impression and click rules and will certainly include the impact of multiple channels working toward target account wins.

Viewability Measurement & Optimization

The sad reality is that the majority of account based advertising platforms are most often tech startups who have yet to prioritize the ability to optimize ad distribution, let alone measure, based upon the viewed time for an ad.

Fewer Than 9% Of Display Ads Receive Even One Second Of Screen Viewable Time ⁸

An unfortunate truth for many ABM practitioners developing their expertise with display ads, is that more than one-third of their budget and potentially the majority of their media interaction never actually happened. In fact:



of your display ad budget has likely been spent on impressions, clicks and even registrations made by non-human users ⁹. Early-stage account based advertising platforms generally have limited ability to identify this immense issue and are yet to provide a validated answer for how you can better use your money. As you explore account based advertising programs, ask yourself, can any of those solutions tell you where your ads receive better placement and viewability, measure time spent on screen or allow control to optimize your ad spend based upon publishers who produce the best results for you.

8: <https://www.marketingweek.com/2016/07/26/marketers-continue-to-waste-money-as-only-9-of-digital-ads-are-viewed-for-more-than-a-second/>

9: <https://www.whoishostingthis.com/blog/2016/07/27/click-fraud/>



TRANSFORMING
ADVERTISING EXPERIENCES
WITH MRP PRELYTIX

Today's market requires us to be more deliberate about how we drive customer acquisition. With MRP Prelytix, we provide the ability to create customized, unique and purpose-built segments based on firmographic, demographic and engagement data. This allows our clients to activate display advertising using the most appropriately timed message with flexibility to change the message based on real-time insights.

Enhanced attribution capabilities help marketers demonstrate ROI and understand the impact of their work across all tactics. We report impressions and downstream metrics all the way down to the site that initially published an ad. Why? This is a key requirement in effective media optimization. MRP Prelytix subscribers, on average, see click-through rates double compared to previous campaigns and more importantly, a substantial increase in pipeline and deal size. We've executed thousands of marketing programs generating thousands of leads per month. We have found that our clients see a 34% increase in average lead value when display was served to an account. Furthermore, we see an account is 3.2 times more likely to open an email when display is served and 5.4 times more likely to click through email. Unique in the space, MRP's focus moves beyond simple attribution, tying display metrics back to their impact on direct mail, site research, pipeline etc.

CLICK THROUGH EMAIL


**5.4 x
MORE LIKELY**

**OPEN AN EMAIL WHEN DISPLAY
IS SERVED**

**3.2 x
MORE LIKELY**

**AVERAGE LEAD VALUE
WHEN DISPLAY WAS
SERVED TO AN ACCOUNT**

34% INCREASE



The MRP Prelytix Demand Side Platform is built from the ground up to solve the precise needs of enterprise marketers focused on ABM. This is highly unique for our industry, largely focused on repurposing B2C solutions. With MRP, our clients don't need to sacrifice on targeting options or the application of account-based insights. MRP's digital display offering provides clients with the visibility to track which accounts are viewing, clicking on and converting from their advertisements and incorporate that data back into the MRP Prelytix platform. This information can then be reported on alongside other tactics at the account level.

There is no doubt that AI-assisted content is critical to advertising effectiveness however only when it is combined with a strategy that truly understands intent signals and environment, that programmatic display advertising allows brands to focus on consumer engagement. Moving beyond guessing and conjecture, MRP Prelytix applies advanced machine learning to constantly optimize creative selection. This is a monumental achievement for marketers who seek to impact buyer relationships and revenue because the target account relationship is both unique and ever changing. From need identification to evolving stages of buyer's journey, MRP Prelytix keeps our clients ahead of their audiences.

What does all this mean? MRP Prelytix delivers a critically important and complete picture of ABM success and management. Today, our clients can analyze the results of their efforts with great control: from lists, segments and accounts to funnel stage and the revenue impact of tactics and multi-stage orchestrations.



MRP PRELYTIX, THE ONLY ENTERPRISE CLASS

PREDICTIVE ABM PLATFORM

For enterprise organizations that serve multiple geographies, lines of business or industries, MRP Prelytix is the only ABM platform designed to give you control of your data, visibility into your target market and scale in the delivery of the highest impact engagement strategy. Leading B2B sales and marketing organizations choose MRP for our ability to deliver and measure revenue impact across a half-dozen online and offline channels, our global workforce with expertise across 100 countries and 20 languages and our ability to simplify connections between insight and action using the industry's first application of real-time AI and Machine Learning. Powered by Kx, Prelytix sits on top of the fastest streaming analytics database in the world.

For more information visit: www.mrpf.com