



# RightAd, Right Message, Right Time

IT'S POSSIBLE WITH PREDICTIVE

D&B Lattice





## INTRO

The advancement of online advertising and personalization technologies have enabled marketers to reach customers anywhere, anytime, with the right message. With it's lucrative promise of bringing the industry closer to true 1-to-1 marketing, it's no wonder that teams are setting aside the extra dollars to spend at the top of the funnel.

Yet B2B advertising programs come with their own waves of complexity. You'll soon find your team trying to answer questions like:

- What leads did our advertisement influence?
- What does our CTR actually mean?
- Are we engaging with individuals from our target accounts?

## The Problem

A click doesn't necessarily drive conversion, just like a conference booth visit doesn't necessarily mean an opportunity will be created. Thus, the problem that marketers are now confronted with is **how do we efficiently build momentum with the right target accounts through digital ads, rather than spraying and praying?**



# DIGITAL CAMPAIGNS POWERED BY AI

While you may be running some type of these digital programs, AI-based Digital programs will enable you to optimize conversions and increase ROI. Here are campaigns that you can run:

## **Paid Search Campaigns**

Re-target anonymous visitors with intent (higher ROI on paid search, more names generated from target accounts).

## **Paid Media Syndication Performance**

Measure the performance of your syndication partners based on the quality of leads that they provide. Companies like McAfee have then adjusted their investment in different syndication partners based on performance—ultimately resulting in 20% lower paid syndication costs while driving the same number of high quality leads.

## **Brand Awareness Campaigns**

Drive more relevant visitors to your website with targeted display ads (higher ROI on display campaigns, more visitors from target accounts).

### **Cold Lead Re-activation**

Target leads from your target accounts with ads to re-ignite engagement (increased MQL/MQA volume in a period of time).

### **Accelerated MQL/MQA Creation**

Target hand-raisers with ads and get them to MQL/MQA status faster (faster MQL/MQA creation).

### **E-commerce Browse-Not-Buy**

If you sell via your e-commerce website, you can re-target visitors who've browsed certain product pages or added products to your shopping cart without completing the purchase (increased conversions).

### **Omni-Channel Campaigns**

Leverage AI and data to target and surround high value prospects with hyper-targeted messages and content via multiple channels display ads, PPC, email, direct mail and sales. Companies like LiveRamp have seen a 3x increase in MQL creation (within their target account universe) as a result of this strategy.

### **Smarter Events**

Use an omni-channel approach to invite, engage and drive registrations from your target account universe to a roadshow or other event (increased registrations from target accounts, higher ROI).



## HOW IT WORKS

To win in the digital performance world, it's no longer about achieving the lowest cost per lead and highest conversion combo. In order to prove their program is successful B2B digital marketers are now required to follow a lead from the first ad-click all the way through to a purchase.

Teams that use predictive analytics to enhance their digital marketing programs follow five key steps to improve conversion rates and eliminate wasted spend:

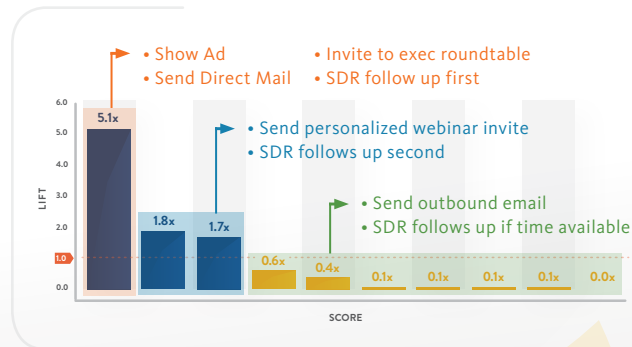
## 1. Score And Prioritize Your Target Accounts

Try a predictive platform like Lattice Engines.



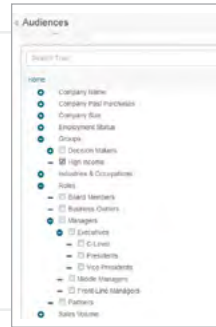
## 2. Optimize Your Channels And Tactics

Only show ads to the most relevant accounts that have a higher conversion rate.



### 3. Create Micro-audiences Or Segments

Base them on specific user and account attributes, which can then be appended into your marketing automation and CRM systems to run highly targeted campaigns.

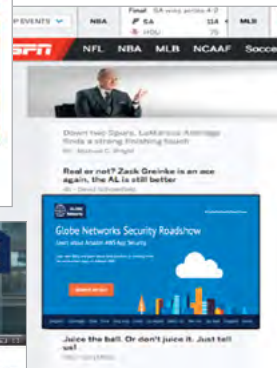


#### Examples

1. Demographics
  - Age, gender, etc.
2. Estimated household income, net worth
  - \$25,000 - \$49,000
3. Occupation, 40+ categories
  - Professional & Technical
  - Sales and Marketing
4. Seniority
  - Executive
  - Mid-management

### 4. Generate Ad Creative For Each Micro-audience

Personalize them based on the key user attributes that were identified.



## 5. Activate These Audiences Launch ads through your platform of choice.

### AD Networks / DSPS /SSPS

Yahoo! Verve	Cox Media Hulu	AdRoll Zeta	Rocket Fuel	Drawbridge	Quantcast	PubMatic
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### Media

Facebook ShareThis	Eyeview Twitter	DoubleClick Microsoft	AOL	Google	Turn	Pandora
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### Agencies

Accuen	Varick Media	Annalect	Amnet	Vivaki	Merkle	Cadreon
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### Attribution & Optimization

AppNexus	Yahoo!	Sizmek	Mode Media	MediaMath		
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### As Servicing / Exchanges

Facebook ShareThis	Eyeview Twitter	DoubleClick Microsoft	AOL	Google	Turn	Pandora
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### DMP & Data Services

Experian	IRI	Oracle	eBay	Neustar	Adobe	Krux
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## Case Study:



LiveRamp, an Acxiom company, bridges the gap between the offline and online data as a direct result of the ongoing growing digital ecosystem.

LiveRamp partnered with Lattice to drive increased conversion among their target accounts as part of their overall ABM program.

How did they do this? Lattice identified the target accounts with high ad spend and investments in certain types of ad platforms, which then enabled LiveRamp to create customized copy based on these attributes. LiveRamp successfully transformed their ads from having generic taglines to personalized and informative messages, which helped drive awareness with the buying committees at their target accounts.

## How

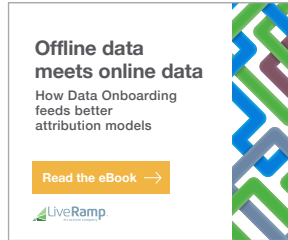
1. Lattice identifies which ad platforms LiveRamp's target accounts has:



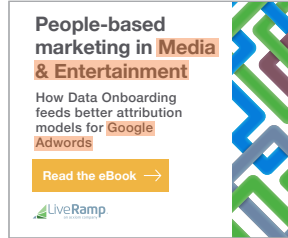
( Note: In this use case, ad platforms were the applicable attributes to select for LiveRamp's target accounts. These will look differently depending on the verticals your business sells into. )

2. LiveRamp creates different copy based on these attributes that are then served to each target account based on the ad platform of the prospect's use.

#### WITHOUT LATTICE



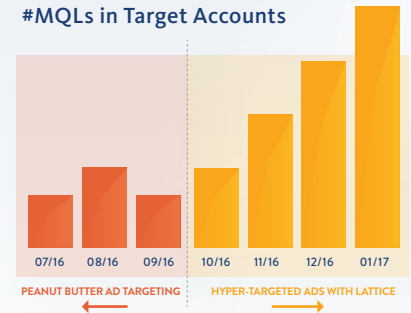
#### WITH LATTICE



## Results

By focusing on the leads within the higher converting accounts (as scored by Lattice), LiveRamp was able to target individuals worth targeting and generate an overall higher conversion rate with the same ad budget. LiveRamp's hyper-targeted digital strategy generated a 200% increase in MQL's among target accounts and reinforced a consistent messaging among all channels including sales outreach.

### #MQLs in Target Accounts





## HOW YOU DO IT

Once you have your micro-audiences established and creative elements developed, its time to deploy your ads. We'll show you how to launch these predictively sourced ads in two different networks—Facebook and Google's Display Network.

## Facebook

Finding a business's main decision makers can prove a bit tricky in Facebook as it is audience based. This means that as the campaign manager, you must layer several distinguishing factors to create a lookalike model of your ideal customer (buyer persona).











These audiences can be built through the custom, lookalike and core options provided by Facebook. The following will walk you through how to build your audience in the Core Audience creation option.



## 1. Define The Objective

The first step to launching your Facebook ads is to define your marketing objective.

The platform provides the following:

What's your marketing objective?		
Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Product catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	

Because Facebook offers a scaffolded campaign creation experience, we've created the following use case chart that is most applicable for B2B advertisers. The two objectives which are most applicable for a B2B marketer are awareness and consideration, as they can help you:

- Limit wasted spend
- Drive visibility
- Expand Reach
- Increase conversions



## Advertisement Platform



## Facebook Marketing Objectives



## Marketing Campaigns/ Use Case



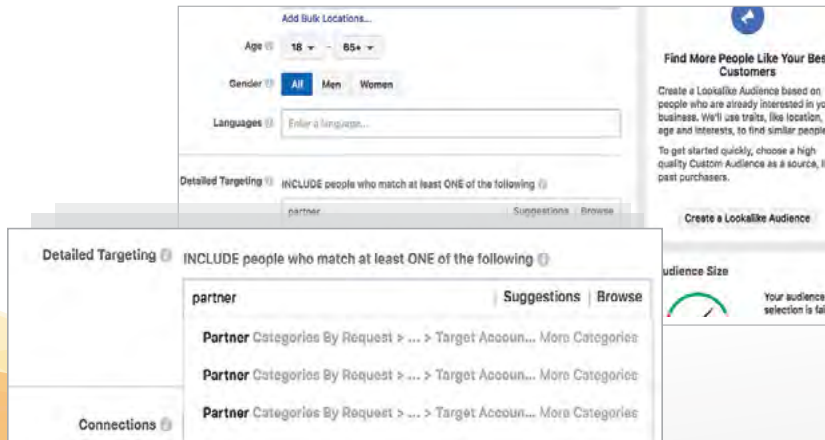
## Metrics to Consider

<b>Facebook</b> 	Awareness Brand Awareness Reach	Maximize exposure among a defined set of untouched target accounts	Impressions CPC/CPM cost
	Consideration Traffic Engagement	Drive registrations among engaged target accounts for specific CTA (website, events, webinars, e-book downloads)	Clicks Session Duration Downloads Registrations
	Conversion	(This is more e-commerce)	

## 2. Audience Selection

After selecting your marketing objective, you will then be guided to your “ad set.” Here, you will create an ad set for each of your segments that Lattice has created for you.

These segments, which are named as audiences for platform users, are found in the detailed targeting > partner categories.



By using these defined audiences, you will be able to:

- Tap into potential customers who display similar traits to your current loyal customers
- Target people who already know your product or service
- Target high fit accounts that are most likely to display interest by clicking in your ads
- Test your product's messaging and determine which resonates best with each segment

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### 3. Content



Messaging needs to resonate with your audience. In order to help you achieve this, Lattice helps you unearth the appropriate attributes, such as the types of technology being used behind the firewall. By infusing this level of detail into your ad messaging, you are lessening the chances of wasted spend since the end viewer who clicks understands how your product can solve certain pain points specific to their team or technology.

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### 4. Spend



While your Facebook advertising budget is carved out by your overall marketing budget, remember that the effectiveness of your ad rests heavily on the designated daily spend threshold. Depending on your campaign's objectives, be sure to match your budget appropriately.

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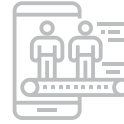
## 5. Best Practices



You should have at least two ad sets for each audience that test either copy, imagery or landing page. This will enable you to identify what message and formats work best with specific audiences.



Metrics are equally important as they provide the insight into your campaigns overall structure and effectiveness. For example, if your campaign is driving traffic to your website, your key metric becomes total link clicks and not impressions.



In terms of maximizing the impact of your Facebook spend, watch the number of impressions served daily and increase your bid if the volume is below expectations. Use the Facebook audience reach estimator when building your campaign to estimate expected click rates and CPM cost, as a result of your audience size.

## Google

Google allows marketers to drive growth by reaching potential customers while undergoing a relevant search on Google or visiting a site within one of their multiple partners on the Google Display Network. Search advertising, also known as AdWords, gives marketers the ability to segment business offerings based on a set of keywords.

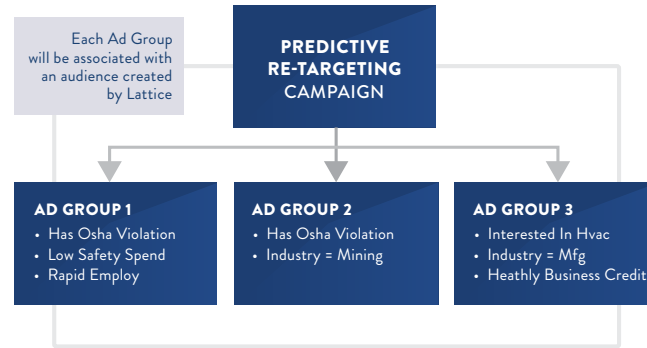
With Lattice, B2B marketers can improve their remarketing campaigns and thus reinforce their business value proposition by showing targeted ads to those who have already visited their site. The following steps will walk you through how to run a predictive retargeting campaign.



## 1. Campaign

There are multiple ways of structuring your Adwords account, but for optimal use with predictive, you will need to create a campaign that utilizes your Lattice identified audiences (with a maximum of two ad groups per campaign). Each ad group reflects a Lattice-identified micro-audience. Each ad group will then contain at least 2-3 ad sets.

### SETUP

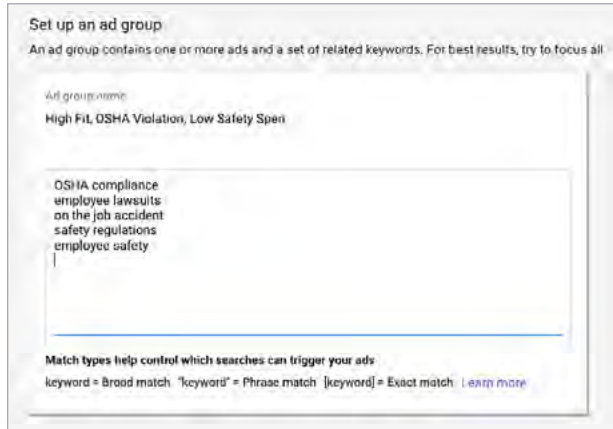


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## 2. Ad Group

Title your ad group to match your audience attributes for easy identification, and select appropriate keywords that match the overall ad message (make sure to research your keywords in Google's keyword planner for best practices).

### EXAMPLE



The screenshot shows the 'Set up an ad group' interface. At the top, it says 'Set up an ad group' and 'An ad group contains one or more ads and a set of related keywords. For best results, try to focus all'. Below this, there is a field for 'Ad group name' with the text 'High Fit, OSHA Violation, Low Safety Spen'. Underneath, there is a list of keywords: 'OSHA compliance', 'employee lawsuits on the job accident', 'safety regulations', and 'employee safety'. At the bottom, it says 'Match types help control which searches can trigger your ads' and provides options: 'keyword = Broad match', 'keyword = Phrase match', and 'keyword = Exact match', with a link to 'Learn more'.

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## 3. Keywords

Keywords are the words and phrases within your campaigns that will trigger specific message oriented ads. Each keyword and phrase require a match type, which essentially controls your reach for each search containing the particular keyword.

Negative keywords are critical to controlling the types of searches your company will show up for and ultimately prevent wasted spend on irrelevant traffic.

#### 4. Ads + Lattice Audiences

After you create at least three ad sets for your ad group, navigate to your Audience manager and here you will find the audiences created by Lattice. Select and match each audience to the appropriate ad group previously created.

STEP 1:

Audience lists		
<div><div></div><div></div></div>		
Filter: Label contains any Lattice Audience		
<input type="checkbox"/>	Audience name	Membership status
Not in use		
<input type="checkbox"/>	Lattice Audience (High Fit, Has OSHA Violation, Low Safety Spend)	Custom combination Combinations Open
<input type="checkbox"/>	Lattice Audience (High Fit, HVAC Interest, Industry=Mfg)	Custom combination Combinations Open
<input type="checkbox"/>	Lattice Audience (High Fit, OSHA Violation, Rapid Employee Growth)	Custom combination Combinations Open

STEP 2:

Lattice Audience (High Fit, Has OSHA Violation, Low Safety Spend)

Granger Demo Lattice Audience

View last time: Open

Step 1 of 3

List members

Custom combination

Networks

Search Network YouTube Display Network Gmail

Edit list

Add to...

Remove list

Label

Audience insights

Ad groups

Campaigns

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## 5. Performance

The effectiveness of your Google remarketing ads only increase with impressions due to its CPM structure. Ad fatigue weighs in heavily and thus requires monitoring by the ad manager.

Remember to aim higher in your click-through rates and conversions since these visitors are taking the opportunity to visit your site again through one of these ads. Ultimately, in remarketing a higher CTR represents a higher brand affinity, keeping your business at top of mind among your site visitors.



This eBook was originally written by Lattice Engines which was acquired by Dun & Bradstreet in 2019. Learn more about D&B Lattice, our market-leading Customer Data Platform, by visiting [dnb.com](https://dnb.com).

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