

Programmatic Advertising & the B2B Marketer

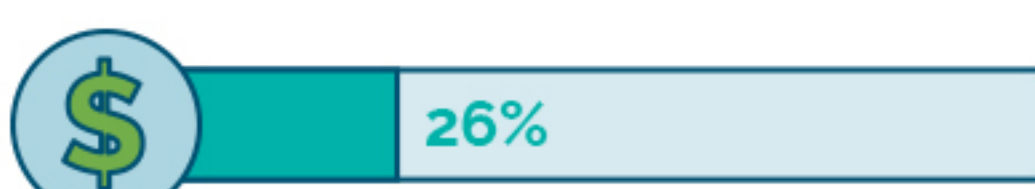


B2B ADVERTISING GOALS

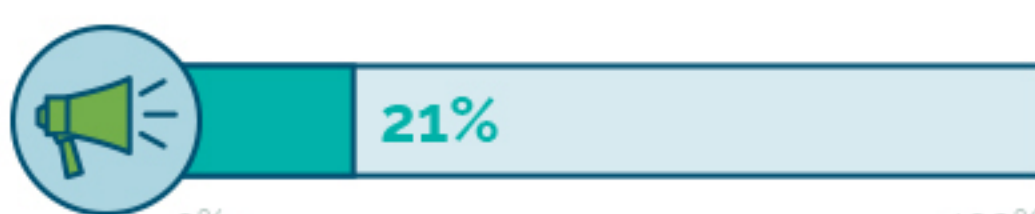
36% of B2B Marketers cite **"lead generation"** as the most important goal of their digital ad strategy.



followed by **"increase sales conversions" (26%)**



and **"increase brand awareness" (21%)**.



B2B ADVERTISING STRATEGIES

B2B Marketers employ a number of digital advertising strategies.

60%



Search

59%



Standard display

46%



Video

34%



Re-targeting

33%



Sponsored content

28%



Mobile display

23%



Rich media

20%



Native



B2B MARKETERS ARE PLUGGING INTO PROGRAMMATIC



54%

of B2B marketers are currently buying **advertising programmatically**.

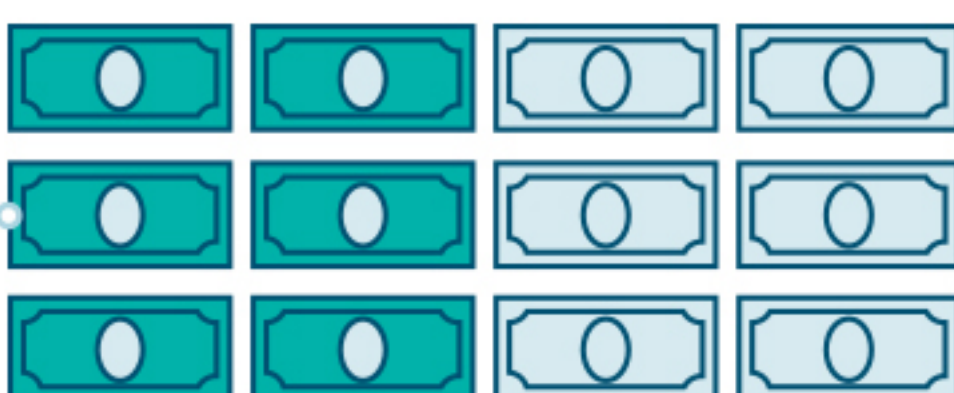


65%

of B2B marketers plan to **spend more money** on programmatic in 2016.

78%

of B2B marketers will **spend up to 50% of their budgets** on programmatic in 2016.



THE PROMISE OF PROGRAMMATIC

57%



26%



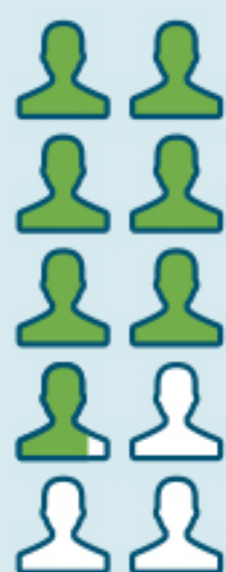
62%



55%



62% of B2B Marketers cite the **"ability to layer insights/data"** into advertising as the biggest advantage of buying advertising programmatically, followed by **"scale" (57%)**, the **"cost-effective"** nature of programmatic (**55%**), and the **"ability to hit stronger KPIs" (26%)**.



68%

of B2B marketers believe **audience targeting** is more valuable than contextual targeting.

66%



of B2B marketers believe programmatic is just **as valuable for them as it is for B2C marketers**.

dun & bradstreet

Visit bit.ly/programmaticstudy to download the full study

Source: B2B State of Programmatic Survey, Dun & Bradstreet, August 2015