

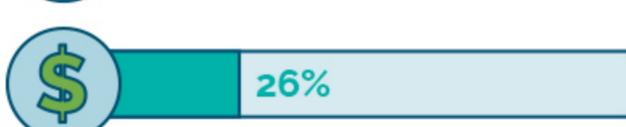
Programmatic Advertising & the B2B Marketer

B2B ADVERTISING GOALS

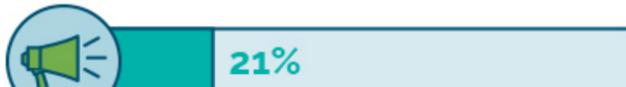
36% of B2B Marketers cite "lead generation" as the most important goal of their digital ad strategy.



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%

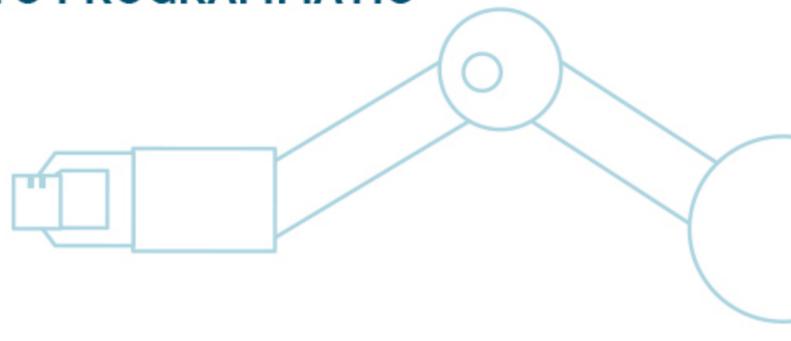


Native

B2B MARKETERS ARE PLUGGING INTO PROGRAMMATIC



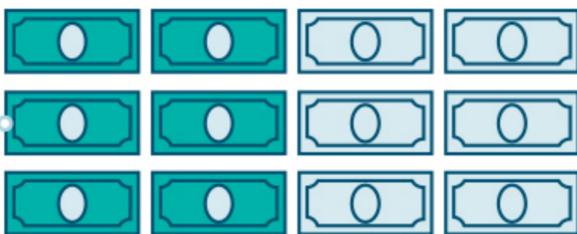
54% of B2B marketers are currently buying advertising programmatically.



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