Audience Verification

bombora

There is a proliferation of B2B data available for targeting

- ABM List
- Professional Group
- Functional Area
- Seniority
- Intent
- Company Revenue
- Company Size
- Industry

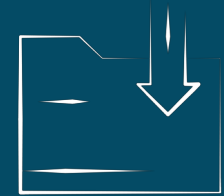# But insight into who you're really reaching is still a black box

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B2B marketers have long used proxy online metrics to optimize campaigns and measure digital marketing impact on sales opportunities
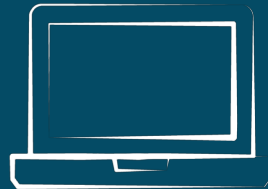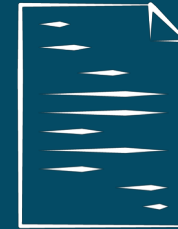
Clicks or
Click-thru rate

Website visits
or page views

Downloads
or registrations

Attend webinar

Shared article

Read case study

Traditional demand generation metrics no longer tell the right story for B2B marketers
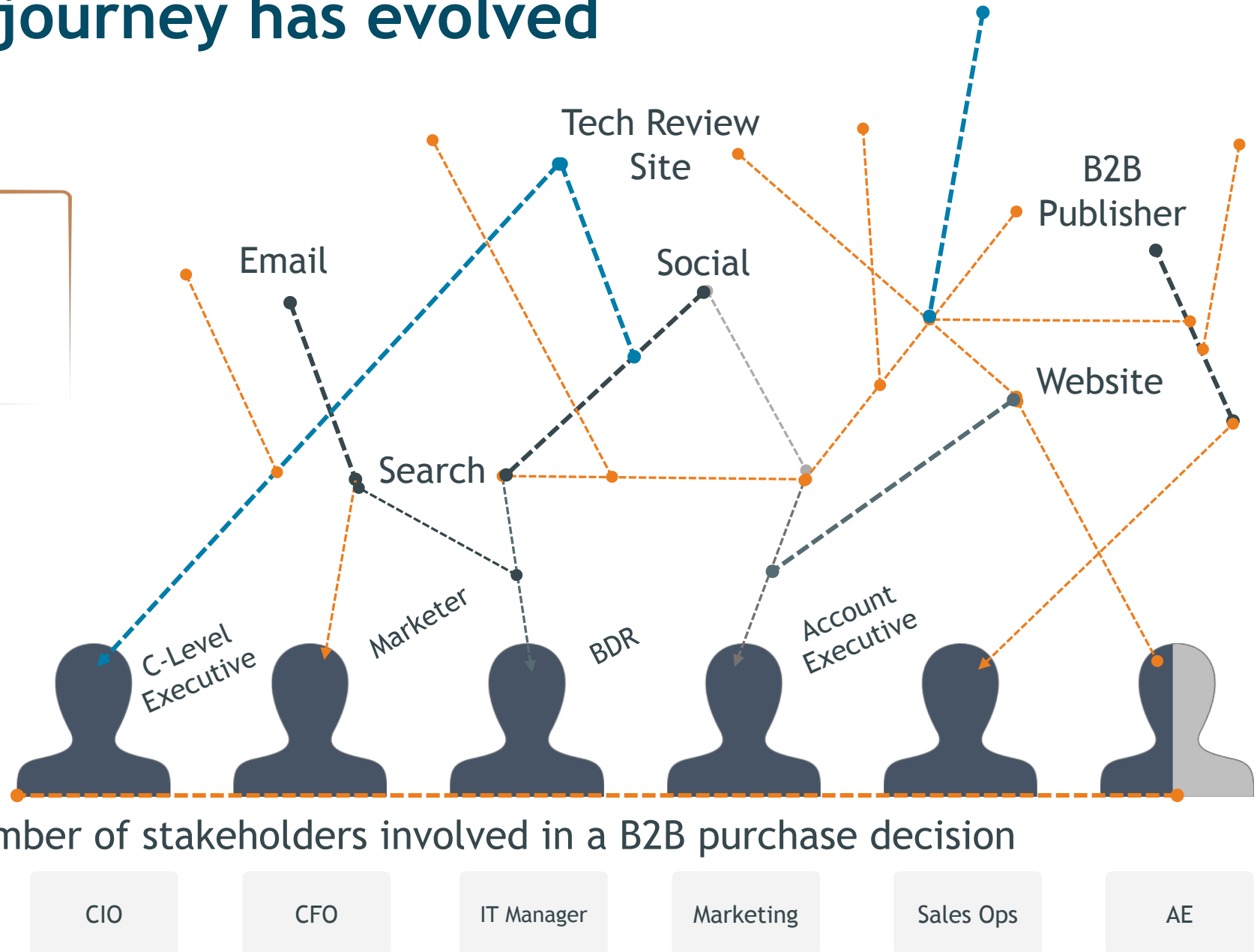
Traditional demand generation

Marketing

Sales

Pass to sales

Focused on driving website visits and generating leads for sales

Website

W W W

Sales Opportunities

$

Account-Based Marketing

Marketing

Sales

Focused on partnership between *sales* and *marketing* to work towards a singular, Unified approach.

Sales Opportunities

$

The B2B buyer's journey has evolved

Each stakeholder's journey is distinct across multiple sales and marketing channels

Tech Review Site

Email

Social

B2B Publisher

Website

Search

C-Level Executive

Marketer

BDR

Account Executive

5.4
The average number of stakeholders involved in a B2B purchase decision

| CIO | CFO | IT Manager | Marketing | Sales Ops | AE |

The challenge

Digital advertising measurement capabilities have not progressed along with marketing strategy and we're forced to fall back on outdated proxy metrics.

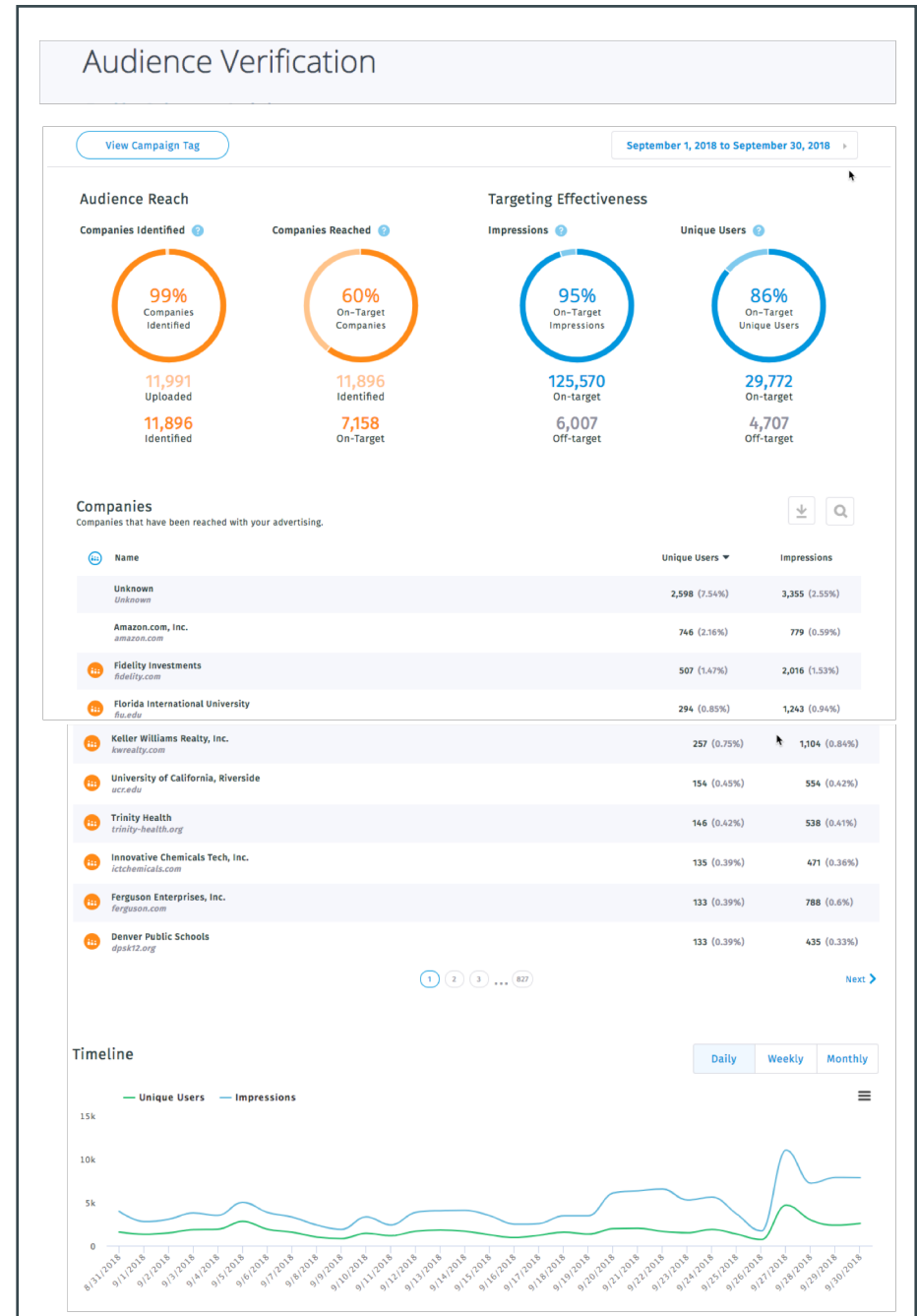# Introducing Audience Verification

Finally, a tool that measures your brand impact and closes the loop between who want to reach, and who has actually been exposed to your advertising.

Impressions

Company

Target Audience

Unique Users
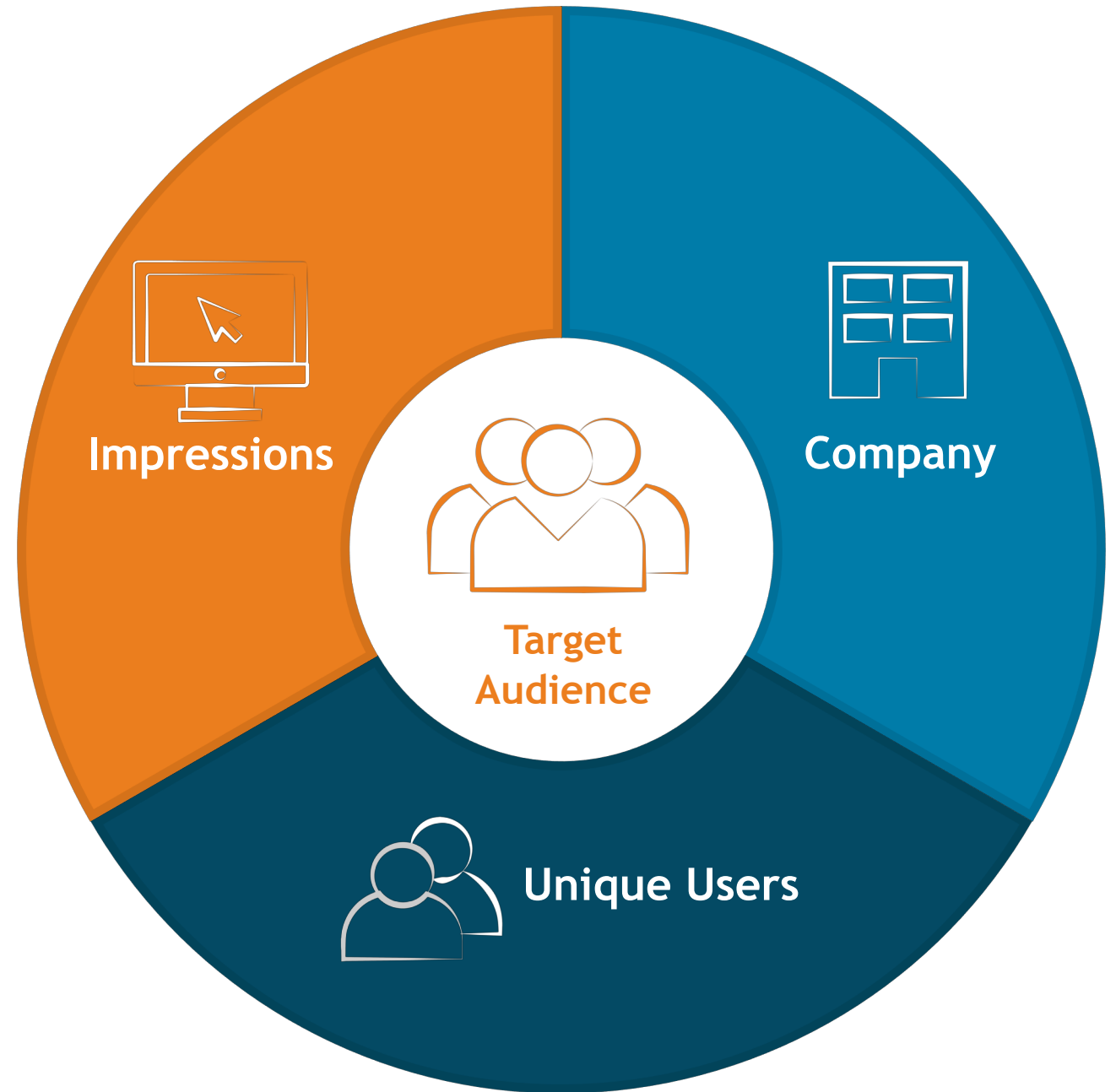
Audience Verification

- Measure and maximize media investments by knowing exactly which businesses of your target audience are seeing your digital ads

- Analyze efficacy of each ad creative and media partner for an accurate ROI figure

- Achieve real transparency and close the loop between the impact of your marketing activities on sales opportunities
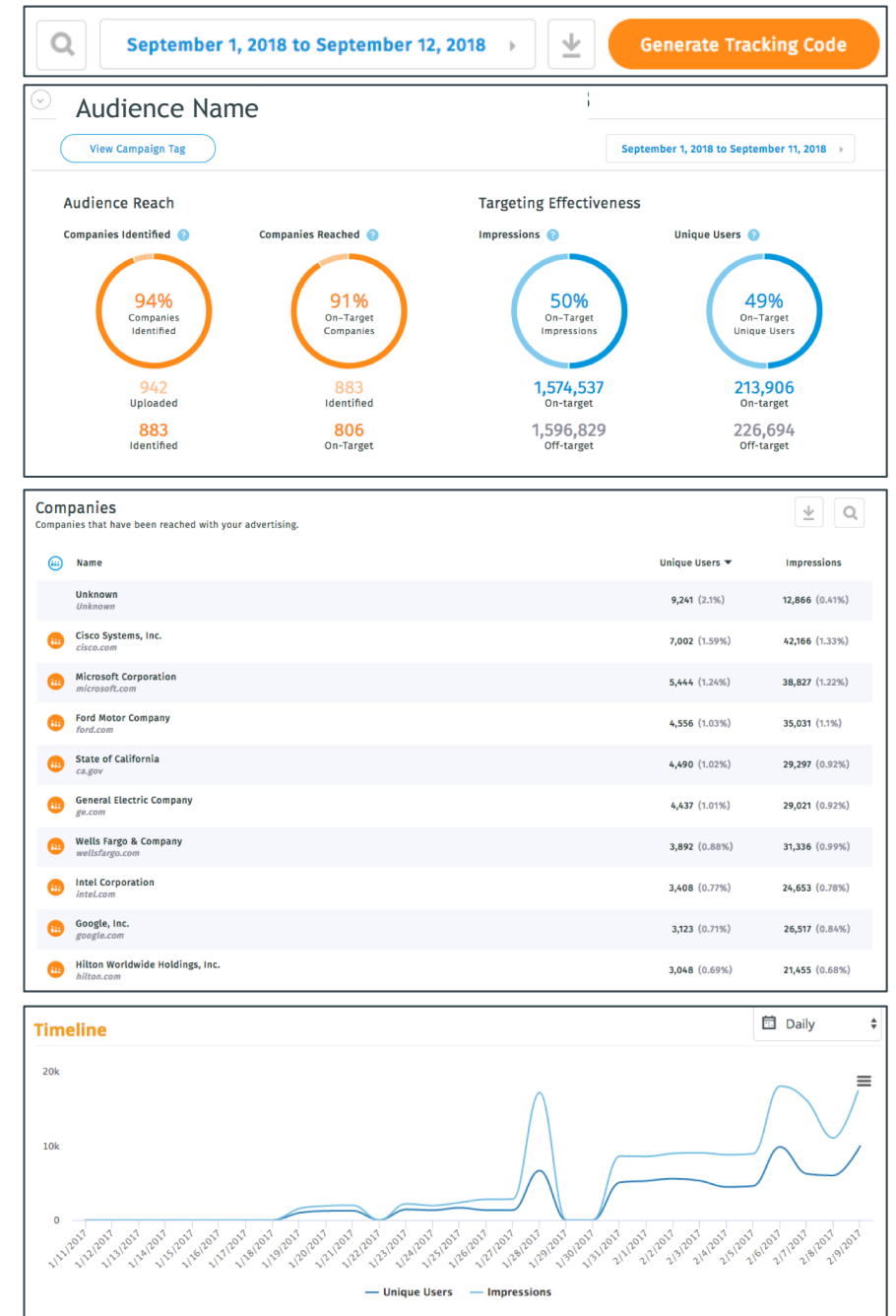
Please reach out to your Bombora account contact for more information and to get started.

Audience Verification features

- Custom date selection and tag generation

- Percentage of impressions delivered to your defined target accounts

- Number and names of the target accounts and additional businesses reached

- Account-level unique users and impressions

- Unique user and impression trends over time

Please reach out to your Bombora account contact for more information and to get started.

Get started with Audience Verification

Upload an ABM list and set your campaign dates

Place the auto-generated tag(s) in your campaign creative(s) to begin measurement

See the businesses reached in your campaign, impressions, and frequency

Please reach out to your Bombora account contact for more information and to get started.

The solution to your digital advertising challenges

- The first product of its kind for B2B advertising

- Calculate and validate the effectiveness of your ABM campaigns

- A true measurement of brand awareness and impact on your target audience

- Platform agnostic and can sync with the media partners that you currently work with

Perform a full-funnel evaluation by leveraging Bombora's Visitor Insights to see which accounts moved down the funnel from ad views, to visiting your website.

Surf's up. Let's take-off.

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