



# Account-Based Marketing

## GENERATE NEW BUSINESS BY MARKETING TO TARGETED ACCOUNTS

Account-based marketing can be successful at growing B2B businesses by allowing them to reach a wider range of influencers, decision-makers and prospects with client-specific messages.

### Why Market To Accounts Over Individuals?

Account-Based Marketing (ABM) is an approach that targets a single location or group of potential clients as opposed to traditional inbound marketing which focuses on individual sales leads.

B2B marketers often try to cast a very wide net with their marketing campaigns in hopes of appealing to as many companies as possible in their target markets. ABM is an alternative B2B strategy that concentrates sales and marketing resources on a clearly defined set of target accounts within a market and employs personalized campaigns designed to resonate with each account.

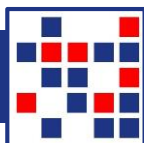
Segmenting individual prospects into “accounts” is more effective because your marketing message is based on the specific attributes and needs of the accounts you're targeting. Many companies, particularly those seeking to acquire specific high-value customers, find they are better served with an ABM strategy.

### Our ABM Advertising Solutions

Through our Location IP Targeting, Venue Retargeting, and Facebook Audience Network solutions, we give you the ability to target company headquarters, manufacturing plants, hospitals, college campuses, etc. Reach influencers and decision-makers with your message- at work, at home and on their mobile phones.

Generate awareness and demand for your product throughout your targeted accounts. Get in front of a prospects at home, before approaching them with a pitch. Let influencers know you understand their needs or pain-points. Peak their interest, and then drive traffic to your website for more information, or a case study or white paper.

## 5 Steps to Account-Based Marketing





MARKETING GROUP

# Location IP Targeting

## YOUR DIRECT ACCESS TO TARGETED ACCOUNTS

Location IP Targeting allows you to target prospects at locales such as conventions, clinics, campuses and government facilities. Our IP Targeting technology generates brand awareness and leads from your list of targeted accounts.

### How It Works

Location IP Targeting creates brand awareness and generate leads by reaching your targeted prospects where they work or at other venues they gather. Examples of venues and locales you can target are: conventions, convention hotels, company HQs', business campuses, hospitals, clinics, VA centers, college campuses, etc.

After selecting your desired locations we map IP addresses through our patented algorithm which analyzes billions of pieces of data. We then work with our premium ad exchanges to serve your targeted digital ads on the websites your prospects visit.

### Digital Bullseye™ Advantage

Our Location IP Targeting works because we developed heuristic information on your prospects based on their location. The applications for Captive Audience are endless. Advertisers have dev-eloped new ways to use it for a broad range of audiences and industries.



Strategically target students or other target populations by going where they are

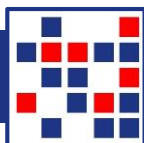
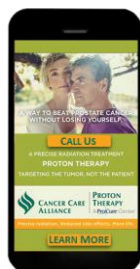


Deliver your content to any device on websites your prospects visit at chosen venue(s)

### Location IP Targeting

The use-cases for a B2B / B2C IP targeting campaigns are limitless. You're able reach doctors and nurses at clinics, target hospitals to create awareness of your healthcare industry products, select annual health care industry conventions to reach event attendees, engage students on college campuses for job recruiting, or target manufacturing facilities who may need your software or equipment.

### Geo-Framing of University of Minnesota Medical Center



Learn more about our Digital Bullseye™ solutions at [e3marketinggroup.com](http://e3marketinggroup.com)

# Venue Retargeting

## CAPTURE MOBILE DEVICE ID'S AT CONFERENCES

Recent innovations in digital ad technology allow us to capture mobile ID's at high-valued locations, like industry conferences and events, and bucket them for prospect targeting.

### How It Works

Venue Retargeting captures people's mobile ID's at conferences and other events where your target markets gather. We save the information of these high-value targets so you can later reach the same audiences on their mobile, work or home devices.

By using a proprietary geo-framing technology we can even go back in time up to one year to capture mobile devices from past events or locations. Venue Retargeting then matches the captured mobile ID's with IP addresses at home or business locations. This means we will be able to also serve your display ad to any device connected to that specific IP address...doctors, nurses, administrators, executives, managers and employees.



Polygon the venue of your choice on our map.



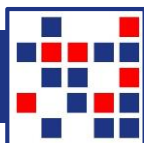
If an ad call was served to a device present at the location, Device ID is captured.



Those captured devices are now captured and stored for targeting once home address is determined.

### Digital Bullseye™ Advantage

There are many instances where a venue is target rich and it's valuable for you to reach this audience when you can't in other ways. An example would be key decision-makers and end-users at an industry conference or other event. Let's say you just introduced a new product but you can't be at a certain industry event. Venue Retargeting can capture mobile ID's at your selected events and match them with IP addresses. We allow you to reach these same audiences with your new product message on their mobile, work or home devices.



# FAN Geo-Targeting

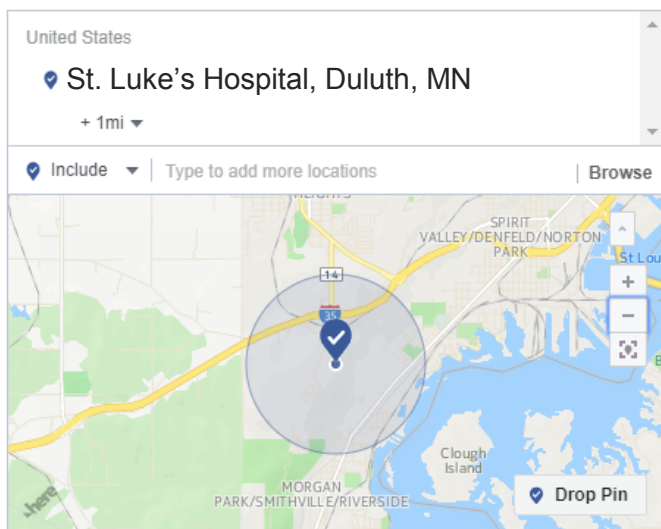
## COMBINED WITH LOCAL AND BEHAVIORAL TARGETING

Facebook Audience Network (FAN) lets you extend Facebook ad campaigns off of Facebook, using the same highly targeted categories you need to reach exact audiences and locations.

### How It Works

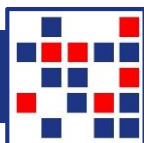
Facebook established a mobile ad network that will take your Facebook News Feed ads and place them on other apps and mobile websites. They call it Facebook Audience Network (FAN). FAN lets brands extend their Facebook ad campaigns off of Facebook, using the same targeting categories. It is now the second biggest mobile ad network and the largest native mobile ad network.

FAN allows you to reach Facebook users when they aren't on Facebook. And because Facebook gathers data from third party websites and apps, FAN even allows you to reach non-Facebook members. Therefore FAN can significantly expand your campaign reach, which makes it an ideal solution for small niche audiences like doctors, nurses, and healthcare administrators in a specific location.

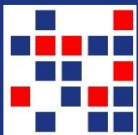


- Select cities / metro areas
- Down to 1-mile radius
- Medical centers / clinics
- Conventions / events
- Select healthcare categories (i.e. job title, job type, employer, etc.)

By combining FAN with targeted geographical and behavioral categories we can reach the exact audiences you need to reach with your message. And 80% of Audience Network impressions are now native, which makes it a great for reaching your audience in a less intrusive way than traditional banner advertising.







Learn more about our Digital Bullseye™ solutions at [e3marketinggroup.com](http://e3marketinggroup.com)