DIGITAL BULLSEYE

Geo-targeting and data science for account-based marketing

ACCOUNT-BASED MARKETING MANUFACTURERS

Account-Based Marketing

GENERATE NEW BUSINESS BY MARKETING TO TARGETED ACCOUNTS

Account-based marketing is successful at growing B2B businesses by being able 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 IP Targeting, Captive Audience, Venue Replay, and Facebook Audience Network solutions, we give you the ability to target company headquarters, manufacturing plants, large integrators and distributors, architectural and engineering design firms, government agencies, municipalities, etc…to 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, while they are at work. Peak their interest, and then drive traffic to your website for more information, or a case study or white paper. We help you to reach a wide-range of prospects, more efficiently, with the right message at the right time.

5 Steps to Account-Based Marketing

1	2	3	4	5
Identify Accounts	Profile Accounts	Create Content	Launch Campaigns	Measure & Analyze
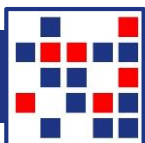
IP Targeting
DATABASE MARKETING FOR THE INTERNET

IP Targeting is the digital equivalent of direct mail, only much more efficient. We take your database of targeted accounts and deliver your messages to this same audience as native, banner or video ads.

How It Works

You provide us with a database of names and physical addresses, or our data scientists can provide targeted lists. We then use patented technology to match your lists to individual household or business IP addresses. We can isolate companies and locations to show variable display & video ads by a set of defined criteria. For example, if you want to run different promotional offers based on product or geographical region. It's targeted database marketing on the internet! You have all the benefits of variable-printed direct mail without the cost of printing and postage.

And unlike direct mail, it's not a one-time shot. You can reach your prospects with native, display or video ads 25-50 times a month. We also utilize cross-device technology to deliver ads to all devices that have been connected to each specific IP address. A great way to multiply your reach with targeted audiences or spread your message to all at a particular location!

**1** CRM Data or purchase a list from a Data Provider.

2 Run list of home addresses through our IP Targeting Algorithm.

3 Campaign Set Up and Launch. Begin serving to the devices connected to the Wi-Fi in the specified households.

Digital Bullseye™ Advantage

Other products can only target with cookies online. However, we are 100% cookie-free so we can vastly eliminate fraud and the threat of non-human traffic (bots). We can guarantee with 95% accuracy that your digital ads are being viewed by a real person. Our patent-pending approach to IP Targeting uses "lat-long" to target down to one square meter. Unlike competing products, our superior approach results in virtually NO wasted impressions. This means better targeted messaging and increased ROI for you.
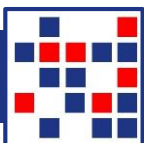
Location IP Targeting

YOUR DIRECT ACCESS TO TARGETED ACCOUNTS

Location IP Targeting allows you to target prospects at locales such as trade shows and industry events, company HQ's, manufacturers 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: trades shows and industry events, company headquarters, manufacturing plants, large integrators and distributors, architectural and engineering design firms, government agencies and municipalities.

After selecting your 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 Location IP Targeting are endless. Advertisers have developed 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)

Captive Audience Examples

There are many use-cases for a B2B IP targeting. For example, you might want to target manufacturing facilities to create a facility-wide awareness of how your products solve their problems. Or perhaps you want to target large engineering and architectural firms or government agencies with a message of why your products should be spec'd in their projects.

Geo-Framing of a Coca-Cola Bottling Facility
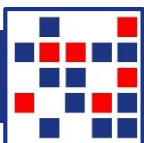
Venue Retargeting
CAPTURE MOBILE DEVICE ID'S AT TRADE SHOWS

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

How It Works

Venue Retargeting captures people's mobile ID's at trade shows 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…line managers, supervisors, administrators, executives, managers and other employees.
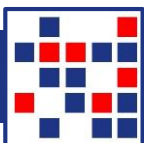

Polygon the venue of your choice on our map.

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 trade show. Let's say you just introduced a new product but you can't be at a certain industry event due to lack of resources. 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 and ideal solution for small niche audiences in a specific location.
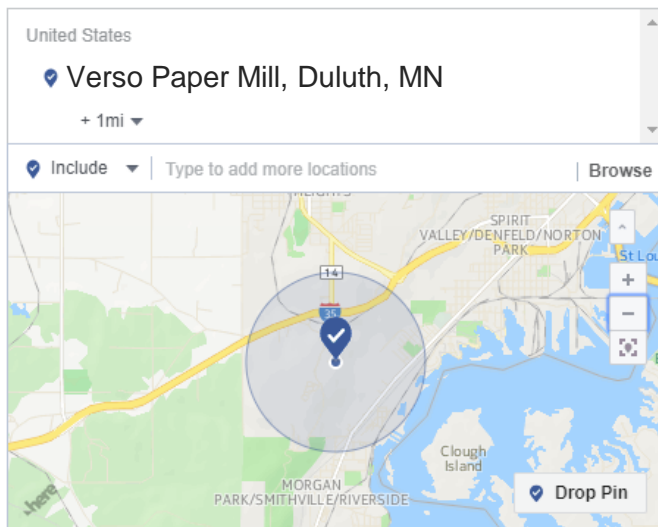
- Select cities / metro areas
- Down to 1-mile radius
- Specific locations / facilities
- Trade shows / events
- Select behaviorals / demographics (i.e. job title, interests, activities, etc.)

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.
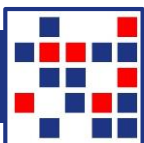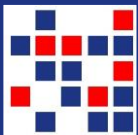
Learn more about our Digital Bullseye™ solutions at e3marketinggroup.com