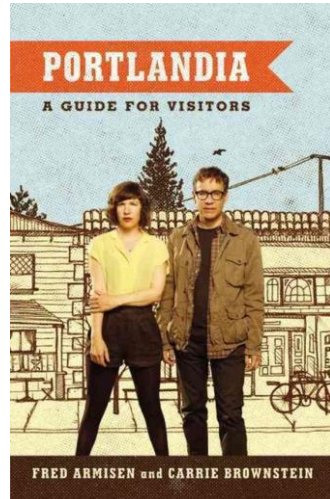


The Dynamics of B2B Retargeting

How retargeting can fill your sales pipeline and nurture your existing leads



OBILITY



- Portland based
- PPC & SEO services
- Exclusively B2B clients
- Manage campaigns to long sales cycles
- Track performance in MA & CRM

EXPERIENCED IN B2B



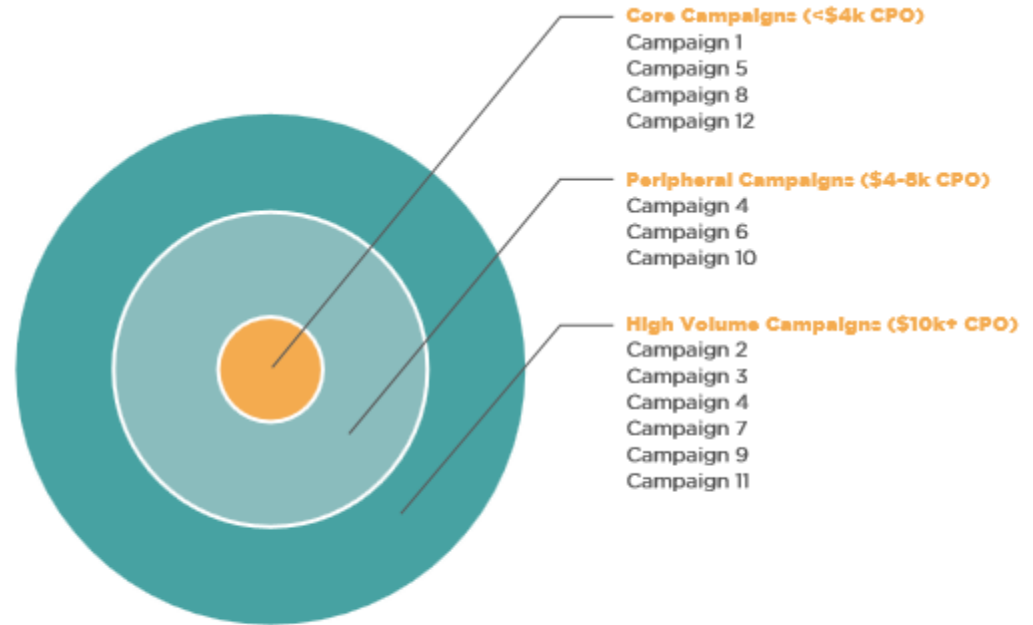
“RETARGETING IS CREEPY”



© marketoonist.com

RETARGETING IS CORE

CAMPAIGN	SPEND	OPPS	CPO
Campaign 1	\$186,294	195.90	\$950.96
Campaign 2	\$131,963	11.75	\$11,230.89
Campaign 3	\$92,893	3.00	\$30,964.32
Campaign 4	\$48,094	5.67	\$8,482.19
Campaign 5	\$45,214	118.30	\$382.20
Campaign 6	\$43,229	10.70	\$4,040.09
Campaign 7	\$40,581	1.00	\$40,581.47
Campaign 8	\$36,470	11.00	\$3,315.45
Campaign 9	\$28,143	2.00	\$14,071.55
Campaign 10	\$8,896	2.00	\$4,448.00
Campaign 11	\$7,539	0.00	\$0
Campaign 12	\$4,187	1.20	\$3,489.16

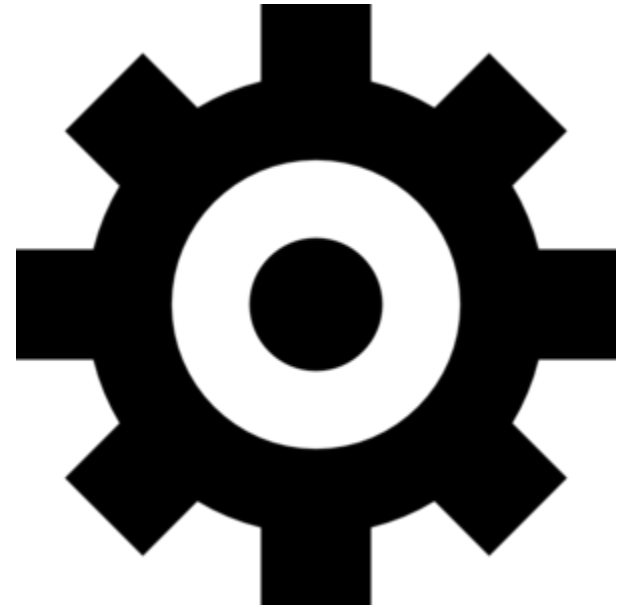


CURRENT STATE OF RETARGETING

SETUP

TRACKING IS ESSENTIAL

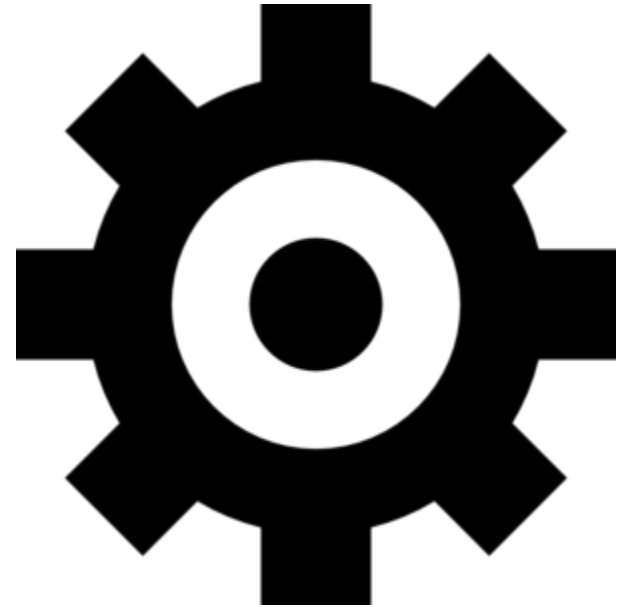
1. 2 audience segments: converters & non-converters
2. Separate marketing automation programs
3. Track audience segment, platform, region, ad id, & offer
4. If conversion tracking, track session-based
5. Limit impressions to 2-3 per day
6. Rotate ads regularly; utilize drip retargeting



SETUP

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- ~~4. If conversion tracking, track session-based~~
5. Limit impressions to 2-3 per day
6. Rotate ads regularly; utilize drip retargeting



Better yet:
ignore conversions altogether

SIZE MATTERS



“fjskljdjfklaidsk;ljafj”



“The fool doth think he is wise, but the wise man knows himself to be a fool.”

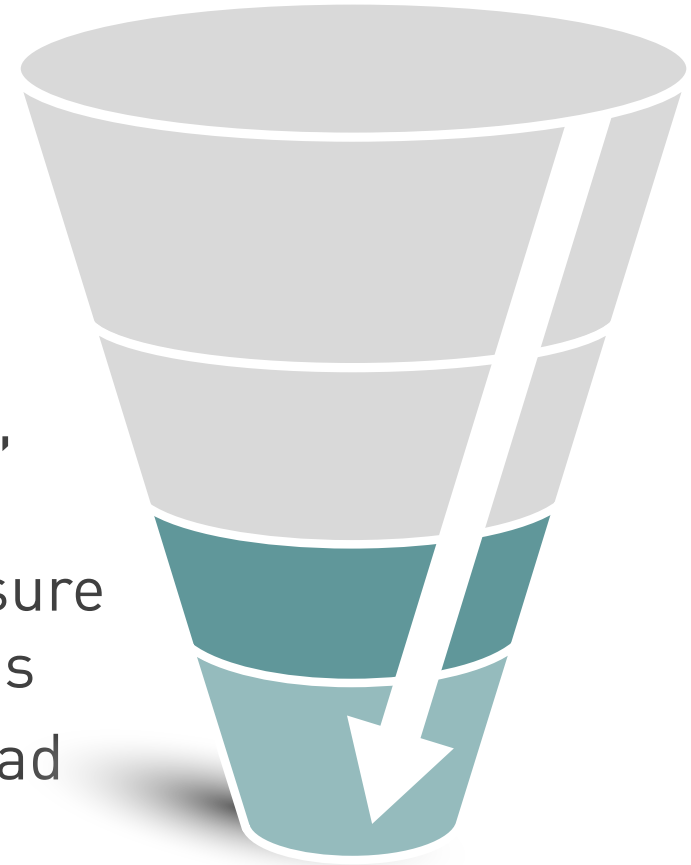
NON-CONVERTERS = LEAD GEN

- Target visitors who have abandoned form submission
- Use top of funnel white papers
- Treat as lead gen campaign: measure new leads and opportunities



CONVERTERS = LEAD NURTURING

- Target visitors who have previously submitted a form
- Includes CRM retargeting
- Test bottom of funnel offers (free trial, demo, contact) & white papers
- Treat as lead nurture campaign: measure successes & time to Opp not new leads
- Good for Events: user conferences, road shows, webinars, etc.



OPTIMIZATION

GET BETTER THROUGH TESTING

1. Platform (Facebook, Twitter, Display)
2. Offer (guide, analyst report, tips, webinar, event)
3. Ad
4. Cut poor performers
5. Negatively target placements
6. Utilize the AdRoll team

The screenshot shows the AdRoll interface with a dark blue header containing the AdRoll logo and a 'Campaigns' button. Below the header is a navigation bar with 'Campaigns', 'Ads', and 'Sites' buttons. A 'Website' section lists various domains. Two entries, 'celebs.answers.com' and 'www.tmz.com', are circled in red.

Website
answers.com
celebs.answers.com
imgur.com
www.weather.com
answers.com
www.foxnews.com
celebs.answers.com
www.dailymail.co.uk
drudgereport.com
www.realtor.com
www.tmz.com
www.youtube.com
www.moneycontrol.com

WHERE RETARGETING IS HEADED

BECOMING COMFORTABLE WITH ANONYMITY

KNOWN LEADS ARE THE EXCEPTION

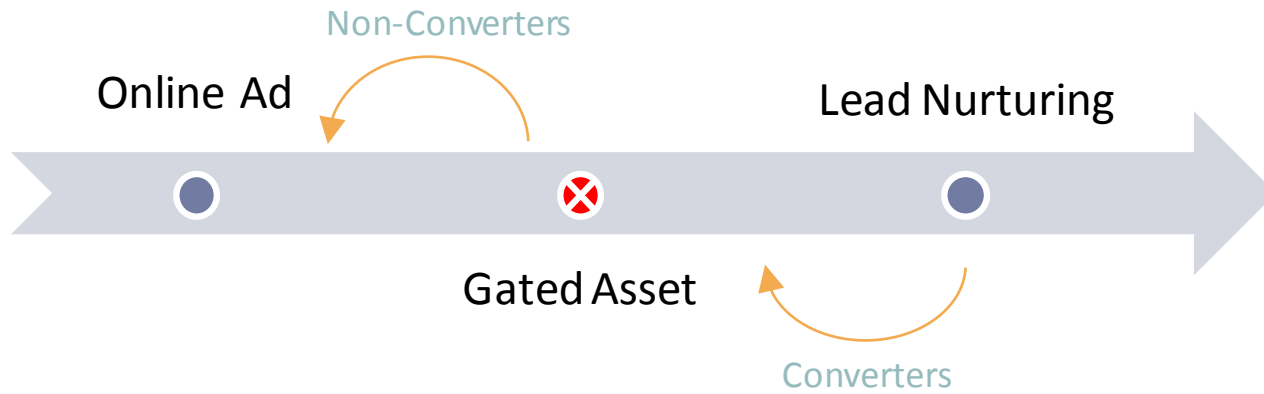
MOST WEBSITE VISITS ARE ANONYMOUS



- Website conversion rate (form fill) for B2B is 7%*
- 90+⁰% of visitors don't provide contact information
- Live with it because it's so darn measurable

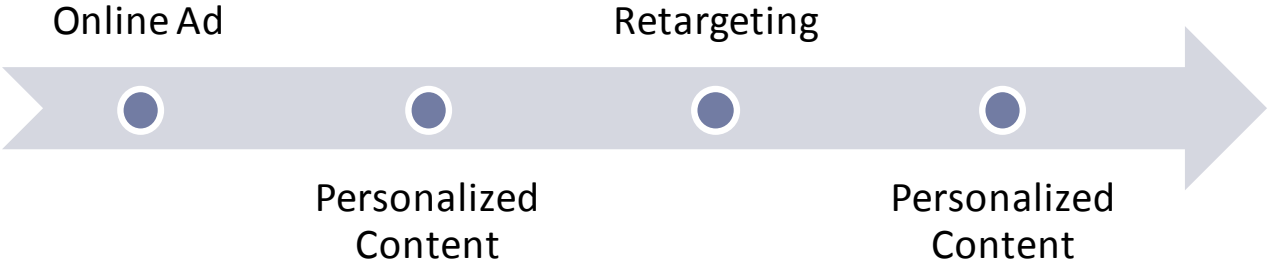
MARKETING TO THE 100%

Marketing to Gated Content



MARKETING TO THE 100%

Marketing to Non-Gated Personalized Content



LIVING WITH THE UNKNOWN

FINDING COMFORT IN THE ABYSS

- Web analytics tracks anonymous visitor data & applies to contact once they become known
- Retargeting can act as lead nurturing when email unavailable
- Anonymous user data + retargeting = CRM + lead nurturing



Image: Woopra Screenshot



TRACKING ANONYMOUS BEHAVIOR

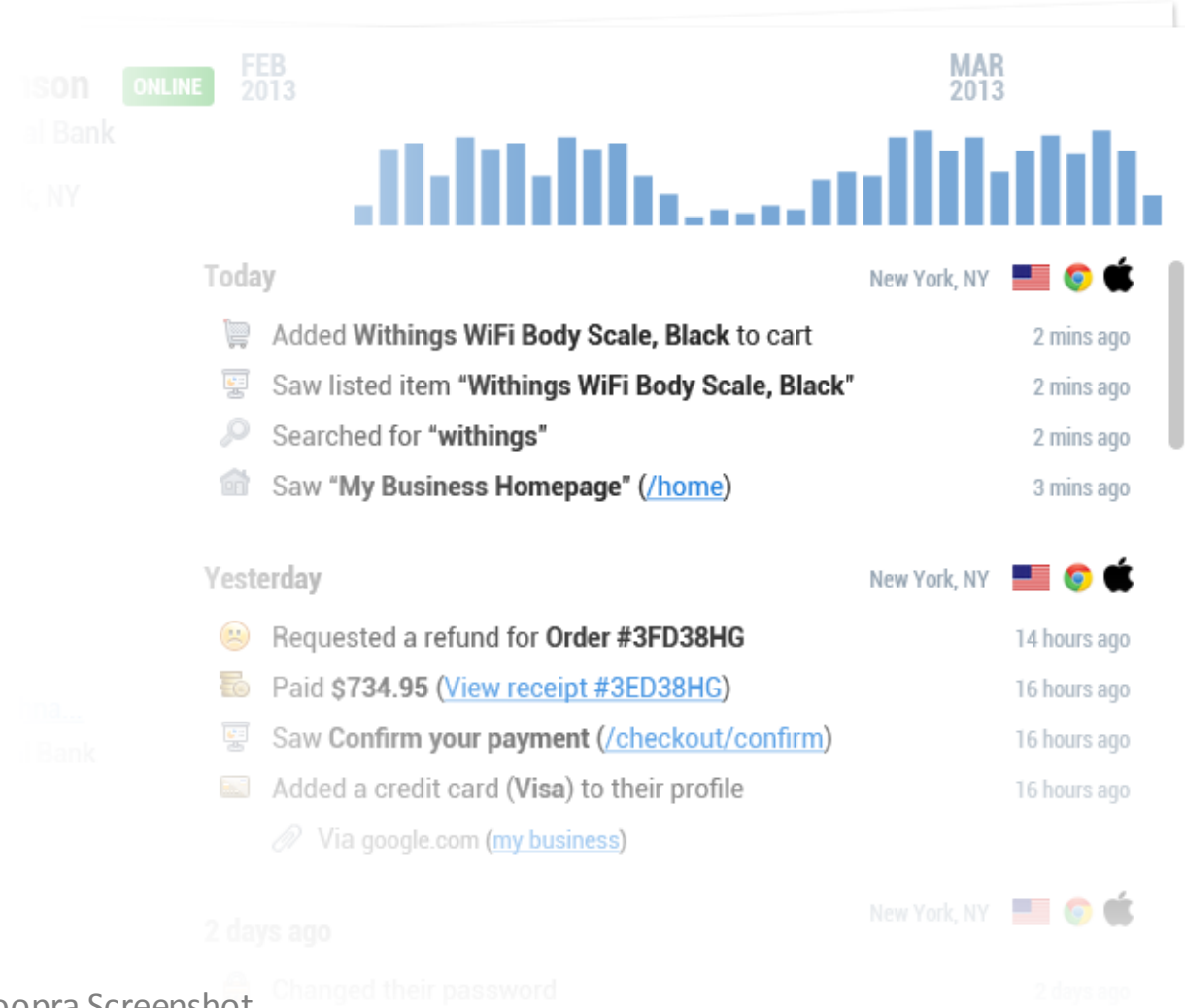


Image: Woopra Screenshot



WEB PERSONALIZATION

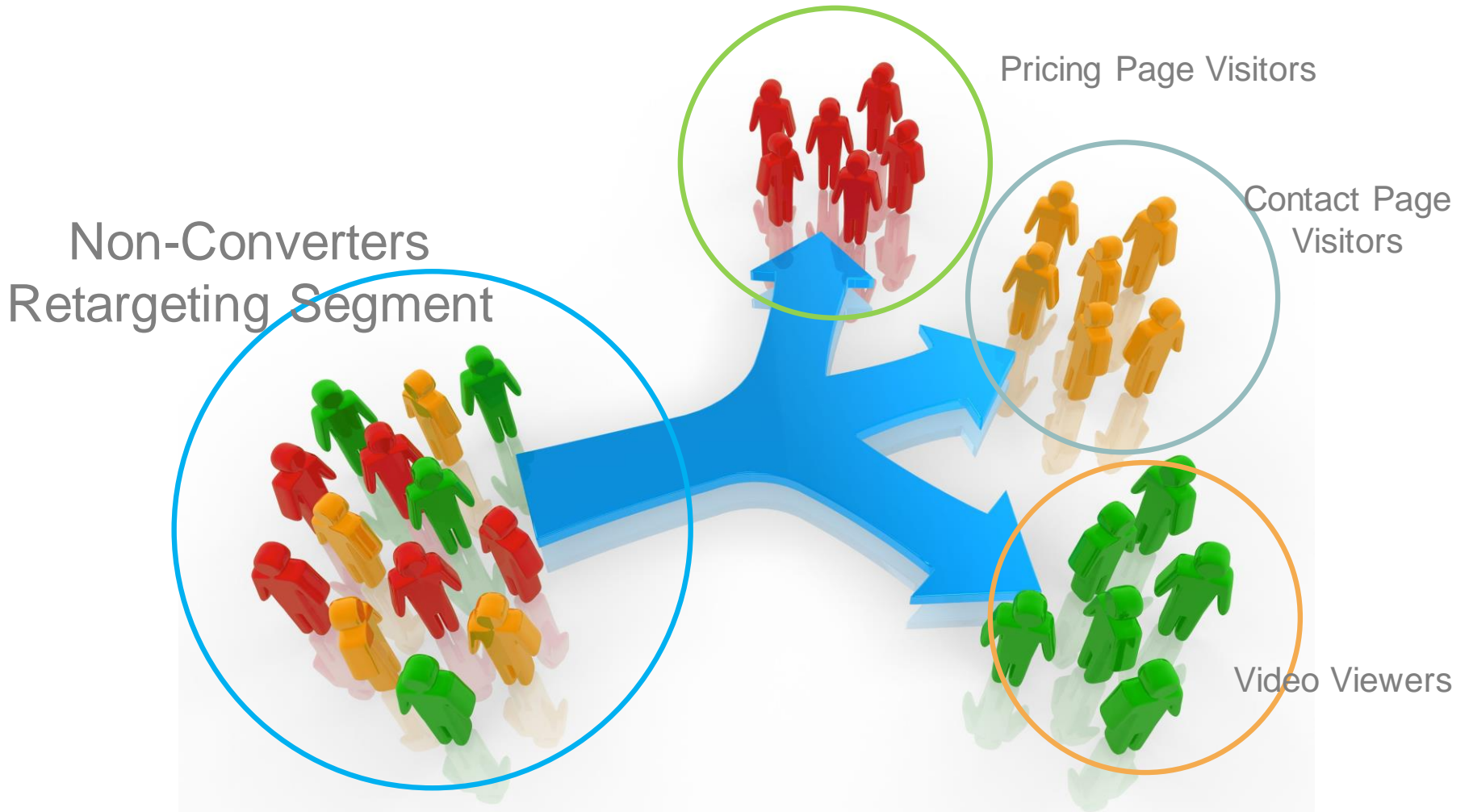
YEP, EVEN FOR THE ANONYMOUS



Images Credit: Marketo Real Time Personalization Ebooks



SEGMENTATION W/ PERSONALIZATION



SUMMARY

- Create segments based on audience size & behavior
- Track performance in marketing automation & CRM
- Optimize with negative placements
- Test ads, offers, and networks
- Retarget & track anonymous users
- Provide personalized content even to the anonymous



Qbility