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”
RETARGETING IS CORE

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

Core Campaigns (<$4k CPO)
- Campaign 1
- Campaign 5
- Campaign 8
- Campaign 12

Peripheral Campaigns ($4-8k CPO)
- Campaign 4
- Campaign 6
- Campaign 10

High Volume Campaigns ($10k+ CPO)
- Campaign 2
- Campaign 3
- Campaign 4
- Campaign 7
- Campaign 9
- Campaign 11
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
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6. Rotate ads regularly; utilize drip retargeting

Better yet: ignore conversions altogether
SIZE MATTERS

“fjskldjfklajdskfjak;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
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+% of visitors don’t provide contact information
• Live with it because it’s so darn measurable

*2012 MarketingSherpa Benchmark Survey
MARKETING TO THE 100%

Marketing to Gated Content

Online Ad → Gated Asset → Lead Nurturing

Non-Converters → Converters
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
TRACKING ANONYMOUS BEHAVIOR

Image: Woopra Screenshot

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WEB PERSONALIZATION
YEP, EVEN FOR THE ANONYMOUS

Images Credit: Marketo Real Time Personalization Ebooks

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SEGMENTATION W/ PERSONALIZATION

Non-Converters
Retargeting Segment

Pricing Page Visitors

Contact Page Visitors

Video Viewers
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