

A close-up photograph of four small, clear glass vessels containing different liquids, arranged in a row on a dark wooden tray. The liquids vary in color from light yellow to dark brown. In the foreground, a dark menu card with white text is partially visible, listing items like 'PERF CHARDONNAY', 'ESTATE CAB FRANK', and '2017'. The background is softly blurred, showing a bar setting.

SIP & LEARN

CASCADING AUDIENCE SEGMENTATION

TODAY'S PRESENTERS



Mike Nierengarten, Founder and President at Obility. Has helped 100s of B2B SaaS and B2B Tech generate pipeline through digital marketing.

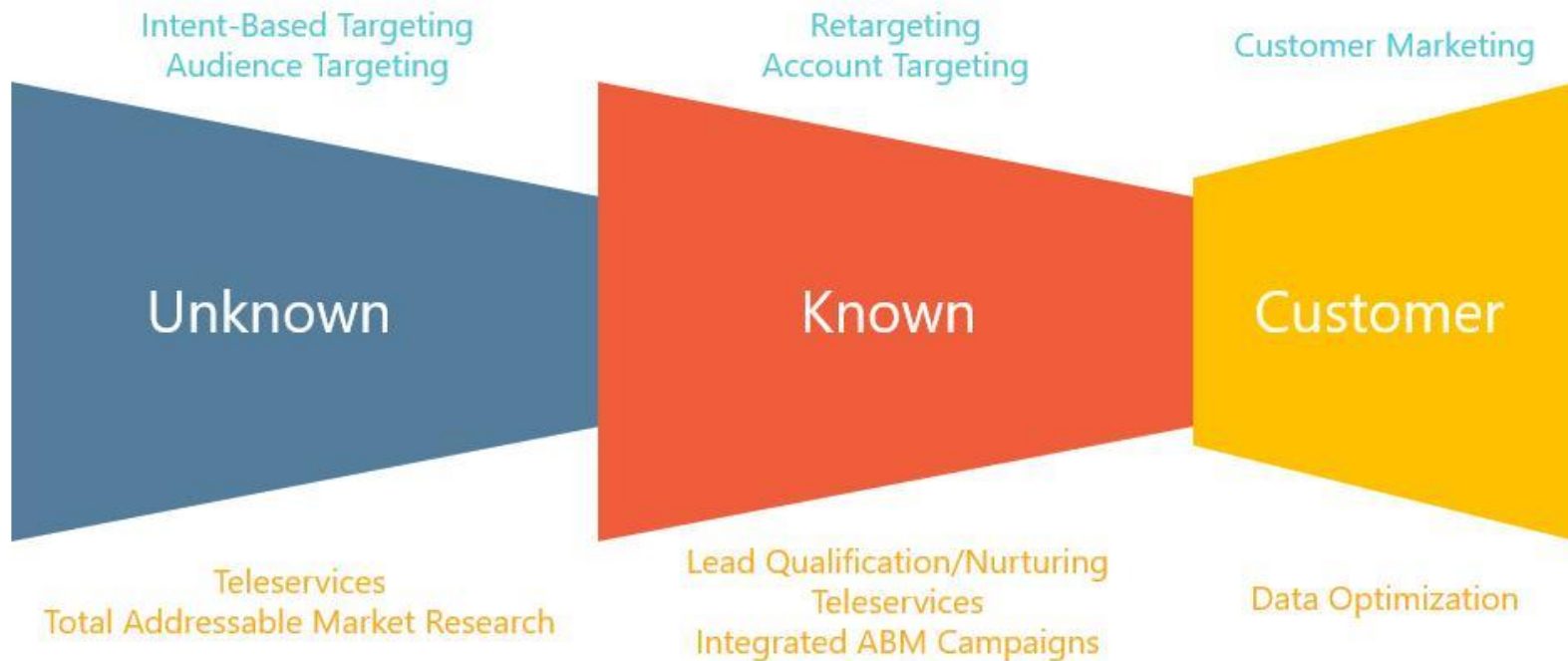


Jey Hall, Director of Nightlife at Champagne Armand de Brignac (Ace of Spades). Has run 100s of activations to help organizations share great wine experiences.



Graham McConnell, Director of Marketing at Obility. Tells 100s of jokes. Few land.

WHO ARE WE?



Oregon
v.
France

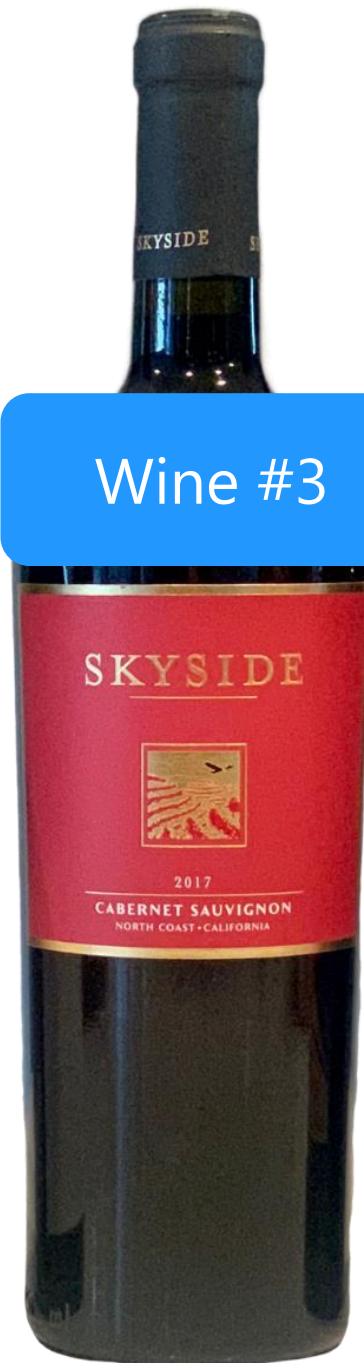
Wine #1



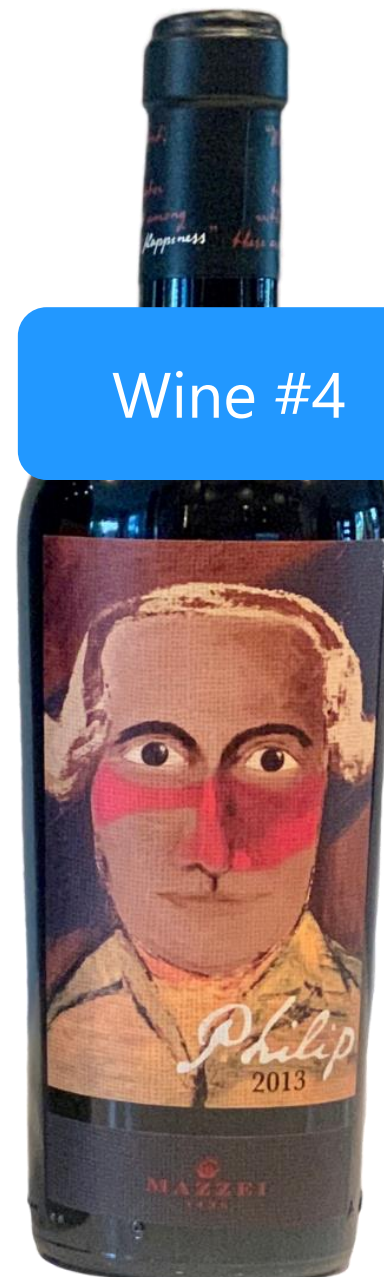
Wine #2



Wine #3



Wine #4



Napa
v.
Italy

JEY HALL



WSET

LEVEL 2 WINES & SPIRITS
CERTIFIED



- Beverage industry for 10+ years
- Market Manager for the UK's Relentless Energy by Coca-Cola
- Role with Moët Hennessy for the launch of Hennessy Black — the first large scale release by Hennessy since the 1960's
- Next 10 years with Moët Hennessy in various roles working on brands like Dom Perignon, Krug, Moët, Veuve Cliquot and Belvedere.
- Now the Director of Pacific West Region at Armand de Brignac Champagne, known to many as *Ace of Spades*.
- Previously shaped the Las Vegas nightlife landscape in with notable nightlife and daytime venues at world renown resorts including Aria, Caesars Palace, and MGM.
- Wine & Spirit Education Trust Level 2 Certifications, and Court of Master Sommelier Level 1



LOOK



SMELL



TASTE



WSET SYSTEMATIC APPROACH

See: clarity, intensity, color

Smell: condition, intensity, aroma characteristics

Taste: palate, acidity, tannin, body, flavour characteristics, finish

What do you see?

- What color?
- Is it transparent?
- Is it viscose?
- What texture?
- Spend a little time looking at your glass...



WHAT DO YOU SEE?



- Clarity: clear - hazy
- Intensity: pale - medium - deep
- Color: purple - ruby - garnet - tawny



WSET SYSTEMATIC APPROACH

What do we smell?

- Condition: clean - unclean
- Intensity: light - medium - pronounced
- Aroma characteristics: e.g. fruits, flowers, spices, vegetables, oak



Wine Aromas

Fruit

Lime	Apple	Pineapple
Lemon	Pear	Mango
Gooseberry	Melon	Apricot
Passion Fruit	Nectarine	Fig
Grapefruit	Peach	Candied

Flower/Herb

White Flowers	Vanilla	Jalapeño
Rose	Grass	Lemongrass
Orange Blossom	Thyme	Ginger
Honeysuckle	Celery	Saffron

Other/Oak

Beeswax	Vanilla	Flint Rocks
Honey	Butter	Mushroom
Caramel	Nutmeg	Chalk Box
Almond	Coconut	Cultured Cream
Burnt Sugar	Saline Solution	Petroleum

Fruit

Cranberry	Plum	Tart
Cherry	Black Currant	Sweet
Strawberry	Blackberry	Stewed
Raspberry	Blueberry	Candied
	Olive	Jammy

Flower/Herb

Rose	Cinnamon	Vanilla
Hibiscus	Anise	Pepper
Eucalyptus	Sage	Oregano
Lavender	Rosemary	Mint

Other/Oak

Smoke	Clove	Dill
Tobacco	Nutmeg	Black Tea
Mushroom	Chocolate	Graphite
Leather	Sandalwood	Dried Leaves
Vanilla	Bacon Fat	Coffee

What do you taste?

- Taste sweetness?
- Name a few fruit flavours
- Identify other flavours
- Does it have a mineral taste?
- How intense is the flavor?
- Do you feel alcohol in your throat?
- How long is the aftertaste?
- Pay attention when you drink...





WSET SYSTEMATIC APPROACH

Palate: dry - off-dry - medium □
sweet

Acidity: low - medium - high

Tannin: low - medium - high

Body: low - medium - high

Flavor characteristics:

Finish: short - medium - long



PINOT NOIR

Profile

- Cool or moderate climate
- Thin skins
- Light color

Labeling in Burgundy

- Region (e.g. Bourgogne)
- Commune or Village
- Single vineyard: Premier Cru, Grand Cru
- Vintage



THE CHALLENGE

Ad Network Audiences Aren't Great for B2B:

1. Google Display – Limited 1st party data
2. Twitter – no account or title targeting
3. Facebook – Limited account targeting, broad industries
4. LinkedIn – broad industries

WASTE

Targeting by industry or by account parameters has a high propensity for waste by **targeting irrelevant accounts**

- Impressions
- Money
- Time



**TARGET ACCOUNTS = COMPANIES FITTING SET
PARAMETERS (E.G. \$100M, 50 EMPLOYEES, B2B SAAS)**

**NAMED ACCOUNTS = SPECIFIC COMPANIES (E.G.
DROPBOX, ACTIVECAMPAIGN, EXPENSIFY)**



THE ASSUMPTION

1. Target accounts have the highest propensity for waste by **sometimes targeting irrelevant accounts**
2. Named accounts have some propensity for waste by **sometimes targeting irrelevant people**
3. Database targeting should have **the lowest propensity for waste**

**TO ELIMINATE WASTE,
WE NEED GOOD DATA**

DEMOGRAPHIC DATA

Unfortunately, ad networks don't give us good data

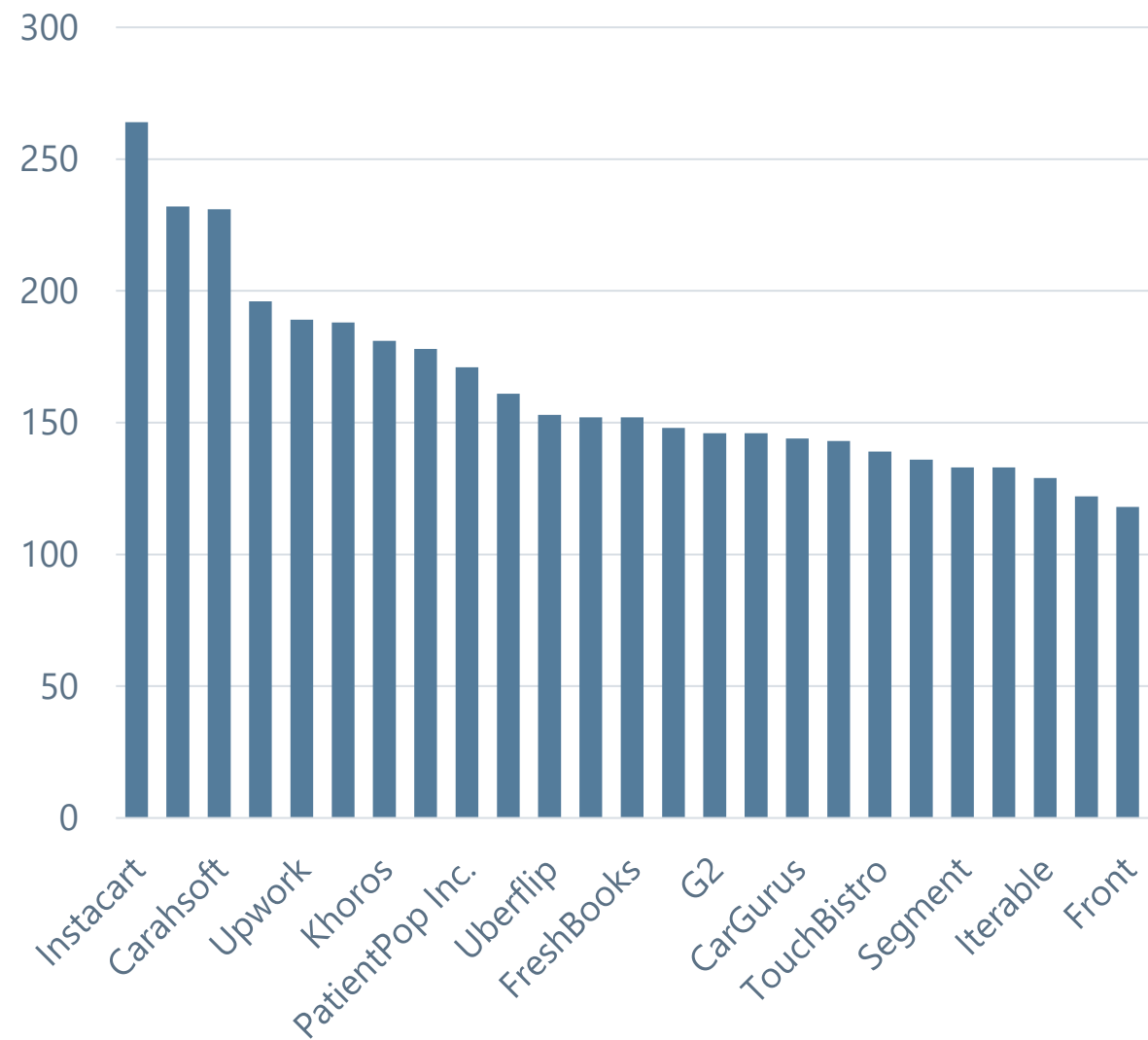
FACEBOOK for Business

Age	Gender	Reach	Impressions
25-34	Male	64,963	574,547
25-34	Female	53,251	422,345
35-44	Male	48,066	377,497
35-44	Female	43,266	290,855
45-54	Male	27,073	189,339
45-54	Female	22,401	135,594
25-34	Uncategorized	1,344	13,546
55-64	Male	1,664	12,287
35-44	Uncategorized	1,088	8,865
55-64	Female	1,408	8,292
45-54	Uncategorized	640	3,198
55-64	Uncategorized	64	203

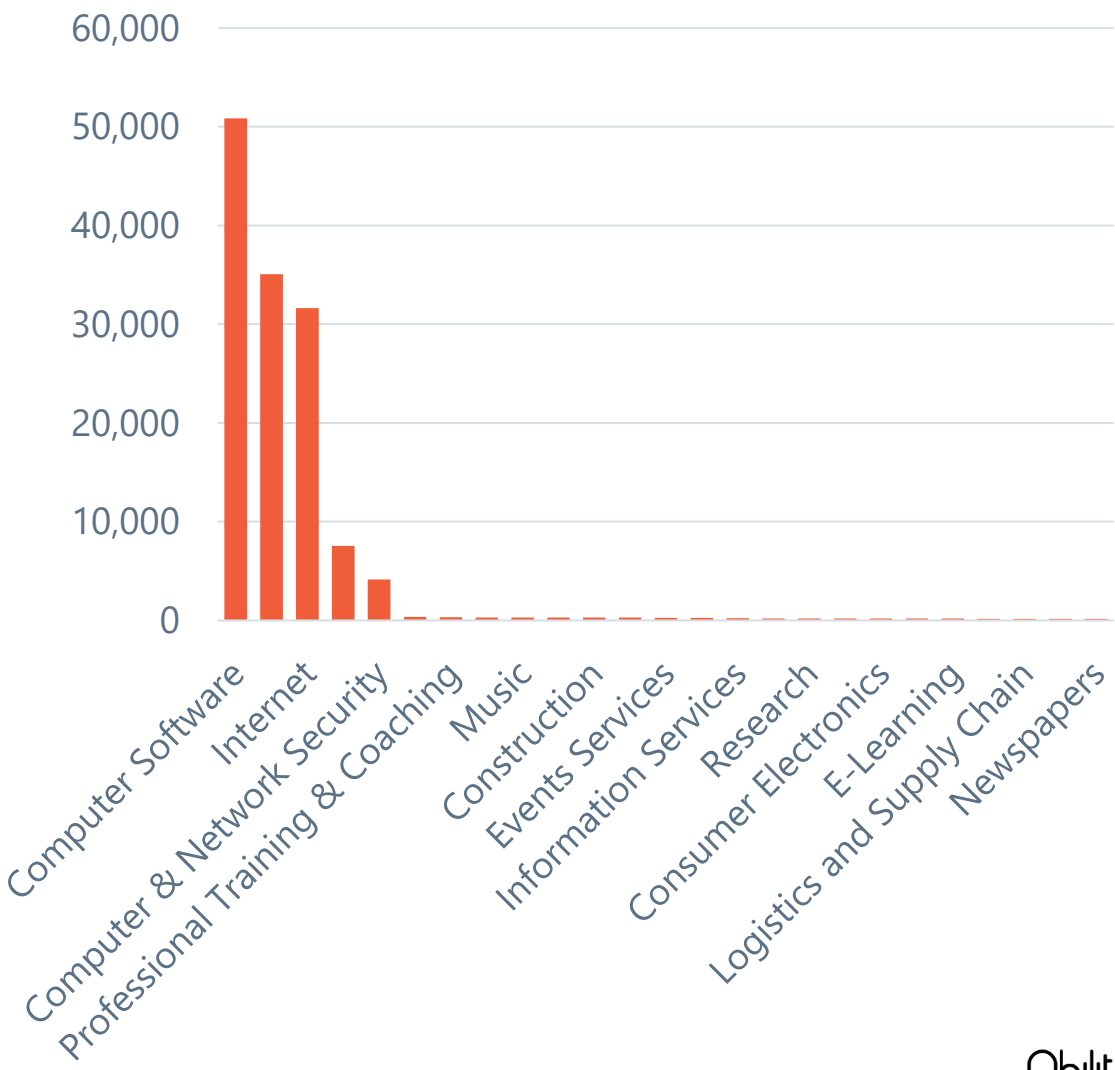
Google Ads

Age	Gender	Parental status	Household income
Unknown	Unknown	Unknown	Unknown
Unknown	Unknown	Unknown	Unknown
Unknown	Unknown	Unknown	Unknown
Unknown	Unknown	Unknown	Unknown
Unknown	Unknown	Unknown	Unknown
Unknown	Unknown	Unknown	Unknown
Unknown	Unknown	Unknown	Unknown
Unknown	Male	Unknown	Unknown
Unknown	Male	Unknown	Unknown

Company Impressions



Industry Impressions



WE CAN HACK OUR WAY TO BETTER DATA

Campaign Group – Week 25 Companies

Company Name Segment	Impressions
Toast, Inc.	336
HubSpot	142
TikTok	114
Snap Inc.	99
Tableau Software	85
ezCater	81
Rapid7	81
YouTube	71
Acquia	70
CoStar Group	66
Zendesk	65
Criteo	65
Twitter	65
Shopify	63
Qualtrics	63
Samsara	60
ServiceTitan	59
Applause	59
Square	58
Instacart	57
DataRobot	53
PatientPop Inc.	53
Podium	51
Upwork	51
Dropbox	51

Campaign Group – Daily 85 Companies

Company	Impressions
Toast, Inc.	313
HubSpot	146
Snap Inc.	99
TikTok	91
Tableau Software	82
YouTube	71
Criteo	67
Twitter	64
Samsara	60
Qualtrics	59
Zendesk	58
CoStar Group	57
Square	55
Rapid7	53
ezCater	52
Acquia	51
Stripe	48
ServiceTitan	45
Instacart	42
Dropbox	40
Lucid	39
Pluralsight	37
Twilio Inc.	37
LogMeIn	36
Shopify	33
Walmart eCommerce	30
Tripadvisor	28
Pandora	24
Mailchimp	24
Upwork	24
Airbnb	23

Regional Campaigns – Daily 285 Companies

Company	Impressions
HubSpot	136
Snap Inc.	97
TikTok	87
Tableau Software	78
ezCater	72
Criteo	67
YouTube	62
ServiceTitan	61
CoStar Group	59
Qualtrics	59
Shopify	58
Zendesk	54
Samsara	53
Lucid	52
Dropbox	51
Podium	50
Square	50
PatientPop Inc.	50
Pluralsight	49
Mailchimp	47
PayScale, Inc.	47
Twitter	45
Twilio Inc.	43
LogMeIn	42
Atlassian	40

Website Exclusions Lists for Display Advertising

Control where your display campaigns show online to protect your brand and improve campaign performance. We research unsavory sites and make it easy for you to build and maintain lengthy website exclusion lists for Google Ads, Adroll, and more.

Signup for Free

[We can't show examples, because we don't want to be de-indexed from search engines.]

Your brand is showing content. The internet more click-bait than is manual, expensive,

Through crowdsourcing and intelligent categorization, we scan the internet searching for sites that might be risky to your brand, building the most comprehensive lists. It's then easy to select which categories sites you want to block.

Show 10 entries

Search:

Date	Brand	Label	# Exclusions	Copy List	List Actions
14 Dec 05:43	Brand 3	Campaign 1	34	Download List	Delete
14 Dec 05:47	Brand 3	Campaign 3	55	Download List	Delete
14 Dec 05:48	Brand 3	Campaign 4	9	Download List	Delete
14 Dec 05:48	Brand 3	Campaign 2	38	Download List	Delete
14 Dec 05:43	Brand 2	Adroll	61	Download List	Delete
14 Dec 05:42	Brand 1	Adroll	60	Download List	Delete
14 Dec 05:42	Brand 1	Google	61	Download List	Delete

Manage exclusions lists for each of your clients, campaigns, or ad accounts from the dashboard. Just copy and past to implement in Google, Adroll, and more.

Display Placements are so bad, advertisers are constantly adding exclusion sites

PPC • MAY 11, 2020

WE ANALYZED 331K DISPLAY PLACEMENTS AND FOUND 165K TO NEGATE



SCOTT RIDOUT

Tracy McDonald, Jason Stinnett, Alex Murrietta, and Ally Rosencrans also contributed to this post.

With the economic downturn brought on by [business shutdowns and social distancing efforts](#) – marketing budgets are one of the first places companies are cutting in order to stay afloat.

There are plenty of opportunities to make your marketing budgets more efficient by cutting out areas of hidden wasted spend. Check out our [guide on how to find hidden wasted spend on paid search in minutes](#) as well as our proprietary keyword relevancy tool, [Saving Benjamin Lite](#).

This post is a follow up on a previous post where we shared our methodology for identifying [poor quality display placements](#). This time, however, we performed the analysis across all of our clients and are sharing the full list of poor quality placements with you.

[DOWNLOAD THE LIST HERE](#)

Why So Many Bad Placements?

If you have ever looked through the placement performance of your display campaigns, you may have noticed URLs that make you question, “do humans actually go here?” and “is this the best place to be showing ads to my target audience?”

Check out some of these examples that we pulled from our analysis:

facebookwiki.net

Before you continue to facebookwiki.net

**WE CAN'T TRUST AD NETWORKS.
WE NEED ACCOUNTS AND EMAILS**

CAB BREAK

CABERNET SAUVIGNON

Profile

- Moderate or hot climate
- Deeply colored with high levels of tannins and acidity
- Pronounced aromas
- Produces wines for aging
- Oak often used for maturation
- Cool or moderate climate





WSET SYSTEMATIC APPROACH

See: clarity, intensity, color

Smell: condition, intensity, aroma characteristics

Taste: palate, acidity, tannin, body, flavour characteristics, finish

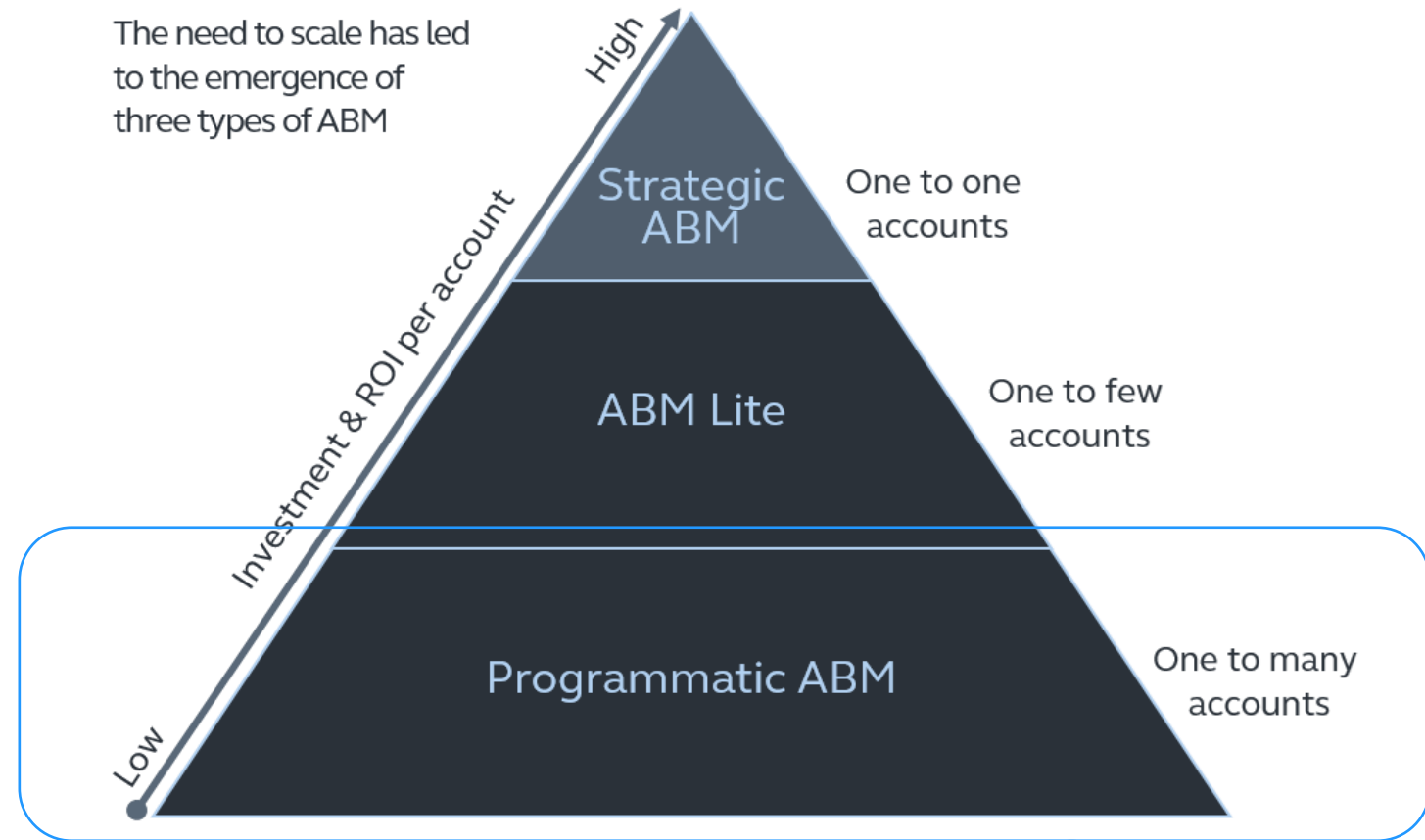
**WE CAN'T TRUST AD NETWORKS.
WE NEED ACCOUNTS AND EMAILS**

NAMED ACCOUNTS

For paid social & display, we need 1000's of accounts

Figure 1. The three types of ABM

The need to scale has led to the emergence of three types of ABM



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CASCADING CAMPAIGNS




1. Use target accounts for discovering accounts
2. Use named accounts to discover people
3. Database targeting reaches people directly



CONTINUALLY TIGHTEN TARGETING

1. Target accounts – campaigns targeting **account characteristics** (e.g. industry, size, etc.)
2. Named accounts – campaigns targeting **specific companies**
3. Database targeting – campaigns targeting **specific people**

TAM TO NAMED ACCOUNTS



Sales Navigator Search Export

LinkedIn Sales Navigator Search Export

Inactive

[Download CSV](#) [Launch](#)

Recent activity

✓ **Success**
Started at 4/20/2020, 3:08:28 PM
Duration: 09m50s

Files [Download all](#)

 Yay.csv
 Yay.json

Chain Phantoms ⓘ

<https://cache1.phantombooster.c...> [Copy link](#)

Setup [Edit](#)

Session Cookie

AQEDAQE8QmED7YbUAAABcYq7XkQAAAFxr...

S

<https://www.linkedin.com/sales/search/people?s...>

Number Of Profiles

2500

[Support](#)

ENRICH, EMPHASIZE, & EXCLUDE

AutoSave Off Yay - Read-Only Search													
File Home Insert Draw Page Layout Formulas Data Review View Help													
A1 fx profileUrl													
	A	B	C	D	E	F	G	H	I	J	K	L	M
1	profileUrl	vmid	name	firstName	lastName	title	companyN	companyL	companyU	location	duration	pastRole	pastComp
2	https://wv ACwAAAAI	Gavin Drake	Gavin	Drake	Chief Mar	EASE Inc.	1058811	https://wv Denver, Co	11 months	Vice Presic	Quark Soft	https	
3	https://wv ACwAAAAI	Mike Cioce	Mike	Cioce	Vice Presic	Legend Po	452258	https://wv Suwanee, Ga	1 year 4 m	Strategic A	Qvidian	https	
4	https://wv ACwAAAAI	Carlos Mai	Carlos	Mario Tob	Head of De	eightfold.e	28145130	https://wv San Jose, Ca	1 year 11 r	Senior Digi	Sage Intac	https	
5	https://wv ACwAAAAI	Nathan C	Nathan	C Bowser	(Sr. Produc	Stroom, Inc	18149056	https://wv Portland, Or	3 months	Digital Ma	Torch	https	
6	https://wv ACwAAAAI	Tim Busa	Tim	Busa	Vice Presic	Zaius	5235297	https://wv Greater Bc	3 months	Director o	Zaius	https	
7	https://wv ACwAAAAI	Nancy Libe	Nancy	Liberman	Vice Presic	JRNI	35708407	https://wv Greater Bc	1 year 3 m	Field Mark	OutSystems	https	
8	https://wv ACwAAAAI	Horacio Ze	Horacio	Zambrano	Chief Mar	TruU, Inc.	22292326	https://wv San Franci	5 months	Vice Presic	Virsec Syst	https	
9	https://wv ACwAAAAI	Bill Piwonk	Bill	Piwonka	Chief Mar	Exterro Inc	135915	https://wv Beaverton, Or	6 years 4 m	Vice Presic	Janrain	https	
10	https://wv ACwAAAAI	Rashmi Bij	Rashmi	Bijai	Vice Presic	Passagewa	60470	https://wv Austin, Tex	4 months	Senior Dir	Passagewa	https	
11	https://wv ACwAAAAI	Brittany G	Brittany	Gerena	Regional M	Cybereaso	3173675	https://wv DuPage Co	1 month	Strategic A	Talend	https	
12	https://wv ACwAAAAI	Jennifer El	Jennifer	Ellard	Vice Presic	Outlier AI	6644006	https://wv San Franci	1 year 11 r	Senior Dir	Tanium	https	
13	https://wv ACwAAAAI	Rachel Sla	Rachel	Slattery	Field Mark	Viewpoint	96206	https://wv Portland, Or	3 years 2 m	Conferenc	Premier Ev	https	
14	https://wv ACwAAAAI	Bryta Schu	Bryta	Schulz	VP of Mar	Vungle	1838886	https://wv San Franci	1 year 3 m	VP Market	Janrain, Inc	https	
15	https://wv ACwAAAAI	Kelly Carls	Kelly	Carlsted-P	Senior Eve	FinancialFc	554127	https://wv San Franci	4 months	Event Mar	Affirm, Inc	https	
16	https://wv ACwAAAAI	Lacey Fabr	Lacey	Fabrizio	Senior Ma	UserTestin	564709	https://wv San Franci	9 months	Sr. Produc	GoodData	https	
17	https://wv ACwAAAAI	Troy Thibo	Troy	Thibodeau	Chief Mar	Ascentis H	54199	https://wv Greater M	3 years 4 m	Chief Mar	Sovos Con	https	
18	https://wv ACwAAAAI	Krishnan M	Krishnan	Menon	Vice Presic	Fetch Rew	3119710	https://wv DuPage Co	4 months	Marketing	Fetch Rew	https	
19	https://wv ACwAAAAI	Holden L.	Holden	L.	Demand G	ClearMeta	6646763	https://wv San Franci	1 month	Marketing	Navis	https	
20	https://wv ACwAAAAI	Patricia Ta	Patricia	Tantow	Chief Mar	Instaclustr	3718629	https://wv San Franci	4 months	VP Growth	Expanse	https	
21	https://wv ACwAAAAI	Lynne L.	Lynne	L.	Field Mark	Vade Secu	1254979	https://wv Wincheste	1 year 1 m	Head of U	Advize	https	
22	https://wv ACwAAAAI	Beth Bour	Beth	Bourg	Senior Pro	FortressIQ	18468937	https://wv San Franci	1 year 3 m	Product M	Adobe	https	
23	https://wv ACwAAAAI	Chad Reid,	Chad	Reid, MS	Vice Presic	JotForm	3541463	https://wv Oakland, Ca	1 year 3 m	Marketing	Startupper	https	
24	https://wv ACwAAAAI	Jill Keto	Jill	Keto	Chief Mar	Easy Metri	2226832	https://wv Bellevue, Wa	1 year 4 m	Director,	C Apptio	https	
25	https://wv ACwAAAAI	Jay Wamp	Jay	Wampold	Chief Mar	Commerce	19177157	https://wv Seattle, Wa	9 months	Vice Presic	Cloudabilit	https	
26	https://wv ACwAAAAI	Scott Loga	Scott	Logan	Head of Di	ringDNA	2625815	https://wv Salt Lake C	1 year	Director,	C InsideSale	https	
27	https://wv ACwAAAAI	Stephanie	Stephanie	Checchi	Sr. Manag	CoreView	5200159	https://wv Greater Bc	7 months	Channel M	M-Files Co	https	
28	https://wv ACwAAAAI	Carrie Ma	Carrie	Mahon	Chief Mar	Unanet	71832	https://wv Denver, Co	6 months	Vice Presic	Comcast B	https	
29	https://wv ACwAAAAI	Amy Chan	Amy	Chan	Senior Pro	Bigleaf Ne	3089392	https://wv Portland, Or	4 months	Senior Pro	Extensis	https	
30	https://wv ACwAAAAI	Rao Adavi	Rao	Adavikolar	Chief Mar	Clarizen	28265	https://wv San Mateo, Ca	1 year	Vice Presic	Apttus	https	
31	https://wv ACwAAAAI	Cynthia G	Cynthia	Gumbert	Chief Mar	SmartBear	108422	https://wv Weston, Ma	1 year	SVP of Ma	Quick Base	https	
32	https://wv ACwAAAAI	Todd Kozik	Todd	Kozikowski	Vice Presic	Geneia	2944615	https://wv United Sta	11 months	Product M	Unica	https	
33	https://wv ACwAAAAI	Andrei Ne	Andrei	Newman	Product M	Troops	10046299	https://wv New York, NY	4 months	in role	1 year 3 months	in c	



crunchbase





EXPAND DATABASE



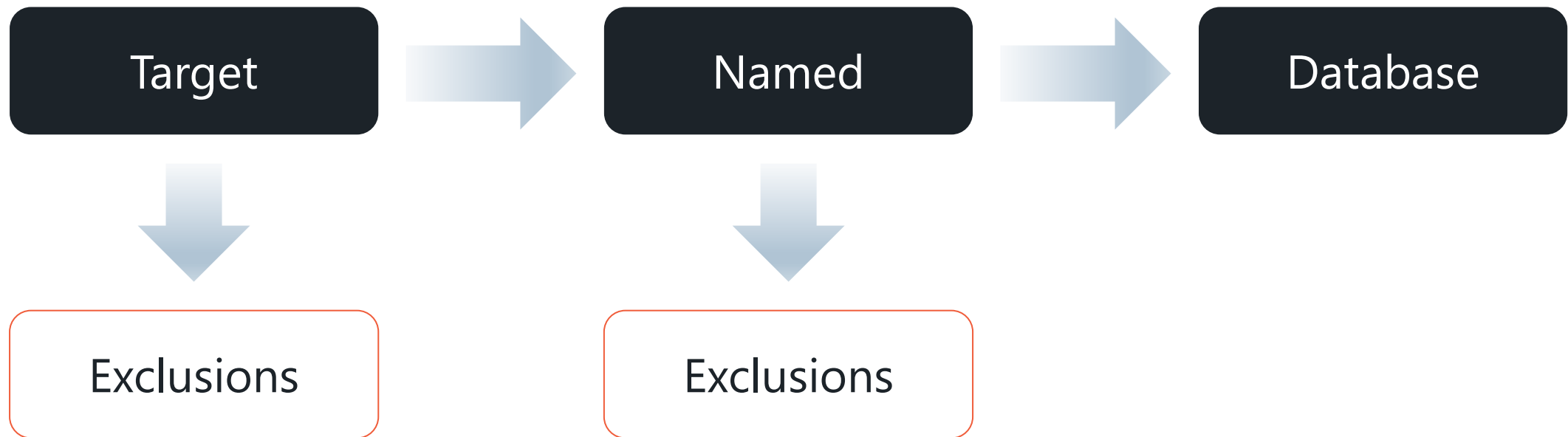
Cascading campaigns
can get complex

LinkedIn Ads

Region 1

Business Unit 1

	LGFs	Content	Awareness
Target – Industry, Title, Revenue	✓	✓	✓
Target – Industry, Role, Revenue	✓	✓	✓
Named – Programmatic ABM	✓	✓	✓
Named – Sales Working	✓	✓	✓
Database – Retargeting	✓	✓	✓
Database – All Prospects	✓	✓	✓
Database – Sales Working	✓	✓	✓
Database – Customers	✓	✓	✓





TAKEAWAYS

1. Daily data at the campaign level provides significantly more demographic data than monthly data on the account level
Action: pull demographic report by campaign by day
2. Regional campaigns provide even more demographic data
Action: split target account campaigns into regions
3. Create cascading campaigns: Targeted accounts “discover” named accounts. Named accounts feed database targeting
Action: move accounts within ICP to named account campaigns