SIP & LEARN
CASCADING AUDIENCE SEGMENTATION

Obility
we know b2b

TODAY'S PRESENTERS

Mike Nierengarten, Founder and President at Obility. Has helped 100s of B2B SaaS and B2B Tech generate pipeline through digital marketing.
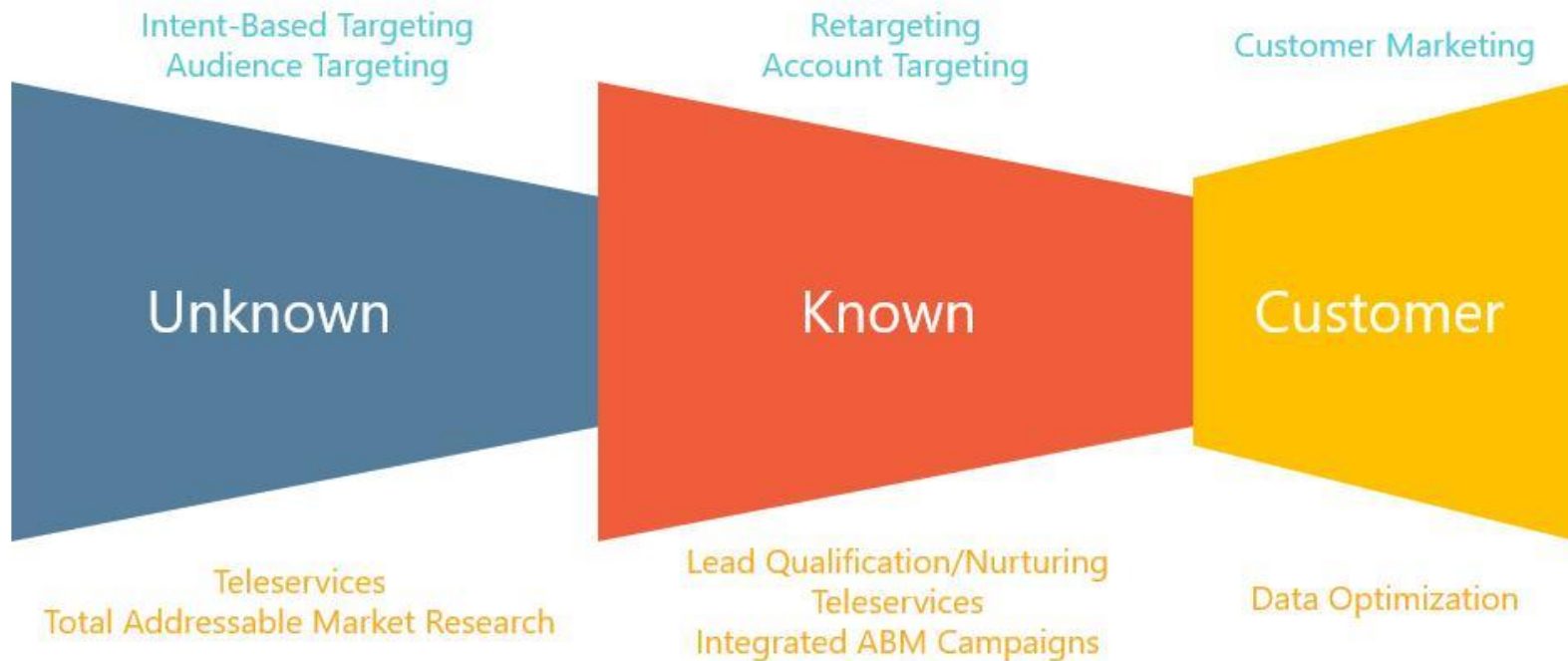
Jey Hall, Director of Nightlife at Champagne Armand de Brignac (Ace of Spades). Has run 100s of activations to help organizations share great wine experiences.

Graham McConnell, Director of Marketing at Obility. Tells 100s of jokes. Few land.
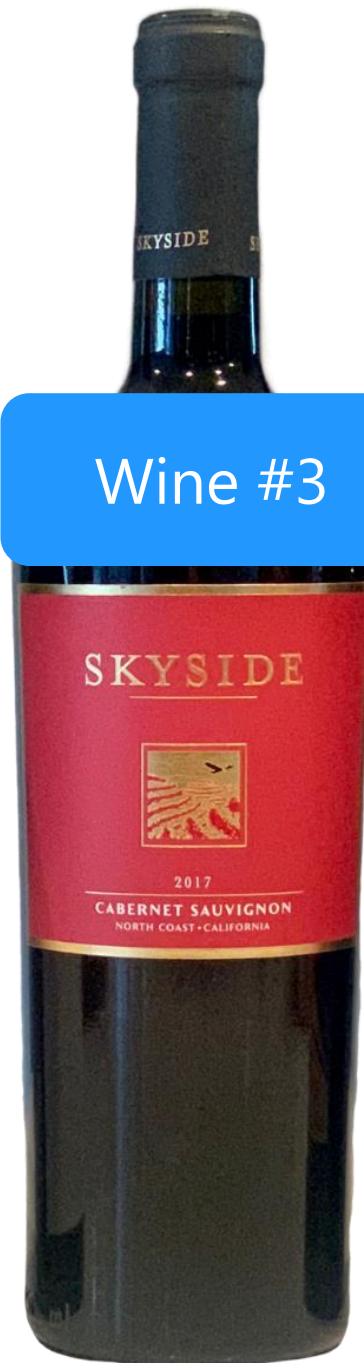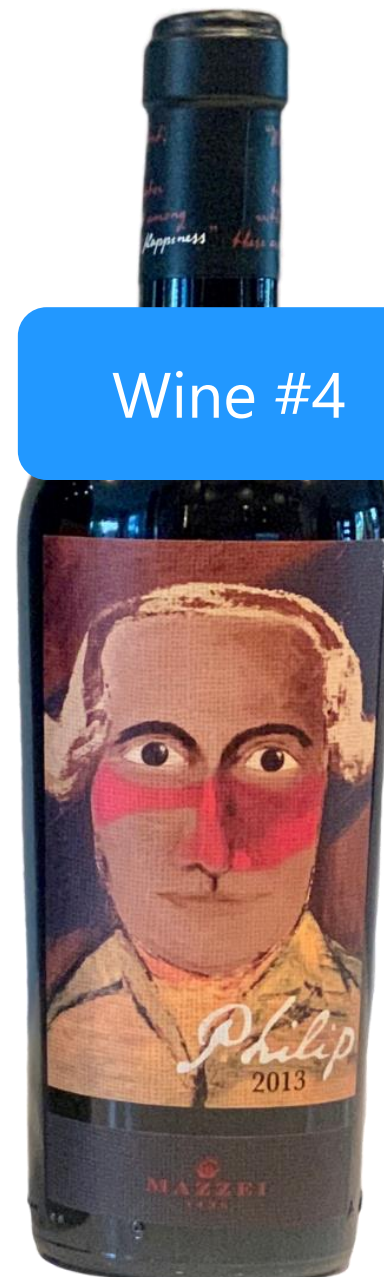
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WHO ARE WE?

Wine #1　Wine #2　Wine #3　Wine #4

Oregon v. France

Napa v. Italy

JEY HALL

- 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 daylife 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

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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

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WSET SYSTEMATIC APPROACH

What do we smell?

- Condition: clean - unclean

- Intensity: light - medium - pronounced

- Aroma characteristics: e.g. fruits, flowers, spices, vegetables, oak

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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

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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

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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

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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)

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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**

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TO ELIMINATE WASTE, WE NEED GOOD DATA

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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	Unknown	Unknown	Unknown
Unknown	Male	Unknown	Unknown
Unknown	Male	Unknown	Unknown

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LinkedIn Marketing Solutions

Company Impressions
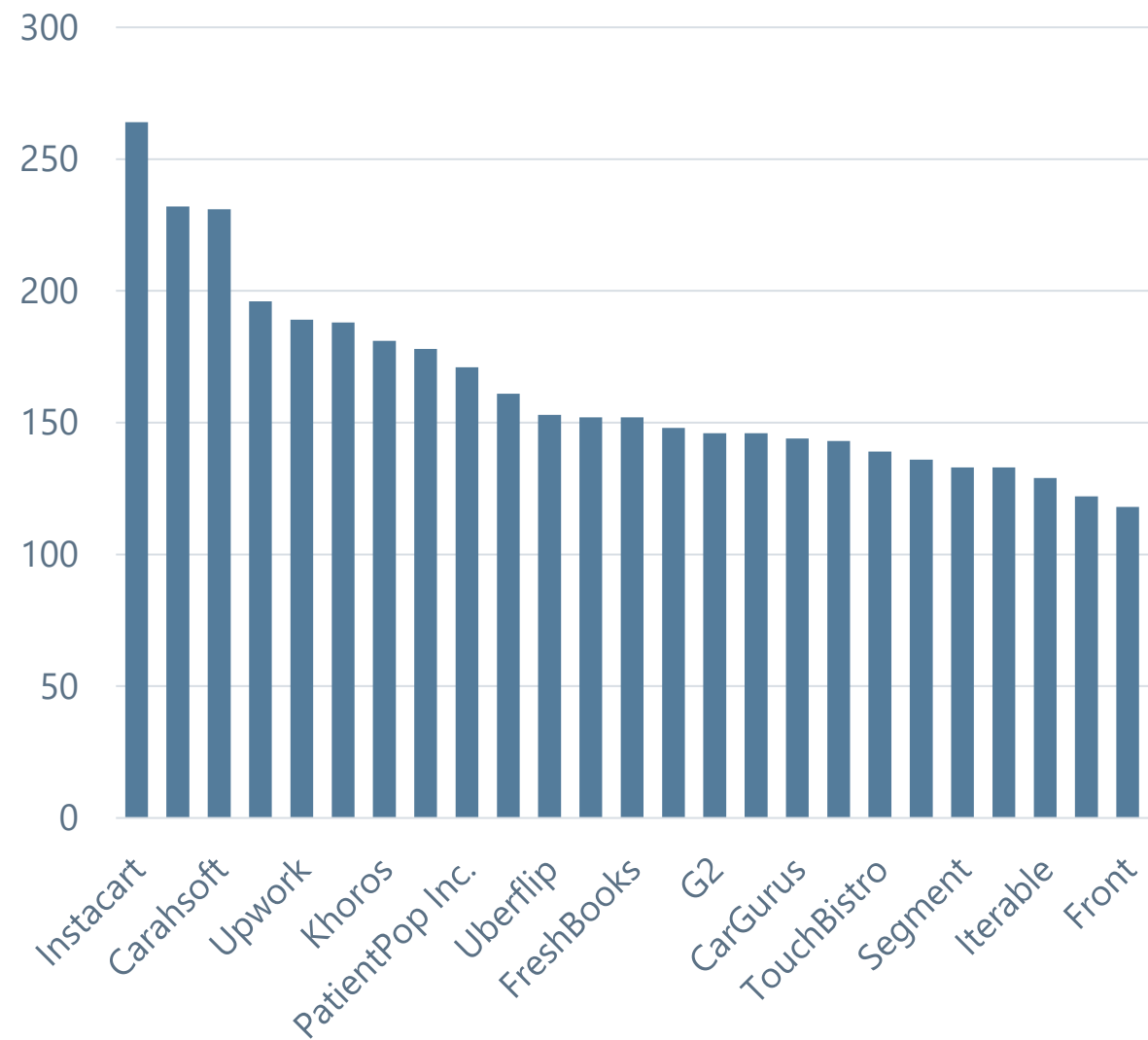
Industry Impressions

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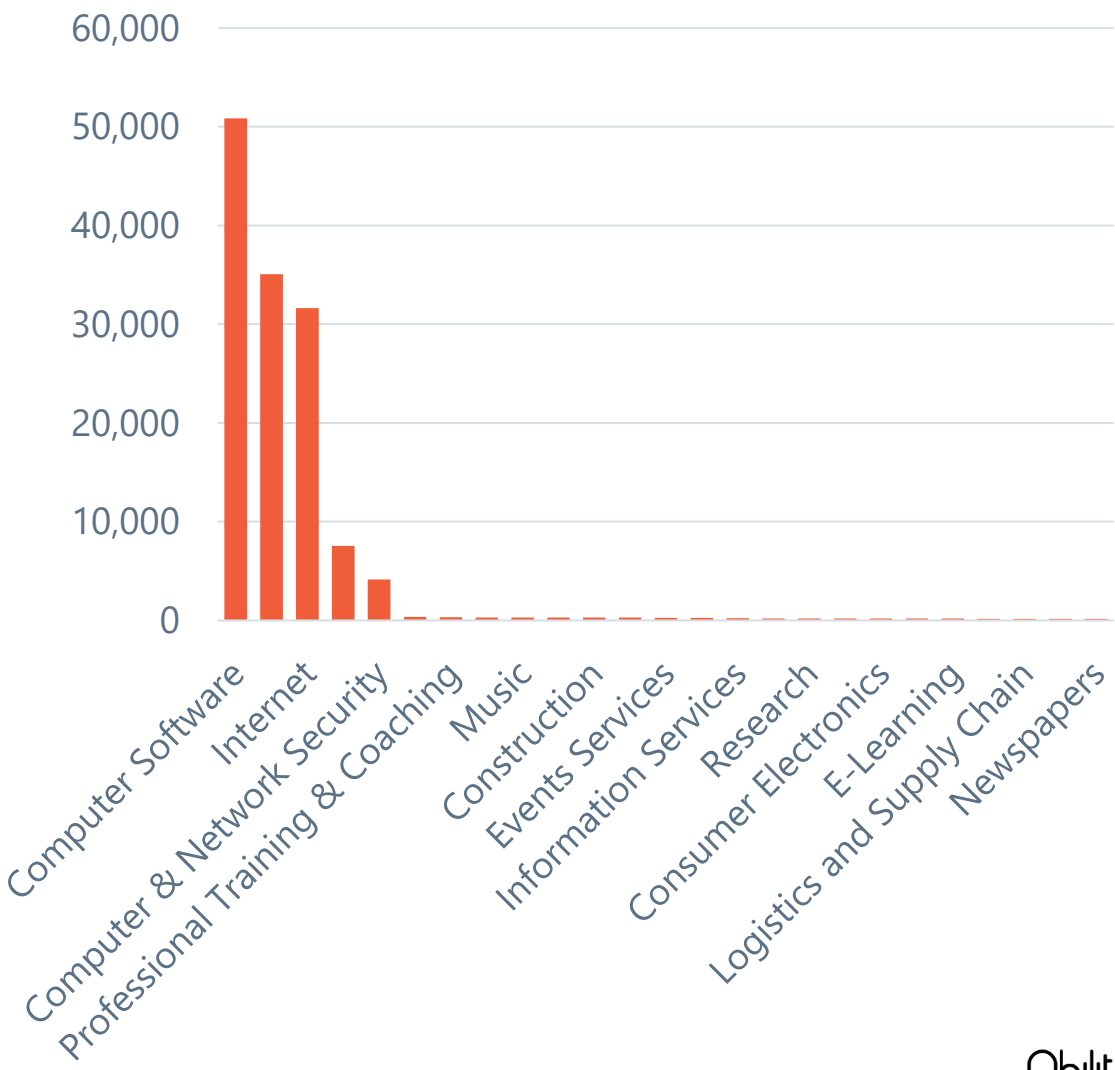
WE CAN HACK OUR WAY TO BETTER DATA

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

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

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

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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

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

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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

- Strategic ABM — One to one accounts
- ABM Lite — One to few accounts
- Programmatic ABM — One to many accounts

Investment & ROI per account (Low → High)

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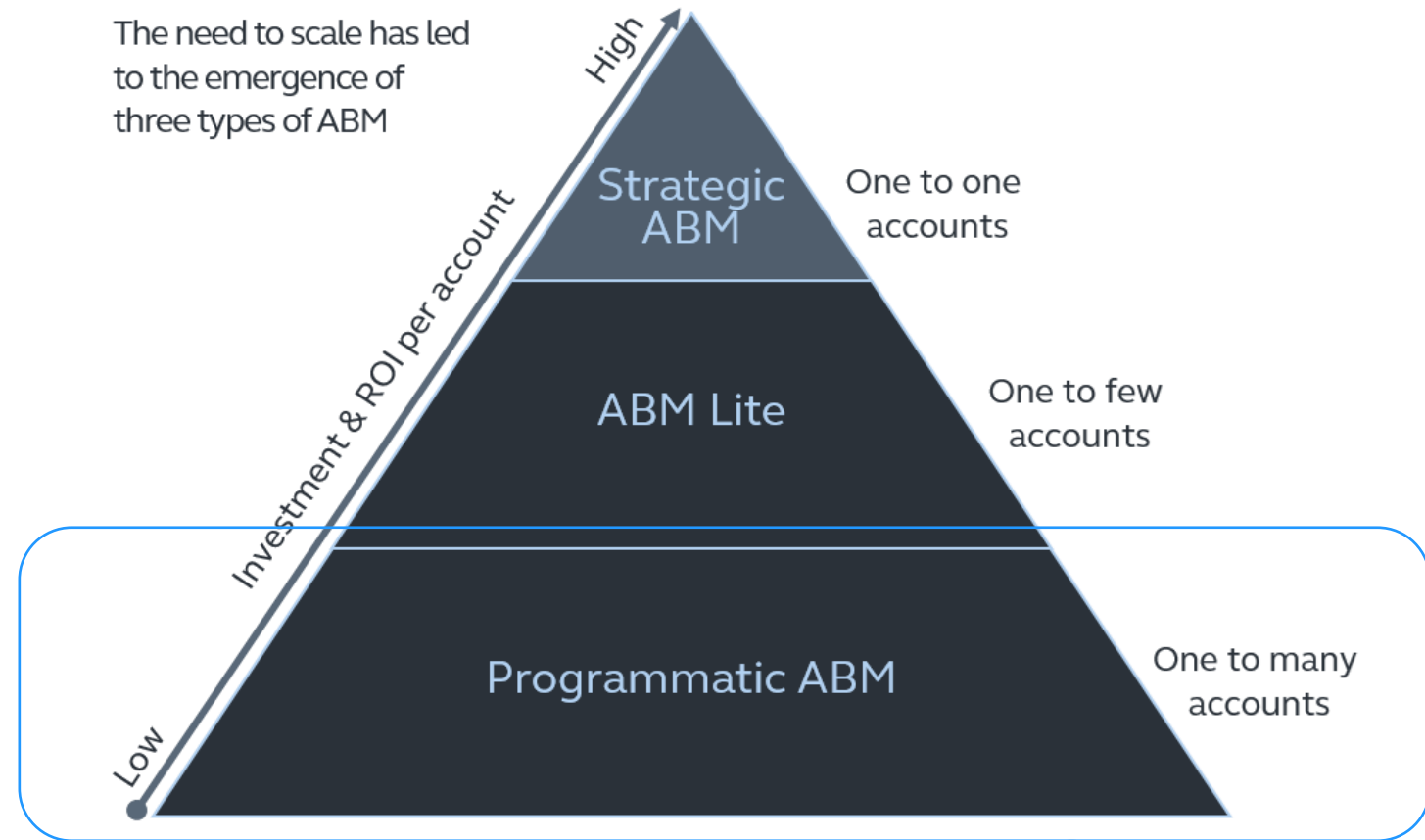
CASCADING CAMPAIGNS

1. Use target accounts for discovering accounts

2. Use named accounts to discover people

3. Database targeting reaches people directly

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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**

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TAM TO NAMED ACCOUNTS

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	☑	☑	☑

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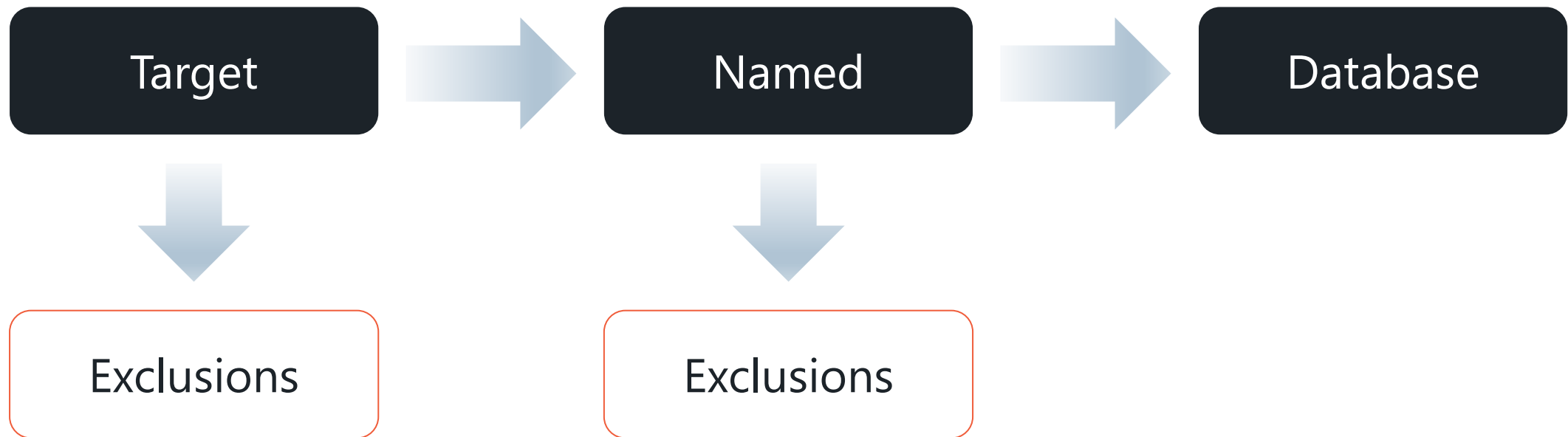
TAKEAWAYS

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

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