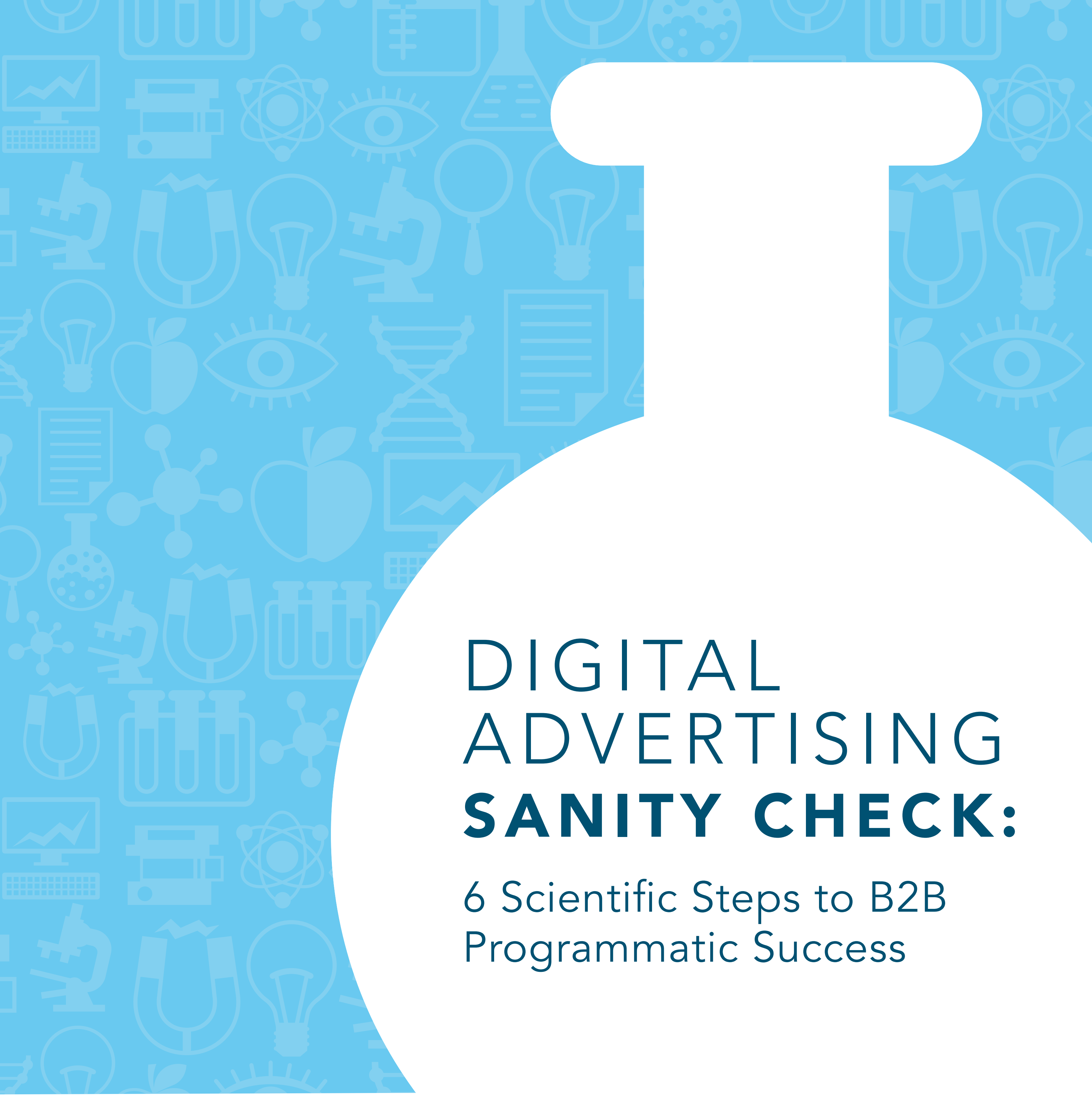


DIGITAL ADVERTISING SANITY CHECK:

6 Scientific Steps to B2B Programmatic Success

dun & bradstreet

ORACLE
DATA CLOUD

Using Common Data Sense in a Mad Web World

It's a mad mad digital world! The Internet and proliferation of devices to access it across the globe have forever changed how business customers learn and buy – and how companies engage with their audiences along the buyer's journey.

This digital buyer reality requires you, as a modern-day B2B marketer, to adapt and develop in-the-moment digital experiences for personalized engagement with your target market. But without the right data and tools, you may wonder how to make sense of your online audience – who, when, where and how to engage with them.

In comes the promise of programmatic advertising. Proclaimed as one of the best ways we B2B marketers can reach our intended customers, this automated approach to buying and selling digital media is fundamentally driven by audience data. It appears on the surface that this is the logical path to establish order to the online chaos.

Here's the rub. Traditional programmatic uses proxy models to define targetable prospects that then feed into a company's marketing engine. While proxies can help increase scale and uncover new prospects, they may not show a more in-depth picture about your audience firmographics and other company and contact-level data. Complementing online data with verified "offline" company and contact segmentation data can help balance-check online user behavior predictions and help you achieve true audience clarity. It's important to understand the benefits of each data type. So as you're formulating your approach, you're making sense of web advertising, not just piling on more chaos.

And so we come to the crux of the matter. How do you as a B2B marketer get a handle on the right balance of "online" and "offline" data for highly informed audience definition – so you can best allocate your precious marketing dollars to confidently execute your programmatic strategy?

Whether you're a programmatic pro or just wading into the programmatic pool, let us help bring sanity to what may feel crazily chaotic!

Coming to you from the leaders in B2B audience data Dun & Bradstreet in collaboration with the Oracle Data Cloud, we're pleased to offer you this science-based, six-step sanity checklist. It will help cut through the confusion and give you a "common data sense method" for making programmatic work for you and your audience.

> *The Purchase Funnel Has Been Blown to Bits*

- Customers have moved from a discrete linear purchase path to moving at their pace whenever and wherever they want to.
- Compound that behavior with Gartner's estimation that by 2016, the install base of devices will total 7.8 billion units (including wearables, phones, tablets and PCs).

Top Emerging Trends in Digital Marketing, Gartner, May 6, 2015

Gartner Says Consumers in Mature Markets Will Use and Own Three to Four Devices By 2018, Gartner, December 8, 2015

6 Steps to Programmatic Success – A “Data Science” Experiment

Remember when you did experiments in junior high science class using the scientific method? It’s funny how quickly those seventh-grade lab lesson memories come back, even for us marketing types who haven’t touched a beaker or test tube in ages.

Turns out, the scientific method is a helpful way to get your head around B2B programmatic. Taking a “data informed” approach to audience targeting is much like a science experiment – it’s an evidence-based process that relies on empirical repeatable testing to learn the truth.

So put on your hypothetical lab coat, goggles and thinking cap as we walk through this six-step programmatic experiment!

STEP 1 – ASK THE QUESTION
Who is my target audience?

STEP 2 – DO THE RESEARCH
Assess the programmatic environment

STEP 3 – FORMULATE THE HYPOTHESIS
Audience data fuels your programmatic plan

STEP 4 – DEVELOP A TESTABLE EXPERIMENT
Connecting audience data to addressable IDs

STEP 5 – CONDUCT YOUR EXPERIMENT
Deliver audience data to activation partners

STEP 6 – OBSERVE THE RESULTS
Measurement fulfills closed-loop programmatic

STEP 1

Ask the Question:

Who is my
target audience?

STEP 1

Ask the Question:

Who is my target audience?

The heart of the matter for a marketer is putting a relevant message in front of targeted personas who are most likely to buy, no matter where they are, when it is and what devices they are using across the web.

When it comes to executing programmatic, defining the right audience is the first critical step. Data is essential to define your ideal list of business buyers, those who you believe will find your products and services most compelling. This allows you to dive deeper with existing customers, already engaged individuals and, of course, net-new prospects that aren't yet on your radar.

Programmatic is great for driving awareness, but it's important to remember that you can coordinate audience-based efforts with your larger plan. Properly mapping your campaign objectives to the buyer's journey is a critical consideration. We know that B2B buyers are spending a lot more time online as they go through the awareness, consideration, evaluation and purchase decision steps. Your customers are not buying a pair of shoes online – they're likely buying high-ticket products or services. They're involved in a multi-step buying process, both online and offline, including deep educational content study and in-person meeting and event engagement before making high-dollar purchase decisions. It's therefore important for the B2B marketer to synchronize online ad placement with the broader programs and campaign objectives at hand.

PROGRAMMATIC STARTS WITH AUDIENCE TARGETING

60% of Hanapin Marketing report respondents say **specialized targeting** will be the **most important** aspect of digital marketing in 2016.

Are B2B Companies Ignoring A Rewarding Marketing Opportunity?, Pagewiz, Jan 26, 2016

Here's a quick hit list to help answer your big audience question:

1. What are you trying to accomplish/what are your goals?
2. Who are your broad target audiences for each goal? *(You can have more than one.)*
3. How are you carving up the buyer's decision journey? *(If you're looking for new customers, do you need to drive awareness first? Are you engaging with existing customers who know your brand?)*
4. Who are the distinct sub-audiences you need to reach at each buyer's journey phase? *(It could be the same people all the way through. Or it might shift from functional areas and the C-suite to procurement, IT and finance.)*
5. What online and offline channels will you employ to engage with your audience along the way?
6. How will you measure success for your audience at each step?

Well-balanced programmatic starts with discerning audience definition, connected to your marketing objectives and the holistic customer journey. Done right, you will gain valuable insights about your audience as they walk through that journey – and confidently offer up personalized content to them along the way.

STEP 2

Do the Research:

Assess the programmatic environment

STEP 2

Do the Research:

Assess the programmatic environment

Programmatic advertising is the use of automated technology to buy and sell digital media across millions of websites, as opposed to relying on human interactions to manually secure digital ad placements. Simply put, anytime a machine is used to purchase and deliver a digital ad, it's programmatic.

According to eMarketer, by 2017, 83% of all ad buys will be programmatic. Dun & Bradstreet surveyed B2B marketers and they confirmed this acceleration and their main objectives:

DIGITAL ADVERTISING STRATEGY GOALS

- **36% Increase Lead Gen**
- **26% Increase Sales Conversion**
- **21% Increase Brand Awareness**
- **15% Increase Website and Landing Page Traffic**
- **2% Other**

CURRENT AND FUTURE SPEND PLANS

- **54% are currently buying advertising programmatically**
- **65% plan to spend more money on programmatic in 2016**
- **78% will spend up to 50% of their budgets on programmatic in 2016**

Programmatic Advertising and the B2B Marketer – 2016 Budgets, Benchmarks and Trends, Dun & Bradstreet, 2015

MARKETER'S PROGRAMMATIC GOALS

What marketers hope to achieve by using data in their marketing, advertising and/or media efforts:

74%

said growing revenue

72%

said better identifying/targeting specific customer segments

Programmatic Advertising and the B2B Marketer – 2016 Budgets, Benchmarks and Trends,
Dun & Bradstreet, 2015

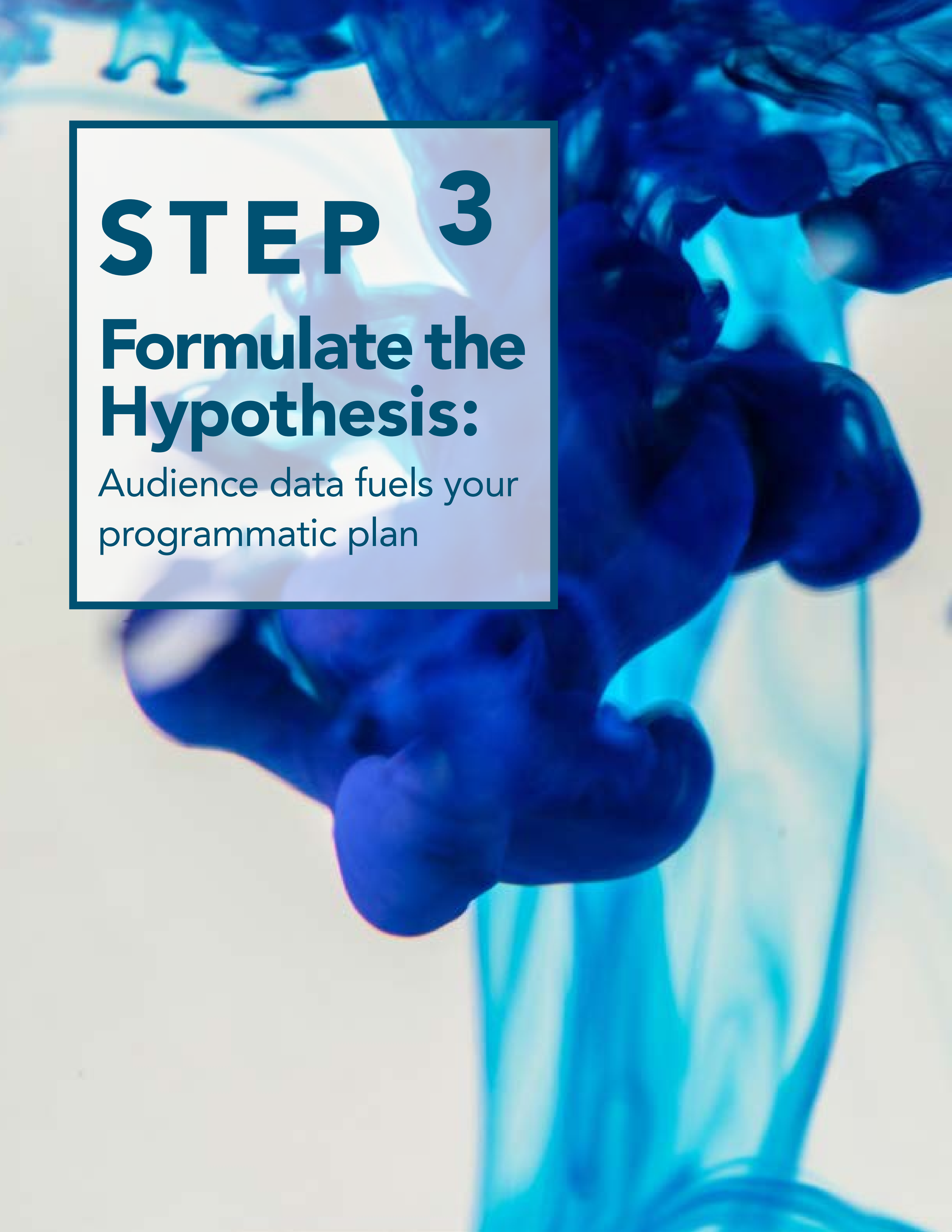
Why are we seeing this massive marketing craze? Programmatic aims to make media buying simpler, more cost-effective and highly targeted. It solves past inefficiencies of manual digital advertising by using technology and customer data to deliver the right message to the right audience at a targeted user/impression level.

Publishers can make media inventory available programmatically to automate the purchase of both guaranteed blocks of advertising as well as individual remnant impressions in a precise, automated, "real-time" way. Programmatic allows advertisers to set specific parameters on their campaign. Among the many campaign controls offered by programmatic, it is possible to define the users you want to see your ads using data-informed audience targeting. Once the campaign is set up, technology can handle the heavy lifting of campaign execution.

As you're beginning to see, data is an important competitive differentiator in the world of programmatic. It is the basis for all the decisions technology must make to execute your campaign intelligently. The quality and types of data used has a significant impact on the overall success of your campaign.

It's predicted in Search Engine Land's article 7 Audience Targeting Data Types Versus Search Data that in 2016, 2 out of every 3 display ads will be programmatic, with audience targeting data at the core of virtually every impression.

The research is undeniable – the reality of B2B programmatic is here.



STEP 3

Formulate the Hypothesis:

Audience data fuels your programmatic plan

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Audience data fuels your programmatic plan

The right data about your audience married with the right enabling technology is what puts B2B marketers in control of their programmatic execution. This is THE difference between obscurity and order in the online marketing world.

According to eMarketer, digital marketers have a “love affair with data” and are planning to increase spending and usage in data-informed marketing strategies. But not all audience data is alike. So it is important to understand what online and offline data is available. The right combination of targeting data can significantly impact campaign success. Data accuracy and completeness are high priorities in B2B because your buyers have longer, more complex purchase paths than the average B2C consumer. Plus, there are far fewer business buyers and their intent signals are more difficult to spot.

Online data includes behavioral and campaign performance data. Behavioral data offers insight into audience interests, intent and content consumption. It represents website behaviors, search queries, purchase activity, demographic data from online registrations, browsers, devices and locations (in some cases). Campaign performance data includes impressions, ad placement, time of day and cost of media. Digital IDs (cookies and mobile ad IDs) allow for the collection of online data and their association with users and campaigns. They are critical for targeting your content to the right people (covered more in Step 4.)

Offline data can be more accurate as it is associated with a name, address or email when it originates. Online data is associated with anonymous IDs when collected so the true identity of the user is inferred on some level. Offline B2B data represents both company and contact-level data and includes a vast array of elements such as firmographics (company size and corporate hierarchy, sales, location, industry), propensity to buy, risk indicators, job roles and functions. Because offline data is tied to a more reliable ID, it is considered to be "deterministic." This can be an important differentiator when using data to inform your audience targeting.

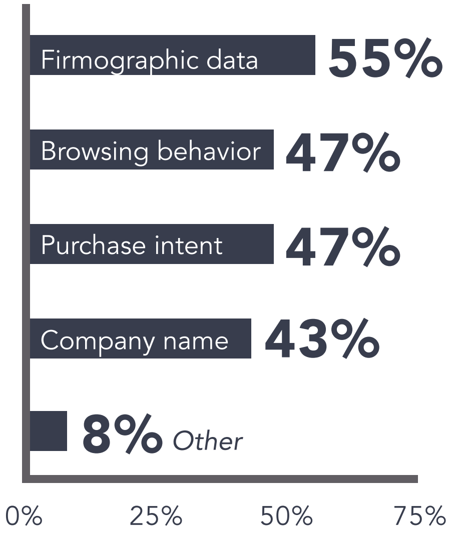
Up until now, "**probabilistic**" data has been the primary fuel for marketers' online ad targeting strategies. Probabilistic data sets use predictive proxy models to define targetable prospects by their online behavior – browsing patterns, click streams. That's valuable, but other data can build on the picture and help make sure your assumptions based on audience proxies are as correct as possible.

Deterministic data is taking a greater hold on informing B2B audiences strategies. This is data gathered from verified sources and vetted for quality, resulting in data that's well suited to the needs of B2B. This data has become increasingly important in powering audience targeting now that it can be brought into an online platform, segmented, and pushed out to the ad tech ecosystem in a completely secure and anonymous fashion that maintains the high standard in PII protection and user privacy.

Here is where common data sense prevails. Now you have targeted audience data you can layer onto your media buy in a programmatic online environment – data that is connected to your decision makers' online behaviors as well as their "offline" buyer persona.

FIRMOGRAHIC DATA *ranks HIGH with* **B2B Marketers**

MOST USEFUL AUDIENCE TARGETING DATA



Programmatic Advertising and the B2B Marketer – 2016 Budgets, Benchmarks and Trends,
Dun & Bradstreet, 2015

STEP 4

Develop a Testable Experiment:

Connecting audience data to addressable IDs

STEP 4

Develop a Testable Experiment:

Connecting audiece data to addressable IDs

Once you've defined your audience based on a blend of online behavioral data and grounded deterministic B2B company and contact data, you must connect to their online identity so you can engage with them when and where they go digitally.

It's here that you can expect your variables to interact with positive results - when user insights turn into data-informed audience targeting. Leading data providers have either built or acquired identification solutions through partnerships that facilitate these connections. Without accurately tying your intended audience to the correct online ID's, you'll be putting your media out into the "online wild."

It may seem like an obvious statement, but for user insights to be actionable in a targeted way, they must be associated with at least one digital identifier. Media that can be targeted to a user-level ID is said to be "addressable." The extent to which you can identify your audience digitally will have a significant impact on how many times and in which channels you can engage with them.

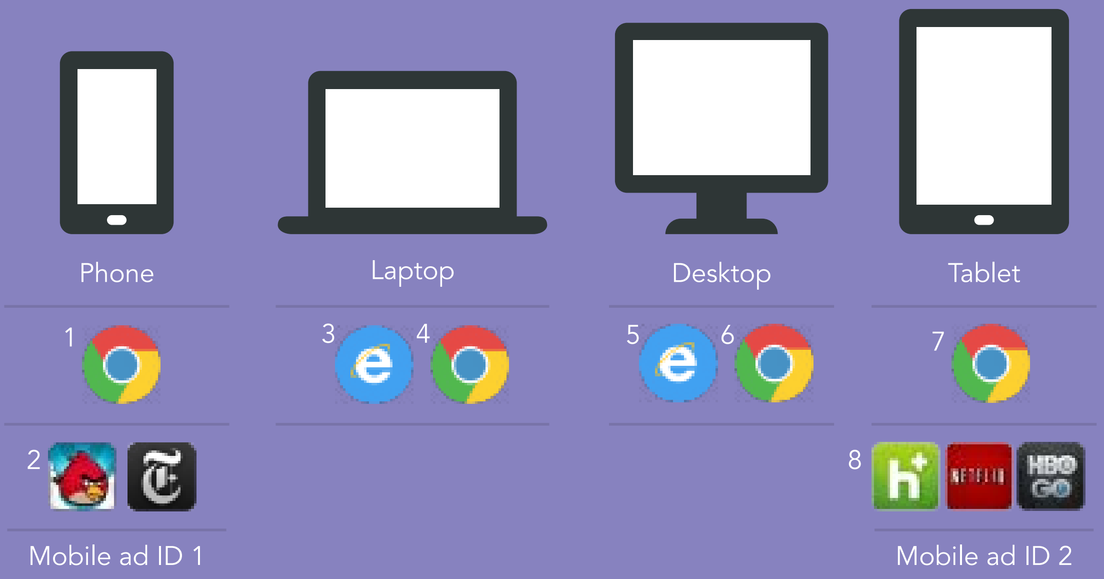
We say "the extent to which" here because the reality is that the average person has dozens of digital identifiers including cookies, mobile IDs, email addresses and login IDs. Just consider how many digital IDs you have for online sites and apps you frequent – and then the multiple devices you use to access them. The list can get big very quickly. While it's extremely valuable to have a cookie ID you can target, your programmatic reach becomes exponentially more valuable when you can connect the dots between users and their digital IDs.

You expand reach with your audience when working with a data provider who has solved for the digital ID connection by building or more likely partnering with an identification solution leader. A user may have shown signs of intent on a laptop computer at work while researching B2B products and services. A strong identification solution can allow you to engage that same user while on a home computer or his/her mobile device. Not only will you multiply online marketing reach against your audience, but you will also benefit from more holistic cross-channel engagement and measurement.

A cross-screen life:

A single person with 4 devices can easily have 8 digital IDs

8 Digital Indentities
6 cookies + 2 mobile ad IDs



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STEP 5

Conduct your Experiment

Deliver audience data to activation partners

STEP 5

Conduct your Experiment:

Deliver audience data to activation partners.

Objectives for marketing campaign clearly set? ✓
Audience defined with robust, trusted B2B data? ✓
Audience data connected to user digital IDs? ✓

Great job! You've done the due diligence to launch your programmatic "experiment." Now it's time to engage with the ad exchanges and publishers who will put your content in front of your audience.

Here's a few ways to access media opportunities programmatically:

1. **Real-Time Bidding** - Advertising inventory is made available through an open marketplace where anyone can bid on it. It's an auction-based model where unreserved ad space is sold to the advertiser willing to pay the highest price to display their ad for any set amount of time.

2. **Private Marketplace** – The publisher engages with a select set of advertisers that fit their predetermined criteria (thus controlling quality) and opens up inventory for this select group of advertisers.

3. **Preferred Deals** – The advertiser agrees to pay a fixed price for the inventory, and the publisher gives the advertiser the first right of refusal before they make inventory available to anyone else.

4. **Programmatic Direct** - The publisher engages one-to-one with an advertiser and agrees to carve off a section of their inventory for them. The advertiser agrees to buy all of the inventory at a fixed price.

Activating your audience programmatically requires data to flow between your data provider, tools and publishers that execute your campaign. Given the fragmented nature of the advertising ecosystem, this posed challenges in the past. However, more established platforms have spent years building deep integrations that facilitate the flow of data to the ad tech ecosystem. When selecting a data provider, it is important to make sure that their data can be seamlessly activated in all the places and ways you desire. Data providers may have built direct integrations themselves, or listed their data in audience exchanges that are pre-integrated across the ecosystem.

You can also use audience data to power website personalization, email personalization and advanced measurement. If this is part of your strategy, check that integrations with those technologies are also in place.

Here is where order takes form. Your programmatic experiment is running, you're engaging your audience with relevant content in multiple online locations and you're generating campaign data that gives you the ability to measure the ROI of your efforts.

> Finding **success** with programmatic buying isn't just a matter of having technology to handle programmatic ad buying. It needs to be part of a larger automation strategy that takes advantage of their combined intelligence and capabilities.

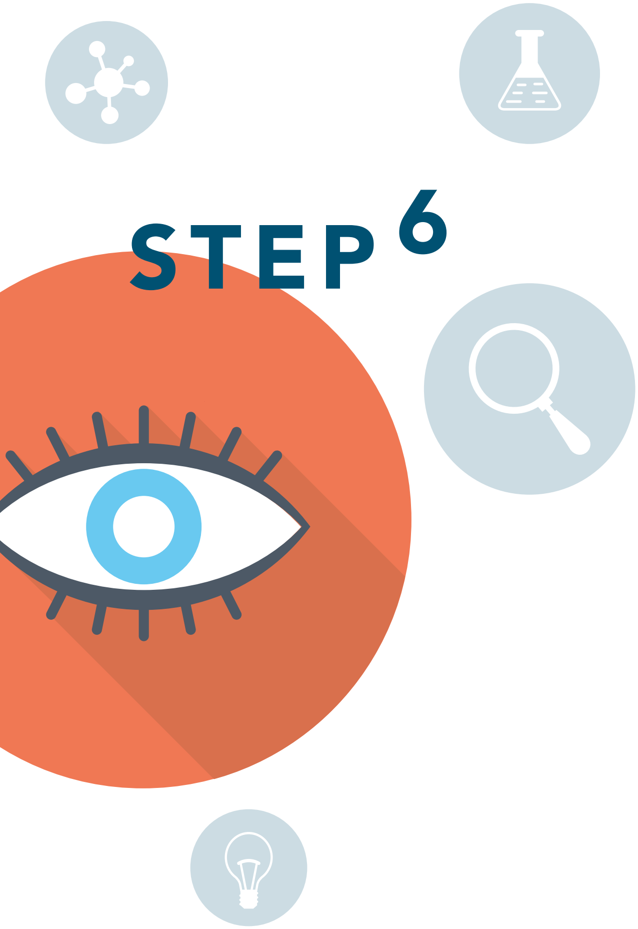
Are B2B Companies Ignoring A Rewarding Marketing Opportunity?, Pagewiz, Jan 26, 2016

STEP 6

Observe the Results:

Measurement fulfills closed-loop programmatic

STEP 6



Observe the Results:

Measurement fulfills closed-loop programmatic

Talk about avoiding the lunacy of a mad digital world! The real-deal logic for using programmatic is the ability to measure performance for greater insight into who is seeing your content, when and where.

The best programmatic marketers see things less as distinct campaigns and more as an ongoing experiment where you are constantly testing. The results will help guide real-time recalibration of audience definition, messaging and media outlet tactics.

Audience Definition – You may learn pockets of your original segmentation are not responding as well as others. If so you can refine audience parameters like industry, job function, company size and geography. This can include removing defined targets who aren't the best fit, but it can also mean adding new segments to your audience pool that the data suggests could be A GREAT FIT.

Creative – It's important to keep your creative fresh. While initial display of the same content reinforces the message to a captive audience, at a certain point they will find it stale and uninteresting. Track impressions and clicks on a scheduled basis – daily, weekly or monthly. If you see activity drop, it may be time to serve up some fresh content.

Media Outlets – If you're not seeing traction on certain media outlets based on measurement thresholds you define, you should consider re-allocating your ad spend and possibly presenting a different twist on your content that is more relevant to the content on that given web page.

With your online programmatic performance in hand, you can leverage the deterministic company and contact-level data about your audience to measure how your complementary offline touch points are performing as your audience moves through the buyer's journey.

Once you lock down on a closed-loop measurement and recalibration process, your programmatic will repeatedly generate leads, build pipeline and drive revenue. That's crazy good!

> *Measurement of ROI can be pushed even further through A/B testing of different creative tactics or messaging strategies, comparing different audiences' responses and more. All this data is a valuable tool since messaging and creative success ultimately depend on advertisers' knowledge of their target audience.*

Measuring Advertising ROI In A Programmatic World,
Videa, January 27, 2016

Conclusion

We've come a long way from the beginning to the end of this programmatic sanity check. Hopefully you don't feel as frazzled as you might have at the start. Just as our buyers go through a journey to make buying decisions, you have walked a guided path to understand a little bit more about how you can bring programmatic to life in your organization, with data-inspired confidence and precision.

The business case for programmatic is strong, and just from this paper you have probably concluded there are plenty of data points to prove out the hypothesis. Obviously automation means efficiencies and cost savings, and that's always a benefit. But the ability to build and execute an integrated programmatic strategy could be the greatest benefit of all. As a B2B marketer you're likely to find that connecting online user data with resilient third-party business and contact data will produce the best results for highly informed audience definition. Once you have a high quality audience defined that aligns with your business goals, you can leverage identification and integrations to consistently power your efforts across screens, channels and activation partners. With this level of data-driven insight, you'll deliver highly personalized experiences when and where your audience learns and buys.

The goal is clear:

- Connect your value to your customers' needs...
- with measurable, repeatable and personalized engagement online and offline
- to find and keep happy customers and drive revenue for your business.

> We live in an age where we will learn to do amazing things with data or become outpaced by those who gain better skills and capability. The opportunity goes to those who take a conscious decision to look at data in a new way.

— Anthony Scriffignano, Ph.D., SVP,
Chief Data Scientist, Dun & Bradstreet

The Skills That Matter in a World Awash in Data,
Dun & Bradstreet, Feb 22, 2016

About Dun & Bradstreet

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly 90% of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics.

Our data platform's foundation is the world's largest commercial database, with over 280 million company records we derive from 30,000 data sources and update 5 million times per day; and is combined with the Dun & Bradstreet NetProspex extensive contact database. Our DUNSRight® process gives us the unmatched ability to turn an enormous stream of data into the high-quality information you need to grow your most valuable relationships.

Dun & Bradstreet provides rich profiles for your digital traffic. Leveraging approximately 700 attributes, we deliver a broad spectrum of B2B data including firmographics like company size, sales, industry, job roles and functions; pre-dictive indicators such as spend propensity, marketability and company growth; and custom look-a-like modeling using your first-party customer data. This helps marketers identify trends and patterns in data, discover insights that can lead to more informed decisions, create better, more relevant campaigns and deliver precision targeted offers that achieve your goals.

About Oracle Data Cloud and the BlueKai Marketplace

Oracle Data Cloud aggregates, analyzes and activates consumer data enabling marketers to connect to customers and prospects at all stages of the buying journey. Powered by Oracle ID Graph, Data as a Service (DaaS) lets you target the right consumers, personalize their experience and measure the effectiveness of that engagement.

The BlueKai Marketplace is the world's largest audience-based data exchange. It connects advertisers to hundreds of data providers and thousands of audience segments to meet virtually any marketing data need.

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Dun & Bradstreet and Oracle Data Cloud Offer the B2B Programmatic Formula

Are you ready to raise the bar with your programmatic? Together, Dun & Bradstreet and Oracle Data Cloud have collaborated to bring a best-in-class natively integrated audience data and technology solution to hundreds of B2B marketers. Dun & Bradstreet lists premium B2B targeting segments in the BlueKai Marketplace. These segments benefit from the power of the Oracle ID Graph and seamless integration with hundreds of marketing activation partners allowing you to optimize your creative with the right buyer segments at the right time.

Restore My Programmatic Piece of Mind

Oracle supports advertisers with a free data consultation service known as the Data Hotline. Trained data consultants are available to answer your questions, assist with data strategy and provide audience recommendations. Email the Data Hotline today to inquire about using Dun & Bradstreet data to power your next B2B programmatic campaign!

CONTACT THE ORACLE
DATA HOTLINE TODAY!

✉ **TheDataHotline@oracle.com**

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