



B2B Media
Group

SHOWCASE

PRECISION AT SCALE:

ELEVATING IT HARDWARE
PROVIDER'S CAMPAIGN
TO UNPRECEDENTED
REACH



Author: Eunice Omotoso, Senior Global CX Manager, B2B Media Group

Introduction

For over a decade, the team at B2B Media Group has collaborated closely with a leading agency to drive sales for major brands in the technology sector. Recently, we tackled an ambitious project for their global hardware provider client, aiming to scale up awareness and engagement through a meticulously crafted programmatic campaign.

1

The Challenge: Broadening the Horizon

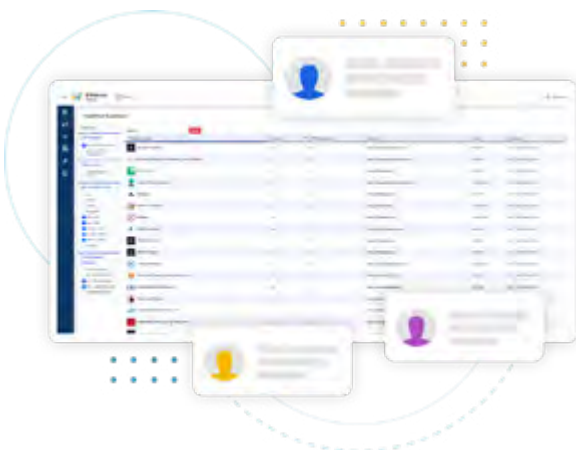
The task at hand was to increase awareness and engagement for a global hardware provider on an unprecedented scale. This required substantial investment in display advertising, meticulous attention to click-through rates (CTR), and strict adherence to flight dates. Working with multiple agencies demanded us to offer rapid response times and efficient campaign management, areas where our internal AdOps and Campaign management Teams excel.



2

Our Strategic Approach: Innovative and Inclusive

Understanding the complex needs of our client, we leveraged our significant capabilities across Owned Media Platforms (OMP), Private Marketplace (PMP), and exclusive agreements. This allowed us to launch a robust programmatic campaign, targeting the client's ABM lists with dynamic display and video ads to maximize audience reach.



We didn't stop there. Recognizing the need to expand beyond the existing ABM lists, we activated our Account Engagement Platform, B2B.IQ. This platform's AI-enabled Audience Expansion feature was instrumental in identifying and targeting similar accounts with matching firmographics, significantly broadening the client's reach across ideal customer profiles.



The Outcome: Impactful Engagement and Extensive Reach

Our efforts culminated in impressive campaign results within just 12 weeks:

- We delivered 3.5 million impressions, reaching 92% of the ABM list and additional accounts identified via B2B.IQ.
- Despite challenges in engaging smaller businesses – a segment often overlooked –our precise targeting strategies achieved a company match rate of 80% and targeted 83,000 accounts, effectively reaching 57,000 with a 69% company reach.
- The campaign also excelled in engagement metrics, with a 55% average view-through rate for video ads and robust click-through rates of 0.22% for display and 0.37% for video content.

3.5M
Impressions

80%
Company Match Rate

55%
av. view-through rate

Notably, our extensive database and tailored approach enabled us to deliver the most impressions to SME businesses in the UK and French markets, further demonstrating our capability to execute at scale.



Client Reflections: Exceeding Expectations

The feedback from our agency partner was overwhelmingly positive. Our campaign was not only executed within the constrained timeline but also exceeded expected impression deliveries. The support from our Ad Operations team – from setup to completion – was unparalleled, especially in optimizing campaign performance throughout.



Looking Ahead: Expanding Success

Our journey with this client is far from over. We are committed to continuing our support through 2024 and beyond, aiming to solidify our status as their top technology vendor. We plan to further expand their audience using our AI-Enabled Audience Expansion feature within B2B.IQ to uncover new accounts that could benefit from their advanced technology solutions.

Conclusion:

At B2B Media Group, we don't just meet challenges; we redefine them. This campaign is a testament to our ability to blend strategic innovation with operational excellence, ensuring that every campaign not only reaches but engages the target audience on a scale that truly makes a difference.

Ready to discuss how B2B Media Group
can help drive awareness and pipeline for you?

Contact Sales

Locations & Contact Details:

New York Office

80 Broad Street, 5th Floor
New York City, New York 10004
Phone: +1 914 – 294 21 14

San Francisco Office

50 California Street, Suite 1500
San Francisco, California 94111
Phone: +1 914 – 294 21 14

London Office

91 Wimpole Street
London W1G 0EF
Phone: +44 203 – 695 48 38

Singapore Office

12 Marina Boulevard, 17-01,
MBFC Tower 3, Singapore 018982
Phone: +65 6809 – 5121

Munich Office

c/o factory42
Balanstraße 73, 81541 Munich
Phone: +49 89 – 189 65 94 21

Berlin Office

Jägerstraße 27
10117 Berlin
Phone: +49 30 – 577 017 30

E-Mail: info@b2bmg.com

Web: www.b2bmg.com