

MARKETING TREND SPOTLIGHT

PROGRAMMATIC MARKETING

INSIGHTS FROM THE 2016 B2B
MARKETING DATA REPORT





Programmatic Ad Buying Is Gaining Traction in the B2B Space

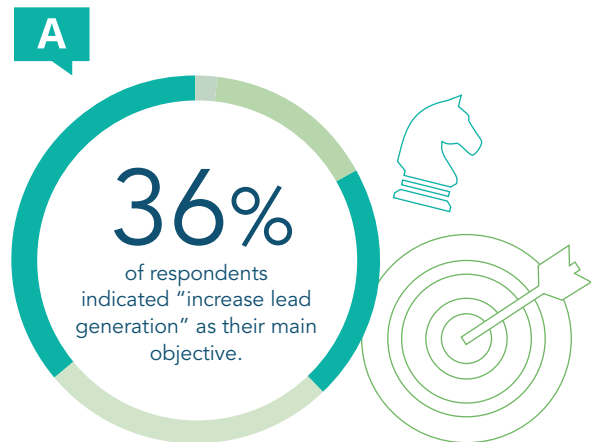
While there has been a fair amount of buzz around programmatic advertising, we acknowledge that this is still an emerging practice for B2B marketers.

Before we go too far, let's define the term. Dun & Bradstreet's "Programmatic Advertising & The B2B Marketer: 2015 Benchmarks, Budgets and Trends" defines the term as, "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. In other words, anytime a machine is used to purchase and deliver a digital ad, it's considered programmatic."

B2B businesses, whether focused on specific accounts or casting a wider net for larger audience acquisition, are turning to digital channels and programmatic ad buying to engage (and nurture) their target markets. As usual, their incentive for taking advantage of this new(er) approach is, understandably, to drive growth for the business — growth in revenue, growth in customers and growth in brand awareness.

Q WE ASKED

What is the most important goal of your digital advertising strategy?



- 36% Increase lead generation
- 26% Increase sales conversions
- 21% Increase brand awareness
- 15% Increase website and landing page traffic
- 2% Other

PROGRAMMATIC ADVERTISING IS AT A TIPPING POINT:

54% of B2B marketers are currently buying advertising programmatically.¹

65% of B2B marketers plan to spend more money on programmatic in 2016.¹



Before you place a single ad programmatically though, you need to analyze the companies and decision makers that represent your ideal target audience. This internal analysis on existing customers requires accurate and complete data so that marketing teams can identify the key characteristics of those companies that represent the most profitable relationships. The more definitive the data is on those companies, the more accurate your ad placement will be.

While traditionally used by B2C marketers, B2B marketers have been more cautious in their adoption of this approach. In fact, almost half (47%) of the responders to D&B’s survey on programmatic advertising claim to not know, or are unsure of, what programmatic media buying is.

However, this is changing as more people plan to buy programmatically over the next 6-12 months. Additionally, those that have moved to programmatic are increasing the percentage of their budget spend in this way.

“We need to stop thinking about digital marketing and think more about marketing in the digital world.”²

— Marc Mathieu, Global Vice President, Unilever Products

TOP INDUSTRIES TARGETED IN 2015 (SOURCE: HOOVER’S)



78%

of B2B marketers will spend up to 50% of their budgets on programmatic in 2016.¹



66%

of B2B marketers believe programmatic is just as valuable for them as it is for B2C marketers.¹



Wait, There's More...

In the age of self-driven buyers and digital media, B2B marketers continue to struggle with data limitations as they seek to engage the right customers and prospects across a huge array of channels.

You need to activate high-quality data to identify key accounts and targets, reach them at the digital watering holes, and deliver relevant content that accelerates their buyers journey. Anything short of this is just more of the same and that isn't good enough anymore.

59% of marketers surveyed by D&B believe they have the right skills to address their company and contact data intelligence issues. However, the results of our report prove that these skills need to be engaged more consistently in order to make a measurable impact.

A shift has occurred, and "digital marketing" is simply "marketing" — period. That means nearly every area of marketing is now digitized in some way and is fueled by data from start to finish. The data you feed into your programs can make or break the success of each effort. According to SiriusDecisions, companies that proactively maintain their database can realize 66% higher conversions to revenue compared to those that do not.³ Marketers and their business will benefit greatly by establishing a standardized, ongoing approach for processing and managing data throughout its lifecycle.

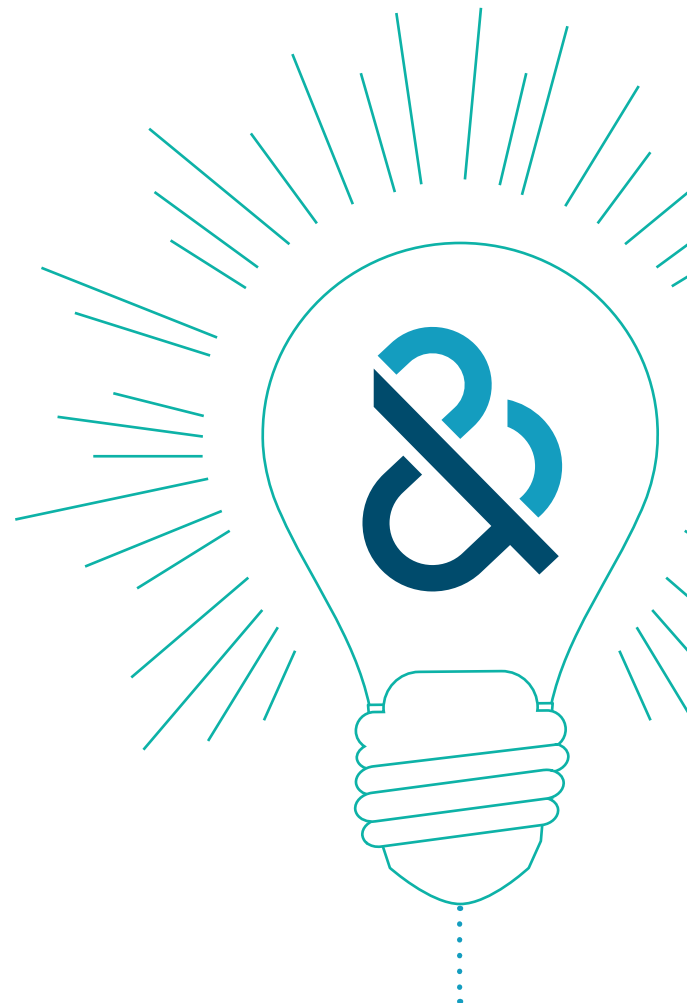
The bottom line is that data is the lifeblood of your business. If you do not attack your data issues head-on, you are going to find yourself with diminished ROI from your MarTech stack and countless missed opportunities in 2016.

Don't let bad data dim your future. Unleash the power of data and analytics to build lasting relationships and turn marketing investments into growth assets.

To learn more about the current state of data quality and how it impacts your strategy, along with additional trends and insights from fellow B2B marketers, be sure to read the complete [B2B Marketing Data Report](#) from Dun & Bradstreet.

A shift has occurred, and "digital marketing" is simply "marketing" — period.

That means that nearly every area of marketing is now digitized in some way and is fueled by data from start to finish.



So Now What?

It wouldn't be fair to leave you in the dark — pun intended.
Here are three simple steps you can take to bring your data strategy into the light:



Read The B2B Marketing Data Report

Visit B2BMarketingDataReport.com for an interactive preview and a link to download the complete 2016 report.



Assess the Status of Your Data:

Run a complimentary Data HealthScan from Dun & Bradstreet at smartmarketingdata.com or contact us today at [1-888-826-4877](tel:1-888-826-4877) to arrange your assessment.



Amp Up Your Data:

Append additional intelligence to your database for optimal targeting and segmentation efforts through DNB.com/Sales-Marketing.

Sources

1. Goldberg, Michael. *Programmatic Advertising & The B2B Marketer*. Dun & Bradstreet, 2015. Web.
2. Clark, Lucy. "Unilever Global Marketing Boss Tells Sydney: 'Digital' Is Dead... but Marketers Should Learn Coding." *AdNews.com*. 2014. Web.
3. Heuer, Megan. "Three Myths of the '67 Percent' Statistic." *SiriusDecisions.com*. SiriusDecisions, 2013. Web.

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 ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. We help marketers develop and manage their B2B data. Our multi-faceted data quality processes — backed by the world's largest commercial database and seamless integration into your marketing systems — enables you to identify the best opportunities, build stronger relationships and accelerate growth for your company. For more about Dun & Bradstreet, visit DNB.com.

DNB.com
1-888-826-4877

dun & bradstreet