

# ABM Advertising

Have you heard that advertising is *dead*? Or *useless*? Or *too expensive*? We agree! Well, we agree if you're doing it the wrong way:

- ✗ Running generic campaigns to the wrong people
- ✗ Running simple retargeting campaigns
- ✗ Basing advertising on inferior data
- ✗ Measuring display advertising by CTR or leads generated

Running traditional advertising campaigns or trying to run ABM advertising campaigns with inferior data is an exercise in pain and frustration.

Accelerate your buyers' journeys by 40% and convert your best accounts faster

75% of the marketers "could not find the right contacts at companies matching their target profile"

Art of the Start survey conducted by Dun & Bradstreet

49% of 2018 Demand Gen Report survey respondents said that, "Yes we did notice their [display] ads and it positively impacted our view of them."

Madison Logic enables B2B Marketers to convert their best accounts faster. By combining first-party data integrations with intent, firmographic, and technographic data from over 20 sources, marketers can create hyper-targeted advertising campaigns that reach the right members of the buying committee at the right time.

## Transform your advertising from useless to vital with Madison Logic's ABM Advertising

Instead of a "spray and pray" approach to advertising, Madison Logic's ABM Advertising allows you to efficiently spend your display budget by:

- ✓ Allowing you to specifically target people from accounts who are actively searching for a solution like yours right now
- ✓ Using the best account intelligence available – from more than 20 sources – to specifically display your banner, video or native ads to the right people with the right titles at the right accounts
- ✓ Using signals (Journey Acceleration™) from your marketing automation and CRM platforms to automatically change your advertising based on deal stage or other vital signals
- ✓ Giving you a truly global (and GDPR-compliant) solution to reach your targets anywhere in the world