

How to measure success with AccountInsight

Best Practice B2B
Programmatic IP Targeting



"...AccountInsight is the programmatic solution for B2B companies in need to reach audiences working at specific companies."



Measuring success in B2B

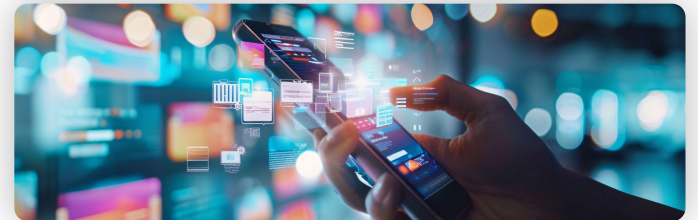
When implementing a new program, we want to set the right expectations from the beginning: as you are targeting a B2B organization, do not focus too much on individual “lead based” KPIs and goals.

While these are still good proxies for engagement & creative or landing page performance and should not be ignored completely, you should not focus on these as main indicators of success.

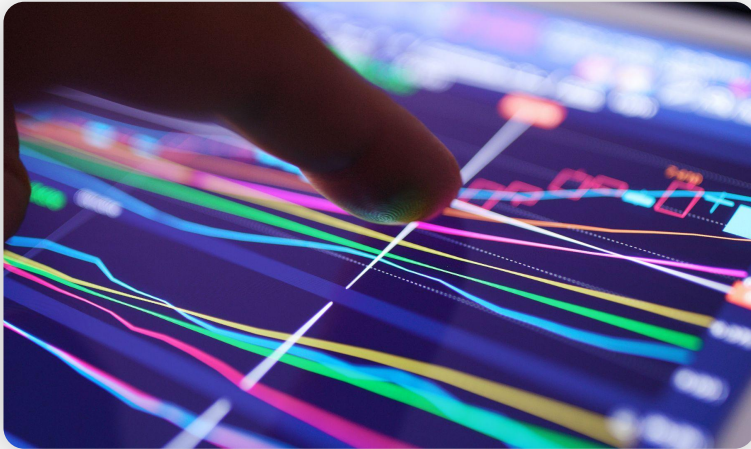
A successful ABM program is one where you can influence and stir in your direction an organization as a whole, not just an individual. As such, here some metrics that should not be used as exclusive way to track success of ABM programs:

- **Web page conversions**
- **Net new leads**
- **Traditional digital B2C metrics such as CTR or CPM.**

As accounts are targeted and measured individually you need KPIs to monitor account-level performance, not individual ‘lead-level- numbers.



How to measure success with Account**Insight**



Measuring success in digital B2B requires a different approach and set of KPIs than other forms of digital advertising. The following outline provides some clues on industry best practices to help understand what success with AccountInsight looks like and how to measure, monitor and report within your organization.

Metrics measurement in complex B2B

B2B demand generation works best as a multi-touch across channel activity, where Programmatic B2B is part of the picture but should not be used as sole basis of communication.

While AccountInsight can provide with many different digital signals, they all at the end can be summarized as contributing to progression rate: is there a higher level of target accounts moving to the next level in the pipeline?

As such, we recommend running ABM programs, and AccountInsight included, for at least as long as your sales cycle before you can begin measuring effectiveness or at least for a long enough period of time to be able to measure success.

Metrics to track with AccountInsight

Tip: Do track campaign uplift with pre-launch baseline period.

Engagement metrics (**#total visits, #visitors per account, #pages per visit, and #visits on high-value pages**) are important indicators to measure the performance. A best practice is to record a pre-launch baseline period (**e.g., 60 days**) of engagement levels within the target accounts.

Once the campaign launches, we can compare target account engagement to the baseline period. Metrics to track with AccountInsight Metrics.

Some of the metrics that track success will come directly from AccountInsight, some may even require reporting from your own CRM or other channels.

Direct metrics from AccountInsight

- CTR
- Account Engagement (% of accounts in program that have either
 - clicked or visited website)
 - Increase in website interactions
 - Increase in reach within target accounts
 - Quality of website interaction – pages visited

Metrics from CRM or other channels

As you evaluate the success of AccountInsight, do seek to find useful correlations

- Increase in meetings or appointments set
- Increase in win rate
- Increase in quality of calls or email open rate
- Increase in pipeline progression
- Correlation between best scoring accounts in **AccountInsight** and more meaningful engaging accounts according to Sales teams (**better quality conversion, recent reach out from them, more likely to respond to calls...**)

Metrics to avoid



As you are targeting a B2B organization, do not focus too much on individual “lead-based” KPIs and goals. A successful ABM program is one where you can influence and stir in your direction an organization as a whole, not just individuals.

Some Metrics that should not be used to track success of B2B programs.

- **Web page conversions**
- **Net new leads**
- **Traditional digital B2C metrics such as CTR or CPM.**

While these are still good proxies for engagement and creative or landing page performance and should not be ignored completely, we do not need to focus on these as indicators of success. B2B marketing creates value on a different timetable than B2B sales...they are highly complementary, but also asynchronous. Last year’s MQLs are this year’s deals.

Moreover, do note that programmatic B2B delivers in-market accounts CPM cheaper than paid search if you look at the cost per target account click.

Traditional audience based CPM will hit the right people in the right media but not in your target account list, hence delivering a perceived cheap CPM but in the wrong companies, ie. being a waste.

“ Technology is changing the way we market. As CMOs are looking for solutions to increase revenue, outcome-driven programmatic B2B provides both qualitative and quantitative insights to help them achieve just that. ”



Toni Chumillas

B2B DSP Co-founder & COO



Our mission is to help B2B companies achieve measurable impact at scale by offering programmatic solutions that B2B audiences in their workplace, connecting customers through media, technology and data via Programmatic B2B **AccountInsight** was incubated as solution within WPP, the world's largest media buying and technology group.

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