Industrial Manufacturer of Thermal Systems Leverages ABM Targeting to Influence Buying Committees across the Customer Journey

Overview

A globally diversified manufacturer of heavy industrials partnered with Digital Mouth to launch its new product line of thermal management systems among key aerospace and defense accounts and airline industry manufacturers. An ABM targeting and media strategy was leveraged to capture purchasing intent among buying committees and engage these audiences with product-driven content throughout their decision journey.

How We Did It

B2B Contextual Targeting
High-value accounts and decision makers were targeted using topic-based taxonomy by mapping the audience's top relevant B2B categories (e.g. aerospace design, defense manufacturing, etc.) with page context to deliver an identifier-free and cookieless solution to drive precision, scale, and performance.

ABM Deterministic Targeting
Utilizing a combination of proprietary, third-party, and contextual data and accessing an active database of over 42M deterministic and authenticated, decision-making professionals, an audience of customer profiles from key accounts and lookalike accounts were targeted based upon unique intent topics (e.g. thermal systems) and technographic data of competitive products.

Demand-Driven, Full-Funnel Media Strategy
A full-funnel strategy addressed the complexities of the buyer journey leveraging a multichannel approach across native, display, video, CTV, and audio channels. The cohesive strategy matched influencing and decision-making audiences with targeted messaging at critical moments of intent, ensuring maximum campaign effectiveness to increase lead volume, brand awareness, and targeted distribution of thought leadership content.

Contextual Campaign Optimizations
Real-time contextual optimiztions evaluated ad opportunities and predicted optimal bids based on 14 customizable goals, such as page-level contextual signals and individual ad placements. Proprietary engagement scoring also enhanced campaign performance by analyzing post-click metrics and audience behavior.

The Results

145%
Increase in
Lead Volume

1:51
Average
Time on Site

201%
Brand
Awareness Lift

$15.14
Average
CPA

3.2%
Average
Campaign CTR