



EXPLORE THE POSSIBILITIES OF **B2B DIGITAL ADVERTISING**

How to shift digital media strategies to align with the expectations of modern B2B buyers



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01

A LOOK AHEAD

A Look Ahead: A Future Full of B2B Innovation

B2B marketers are evolving their practices in a highly competitive landscape. They're looking to data science, advanced targeting, and AI to help personalize media at scale and boost effectiveness. **Marketers rank technology adoption as both their number one priority and challenge.**

- 01 Marketers Strengthen Their Data Infrastructure**
Businesses have long struggled to connect disparate data points to create consistent, personalized experiences across customer journeys. Yet as privacy regulations tighten and AI proliferates, that quest is only becoming more critical - and challenging. **Less than a third of marketers are fully satisfied with their ability to unify customer and operational data sources.**
- 02 Marketers Leverage ABM to Combat Complex Sales Cycles**
Marketers are increasingly turning to strategies such as account-based marketing (ABM) for better customer acquisition and retention. Yet many companies struggle to adapt to increasingly longer sales cycles, smaller budgets, and larger buying committees. **26% of buyers are involving more people in the decision-making process this year involving anywhere from three to 20 people.**

A Look Ahead: A Future Full of B2B Innovation

- 03 Full Personalization Adjusts to a Privacy-First Future**
B2B marketers are exploring ways to safely centralize first-party data for successful personalization and activation to contend with a future that is less dependent on third-party cookies as Google waffles on their phase out to consumers by implementing a consent-based cookie model. **Only 37% of brands are using behavioral and first-party data to personalize customer experiences.**
- 04 Marketers Seek Unified Performance Analytics**
There is no shortage of data sources. B2B marketers use on average 18 different sources for reporting, but putting that data to work is a challenge. With growing privacy concerns, stricter data regulations, and the rise of generative AI, B2B marketers must focus on data quality, governance, predictive analytics, and integration. **Nearly 50% of B2B marketers do not measure the ROI of marketing performance.**
- 05 Marketers Embrace AI With an Eye on Trust**
Marketers are intent on successfully applying AI in their operations with the right data, but are concerned about internal competencies, security, and customer trust as adoption ramps up. **Only 43% of B2B organizations are experimenting to implement AI in their workflows.**

Future-Proofing Media

These trends collectively underscore a shift towards data-driven decision making, customer-centric strategies, and a commitment to innovation and adaptability. The emphasis on data and analytics, ABM, and AI indicates a strategic approach to leveraging technology and personalized marketing tactics.

With increasingly complex sales cycles - averaging 16.7 weeks to complete and involving multiple decision makers, shifting digital media strategies to align with the expectations of B2B buyers and their spheres of influence along the decision journey is crucial to success.

B2B buyer expectations are increasingly being influenced by their own personal consumer experiences. Keeping up with these changing brand expectations and engaging with relevant customers requires modernizing omnichannel approaches and creating distinctive, full-funnel experiences.

Best Practices for B2B Brands

- Aligning campaign types with business objectives in the sales funnel
- Data-driven audience targeting options for B2B advertisers
- Strategies for ABM targeting with programmatic media
- Bring a revenue focus to analyzing the effectiveness of media buys



02

UNDERSTANDING THE B2B BUYER

Shifting Tides in Buying Decisions

As millennials and Gen Zers become the dominant players on B2B buying committees, the process is growing increasingly digital, meaning marketers need to prioritize online experiences.

75% of buyers prefer remote or digital interaction as their choice for company engagement

73% of buyers want a personalized buying experience similar to the one that B2C sales provide

70% of buyers watch videos and consume at least 8 sources of digital content to complete their product research

67% of key decision makers rely more on content to inform their purchasing decisions than they did a year ago

Digital Interactions are Not Slowing Down

Two-thirds of buyers opt for remote human interactions or digital self-serve.

With programmatic advertising, you can personalize ad delivery to your target audience, gain more insights, and reduce manual touchpoints with each prospect.

Current Interactions With Supplier Sales Reps

	Research New Suppliers	Evaluate New Suppliers	Purchase	Repurchase
Traditional Interactions	33	33	32	30
Remote or Digital Interactions	67	67	68	70



03

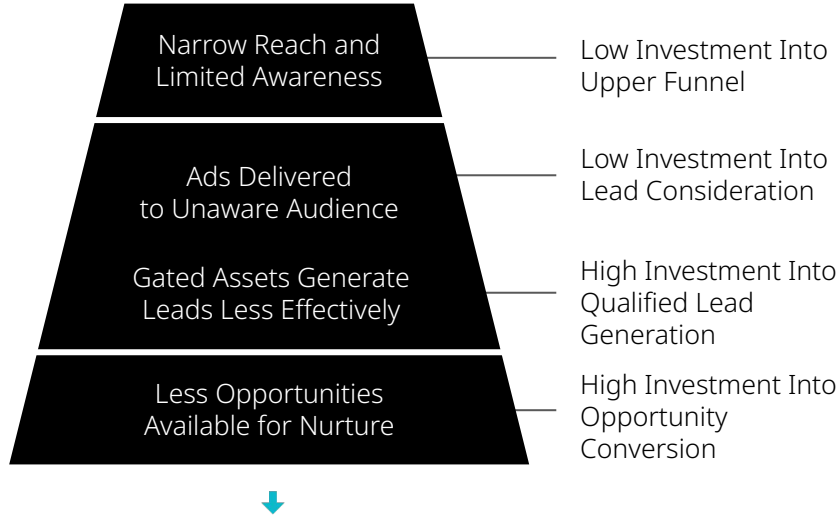
FULL-FUNNEL MEDIA STRATEGIES

Adopting a Full-Funnel Media Approach

Adopting a full-funnel strategy is essential for thriving in today's competitive B2B landscape. And since B2B buying decisions are complex, being present at every stage of the funnel can make all the difference. For example, low investment into awareness campaigns constricts your bottom funnel success, whereas proportionate investment helps B2B sales funnels remain sustainable.

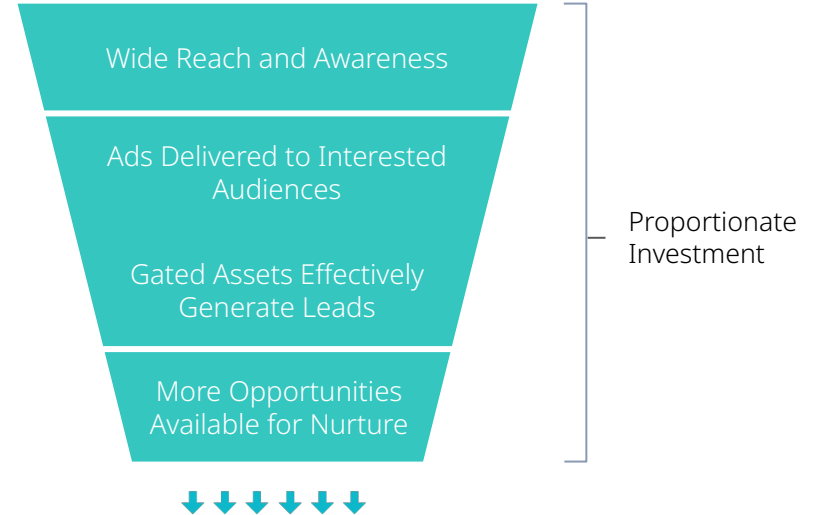
Bottleneck Funnel

Not Sustainable Long Term



Full-Funnel Approach

Structured for Success



Why Upper Funnel Media Matters

Uncover New Audiences

Expose your content and nurture strategies to untapped audiences and increase your total addressable market (TAM) potential. Uncover new prospects with unexpected attributes - such as higher seniority, or larger company size - interested in your brand.

Widen the Sales Funnel

Run large awareness campaigns with fairly open targeting to widen the sales funnel as much as possible. The funnel will naturally narrow, so it's important to cast a broad net to capture as many leads as possible.

Long Sales Cycle Lead Nurturing

It can take anywhere from a couple of weeks to several months to close a sale. Upper funnel campaigns nurture leads who aren't ready to buy yet.

Full-Funnel Media Solutions for B2B Brands

01 Branding / Awareness

Media: Display, Video, Native, CTV, Social, Audio, DOOH (all used for high impact engagement)

Targeting: Contextual, B2B Contextual, Third-Party Audiences, Addressable Geo-Fencing, Custom Intent, Affinity, Retargeting

02 Content Engagement / Quality Traffic

Media: Search, Social, Display, Native Display, CTV, Video, DOOH (CTV, Video, and Native used for high impact engagement)

Targeting: Contextual, B2B Contextual, Addressable Geo-Fencing, Keyword Search Retargeting, Custom Intent, Affinity, Third-Party Audiences, First-Party Data, ABM

03 Form Fills, Leads / Decision Maker (Conversion)

Media: Search, Social, Display, Native Display

Targeting: ABM, Keyword Search Retargeting, Site Retargeting, Contextual, First-Party CRM, Retargeting, Custom Intent, Affinity



04

ABM

PROGRAMS

What's Driving ABM Investment Among B2B Brands?

Companies are investing in ABM because it works. Most programs are driving substantial business impact.

90%

Say ABM showed active engagement with selected accounts

77%

Say ABM drove revenue growth

72%

Say ABM delivered higher ROI than other types of marketing

66%

Say ABM is significantly improving marketing and sales alignment

Factors and Hurdles of ABM Success

Critical Factors for Driving ABM Success

Technology



Sufficient time to execute program



Alignment of sales and marketing team



Clear ABM strategy



Appropriate and sufficient content



Leading Hurdles to Succeeding With an ABM Strategy

Budget



Lack of resources/personnel



Difficulty measuring ABM success



Unclear ABM strategy



Having appropriate and sufficient content



Aligning on the Definition of ABM

It is a go-to-market strategy targeting certain accounts with a synchronized, continuous set of marketing and sales activities to engage those accounts through all stages of the buying journey.

Account Based Marketing Framework



Marketing-Sales Alignment

Sales and marketing organizations agree on the strategy to guarantee a clean transition for their customers



Account Qualification

Create an ideal customer profile to determine high-value accounts



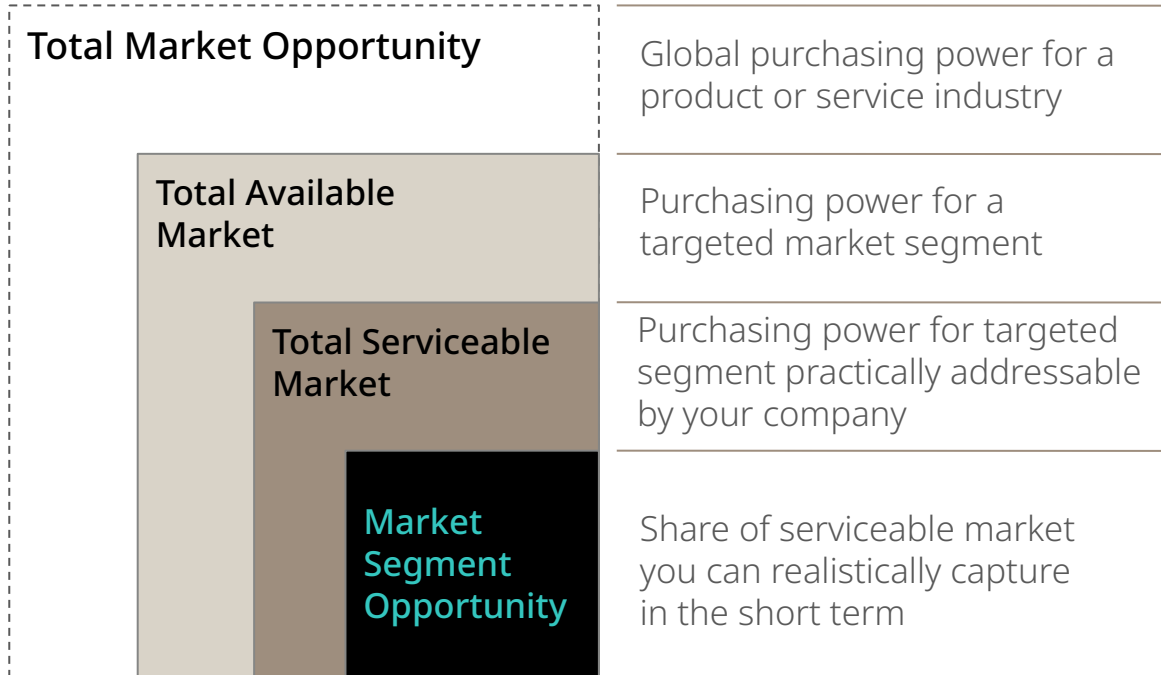
Go-to-Market Plan

Understand how a new customer moves through the sales process and deliver a premium experience to these accounts

Understand the Total Addressable Market

The idea behind the total addressable market, also known as TAM, is to estimate how many people you should reach with your campaigns.

- How much of that market do you already own?
- How much of the TAM is in your database?
- What are your incremental, moderate, and aggressive growth targets?



Outlining the Key Elements of ABM

Target Accounts	Strategy	Data	Account Planning
Ideal customer profile (ICP) Buyer personas Target account list	Revenue model Organizational alignment Process Playbook	Database build out Data management process Account data structure	Cross-functional teams Account plans Account research Account reviews Account campaign design
Content & Offers	Channels & Plays	Metrics	Technology
Personalization Marketing Sales development Sales Customer success	Orchestration Marketing Sales development Sales channels Customer success	Coverage Engagement Activity Pipeline and revenue Lifecycle	Data automation Predictive analytics Marketing automation Account intelligence CRM, and more

Experience Precision & Scale with ABM

Effectively reach B2B audiences with precision and scale using our cutting-edge ABM solution. Brands can tap into various true intent data attributes, spanning demographics, firmographics, and more, to engage their desired audiences across programmatic campaigns seamlessly.

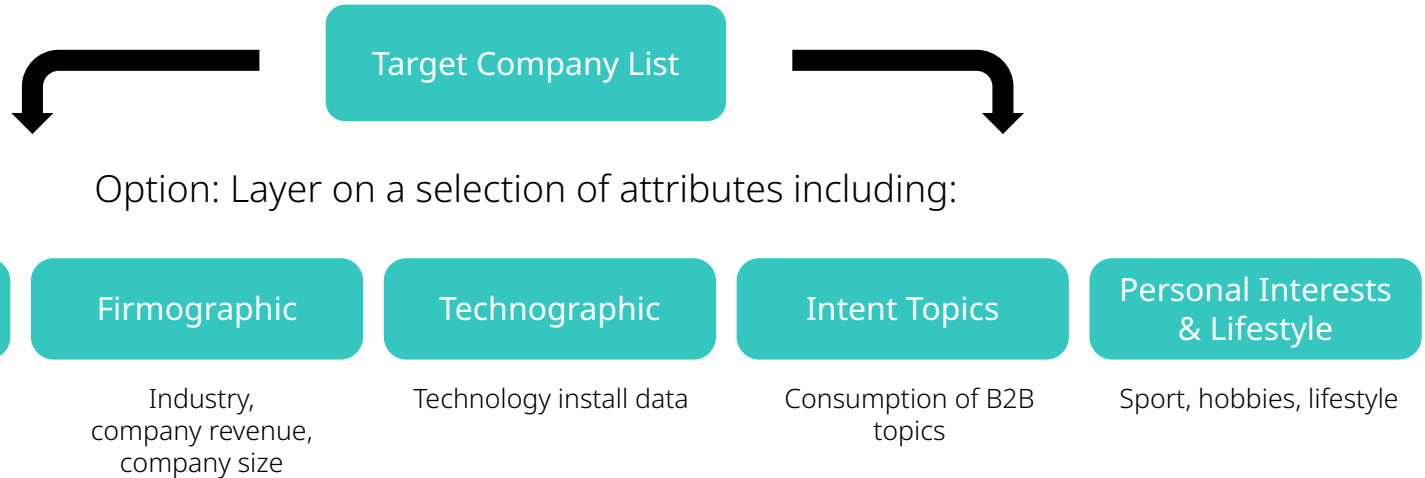
We optimize Return on Ad Spend (ROAS) by precisely targeting a brand's ideal customers across various campaign formats including display, online video, native, audio, and CTV. Advertisers can upload a list of target companies and refine the audience by selecting additional attributes or intent topics for maximum relevance. Our ABM solution complements and enhances B2B attribution provided by our Addressable Audience Curation tool.

How It Works

- 01 Brands provide a target list of companies and, optionally, any attributes for audience refinement during the media planning process.
- 02 Parameters are used to build out the target audience using third-party partners; estimated to take about 3 - 4 days to complete.
- 03 Audience build is then integrated through an anonymizer; estimated to take about 2 - 4 days to complete.
- 04 Once ingested into our platform, the desired audience is targeted with the advertiser's ads.

Experience Precision & Scale with ABM

We build targeted ABM audiences based on: Professional Groups, Target Company Lists, Industries, Decision Makers, Company Revenue, Company Size, and Job Title; to effectively reach audiences with precision and scale while leveraging true intent data across programmatic campaigns.





05

SOLUTION OVERVIEW

Precisely Target Audiences With **Full-Funnel Media**

Why We're Different	Engage Audiences	KPI Measurement	Case Study Snapshot	B2B Success
<p>Ability to precisely reach decision makers and circles of influence throughout the buyer journey</p> <p>Industry leading solutions across contextual, ABM, and keyword search retargeting in a customized, privacy-compliant approach</p> <p>Proprietary, unstructured data manipulation granularly reaches users at the household-level using 3,000+ data attributes</p> <p>Digital Mouth's experts understand how to plan effective, full-funnel media and convert leads within the B2B space</p>	<p>Engage decision makers across industries through a variety of targeting options:</p> <p>Contextual Targeting</p> <ul style="list-style-type: none"> Target audiences based on content consumed Predictive contextual options based on audience intent <p>ABM & first-party data targeting</p> <p>Geo-fencing and first-party addressable</p> <p>Keyword search retargeting</p> <p>Third-party decision maker audiences site retargeting</p>	<p>Key Performance Indicators (KPIs):</p> <ul style="list-style-type: none"> Cost Per Action (CPA) Cost Per Lead (CPL) Click Thru Rate (CTR) Cost Per Click (CPC) Return on Ad Spend (ROAS) Conversion Rate Cost of Customer Acquisition (CAC) Quality Site Traffic Video Engagement Lead-to-Conversion Ratio Content Engagement Brand Awareness Campaign Revenue Generated 	<p>Industrial Manufacturer Leverages ABM to Influence Buying Committees Across the Decision Journey</p> <p>Audiences:</p> <ul style="list-style-type: none"> First-party CRM Addressable Audience Curation <p>Targeting:</p> <ul style="list-style-type: none"> B2B Contextual ABM Deterministic <p>Measurement:</p> <ul style="list-style-type: none"> CPA and CPL Conversion Volume ROAS Brand Awareness Lift 	<p>Expertise and success that extends across various industries and sectors:</p> <ul style="list-style-type: none"> Heavy Industrials Manufacturing Enterprise Software Healthcare Technology / IT Financial Services Telecom Energy / Utilities Commercial Real Estate Construction Supply Chain / Logistics Aerospace / Defense Agriculture / Forestry Human Resources Cloud Computing Cyber Security Computers & Hardware

Benefits of **Engaging Decision Makers**

01

Easily maximize relevance with B2B decision makers through a variety of media, device, and targeting options

02

Advanced B2B targeting solutions:

- First to market, B2B contextual targeting solutions in partnership with Bombora
- Cookieless Contextual
- ABM Deterministic
- Keyword Search Retargeting

03

Proven partner to drive full-funnel success and achieve goal types from awareness and thought leadership during the sales cycle prior to lead conversion

04

Confidently engage your audience with contextually aligned native ads to boost brand confidence by showing ads within relevant content

05

Granular targeting solutions to reach users at the household-level by targeting various job titles and decision makers, and reach individuals who frequent a location instead of those who would be considered infrequent visitors

06

Leverage inventory from premium third-party partners to complement proprietary targeting data from companies like Bombora and Dun & Bradstreet

Measurable Growth Drivers

Digital Mouth empowers B2B brands to drive measurable growth by aligning high-impact campaigns with key business objectives across the sales funnel. Our advanced targeting methods and scalable ABM programs deliver persona-relevant ads to key decision makers when it matters most.



Advanced Targeting

Deterministic targeting enables marketers to reach over 100M B2B professionals with buying influence utilizing proprietary, third-party, and contextual data



Scalable ABM Programs

Programmatic ad buying technology targets these high-value B2B professionals based on decision and buying roles with persona-relevant, high-value ads



Actionable First-Party Data

Leverage first-party data from all brand interactions to personalize content and specific offers to accounts while improving data quality and privacy compliance



Programmatic Advertising

Full-funnel strategies address the complexities of the buyer journey leveraging a multichannel approach across native, display, video, CTV, and audio channels



Curated B2B Inventory

Leverage our inventory of publishers to reach high-value B2B audiences with more than 350 exchanges, networks, and publishers with 100% verified ad inventory



Campaign Optimization

Our Data Experience Cloud enables intuitive experiences and a secure data foundation to deliver the most impactful campaigns to customers and prospects

Proprietary Data Infrastructure and Partners

Proprietary Unstructured Data

Browser Behavior

Data tags across thousands of publisher websites, and a proprietary web crawler to collect PII-compliant page-level audience behavior.

Mobile/GPS Location

Proprietary DMP ingests billions of unstructured time-stamped GPS coordinates from 600k+ apps on mobile devices. Only SDK, verified wi-fi and actual GPS utilized.

First-Party Data Activation

Tag Manager enables website URL-level audience retargeting. Our Addressable Geo-Fencing onboards first-party address-level activation at a 90%+ match rate.

Offline Addressable Data Activation

Addressable Audience Curation tool maps accurate demographic, financial, life event, and purchase history data to our proprietary address-level identity graph.

ACR/Census Data Activation

Proprietary zip code executed and optimized campaigns based on ACR TV viewing data and census demographic data.

Third-Party Data Partners

Access third-party segments from the industry's leading data providers, such as:


A Nielsen Company

350,000+

Segments

400+

Data Partners

Digital Mouth's platform is built to ingest, target, optimize, and report on individual unstructured data elements. Direct access to behavioral, mobile GPS, and offline data variables enables highly differentiated capabilities and industry-leading performance vs segment-dependent alternatives.

Activate Data for Targeting Across All Inventory Types

Targeting options via proprietary unstructured data

Addressable Geo-Fencing	Zip-Optimized Audiences	Search and Contextual	Mobile Geo-Fencing	Native	Retargeting	Other
<p>Addressable Audience Curation</p> <p>3,000+ variables including:</p> <ul style="list-style-type: none"> Residential or Commercial Demographic Financial Interests Automotive Political Purchases Occupational <p>First-Party CRM</p> <p>Third-Party Data</p>	<p>Execute across 33,000+ uniquely identified zip codes based on:</p> <p>ACR TV Viewing Data:</p> <ul style="list-style-type: none"> Linear vs Streaming Index Network/Show Preference Device Footprint Dayparting <p>U.S. Census Data</p> <ul style="list-style-type: none"> Age Gender Household Income 	<p>Keyword Search and Keyword Contextual</p> <ul style="list-style-type: none"> Branded Keywords Competitor Keywords Intent Keywords Interests Keywords Product Keywords <p>Category Contextual</p> <ul style="list-style-type: none"> IAB Content 	<p>Geo-Fencing</p> <ul style="list-style-type: none"> Loyalty – Owned Locations Competitor Locations Proximity Target Audience Locations <p>Event Targeting</p> <ul style="list-style-type: none"> Conferences Entertainment Venues Sporting Events Audience- Rich Events 	<p>Category Contextual Demographics + Context Predictive Audiences</p> <p>Bombora B2B Taxonomy</p> <p>3rd Party Segments</p> <p>Retargeting</p> <p>First Party CPM</p>	<p>Site Retargeting:</p> <ul style="list-style-type: none"> Landing Page Category Page Product Page Cart Abandonment Loyalty Offers <p>Campaign Audience Retargeting</p>	<p>Private Marketplace Publisher Curated Deals:</p> <ul style="list-style-type: none"> 2,000+ always-on deals Programmatic Guaranteed <p>Lookalike audiences</p> <p>Domain/App Allow Lists</p>

Purpose-Built Programmatic Media for B2B Brands

Effectively reach B2B audiences with precision and scale while leveraging various true intent data attributes to seamlessly engage desired audiences across programmatic campaigns and formats:



CTV



Video



Mobile



Social



Native



Audio



Search



Display



Emerging

Precise Targeting

Unlock desired target audiences effortlessly with an extensive selection of true intent data attributes

Maximize Ad Budgets

Enhance Return on Ad Spend (ROAS) by concentrating on B2B audiences who have previously shown intent

Incremental Reach

Reach target audiences across multiple device types within a single platform

Optimize Productivity & Results

Maximize campaign effectiveness with our award-winning Client Success team through personalized support and detailed optimizations

Access to the **Most Robust Ad Inventory**

Access to the leading supply marketplace providers for CTV, Video, Display & Native

- Open X
- Pubmatic
- Rubicon
- Google
- AppNexus
- Smaato
- Index
- SpotXchange
- Sovrn
- inMobi Beachfront
- Telaria
- FreeWheel
- Nexage
- AppLovin
- PulsePoint
- PilotX
- Q1
- Nexstar Digital
- Yahoo Exchange

Over 2,000+ evergreen private marketplace deals with top web, app & television programmers

- Pluto
- Newsy
- Discovery
- History
- HGTV
- TLC
- A&E
- Fox News
- CBSi
- Univision
- Cheddar TV
- BuzzFeed
- Popcornflix
- USA Network
- Fox News
- CNN Go
- Xumo
- LifeTime
- Travel Channel
- NBC Today
- DailyMotion



06

ADVANCED TARGETING

Engage With the Right Audiences, Every Time

Digital Mouth has a distinct advantage in the way we onboard data, providing us the ability to use a more granular approach to targeting. This approach allows us to achieve faster results using fewer impressions than our competitors.

Identifying and engaging with decision makers

We are a proven B2B industry partner, offering a variety of solutions designed to identify and engage decision-makers, ultimately converting prospects into leads and customers. Our deep understanding of the B2B market enables us to increase leads, promote brand awareness, and distribute thought leadership. By implementing a cohesive strategy, we match your audience with targeted messaging at critical moments of intent, ensuring maximum campaign effectiveness.

Precision and customization across solutions

Our advanced targeting capabilities allow us to reach individuals based on job title, industry, company size, and more. Through solutions like Account-Based Marketing (ABM), Geo-Fencing, and our proprietary B2B Contextual solutions, we help you create impactful moments of engagement. These tools enable you to bring B2B lists and transform them into targeted audiences, delivering your message precisely when and where it matters most.

Targeting Solutions: Contextual

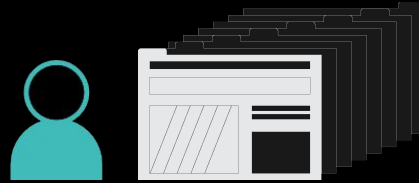
Contextual Targeting



Reach target audiences by aligning ads with related content. By analyzing the context of the content, contextual targeting helps advertisers drive higher engagement rates and performance.

Example: A B2B marketer for an enterprise software company could target business technology, IT solutions, cloud services, or cyber security to reach users who are seeking solutions for their needs.

Predictive Audiences



Capture an audience of users who show explicit interest in a category based on the number of articles they read over a time period.

By leveraging natural language processing technology and page level context, Digital Mouth can target users based on browsing habits and relevant content consumed.

Example: Users researching business solutions have been classified as consuming significant amounts of that type of content.

B2B Contextual*

In Partnership with **bombora**



Combine granular ad placement-level targeting with Bombora's robust B2B taxonomy to deliver a first-of-its-kind contextual targeting solution built to increase precision, scale, and performance – all in a cookieless environment.

Use Case: Precisely find and engage B2B audiences actively consuming content across Bombora's top intent categories

***First to market, proprietary solution**

Targeting Solutions: Contextual

This unique and first-to-market integration merges Digital Mouth's ad placement level targeting with Bombora's proprietary topic-based taxonomy. By mapping Bombora's top B2B categories to page context, B2B brands receive an identifier-free and cookieless solution to drive precision, scale, and performance.

B2B Contextual Categories*

Accounting
Business Finance
Cloud
Data Management
Digital Transformation
HR Technology
Internet of Things
Payroll Solutions
Retirement Benefits
Servers & Networking
Storage Infrastructure
Supply Chain
Virtualization
Commercial Insurance
Business Intelligence

Growth Indicators
Hardware
Healthcare Benefits
Healthcare IT
Asset Management
IT Management
IT Security
Marketing Technology
Pharmaceuticals
Meeting Planning
Merchant Services
Mobile Devices
Mobile Integration
Networking
Telecommunications

Business Travel
Compliance
Corporate Finance
Mergers & Acquisitions
Cryptocurrency
CRM Software
Data Centers
Ecommerce
Emerging Technology
Energy & Utilities
ERP Software
Federal Government
Financing & Loans
Fleet Management
Flexible Office Space

Performance
Personal Finance
Product Development
Quality Assurance
Real Estate
Retail
Shipping & Delivery
SMB Telecom Solutions
Social Media
Software Development
Trading & Investing
Voice
Web Analytics
Wireless Technology
Workplace Benefits

*Represents a sample of available categories

Targeting Solutions: **Reengagement**

Keyword Search Retargeting



Target users based on their web searches.

Use Case: An IT solutions company that wants to target users could use terms such as "business solutions," "IT for business," and "cloud technology," to then serve those users ads.

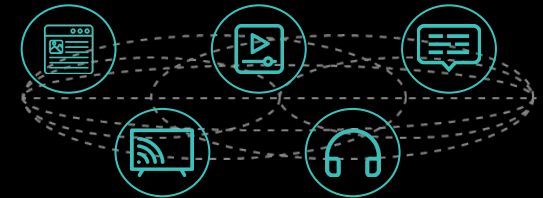
Site Retargeting



Retarget users who visit your website, and encourage them to complete a lower funnel action.

Use Case: After visiting the business's website for the first time, an ad can be served to an audience group with a message encouraging users to sign up for more information or request a meeting.

Campaign Retargeting



Retarget users who were previously exposed to one of your ads and deliver additional messaging across different devices and creative types.

Use Case: A business decision maker has seen an ad for a product or service and is served additional messages related to the offering in order to usher them down the funnel to convert.

Targeting Solutions: **Geo-Fencing**

Addressable Geo-Fencing

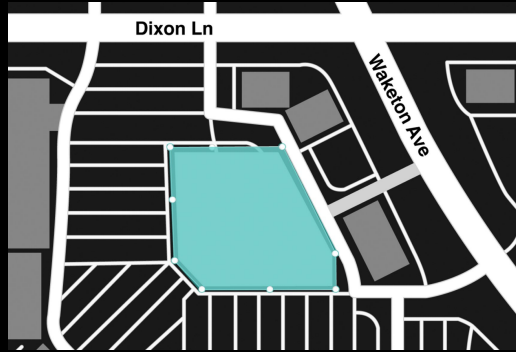


Target potential audiences at the household-level with over 3,000+ demographic factors.

Use Case:

- Occupational characteristics
- Job title and industry
- Small business owners
- Management tier

Conversion Zones

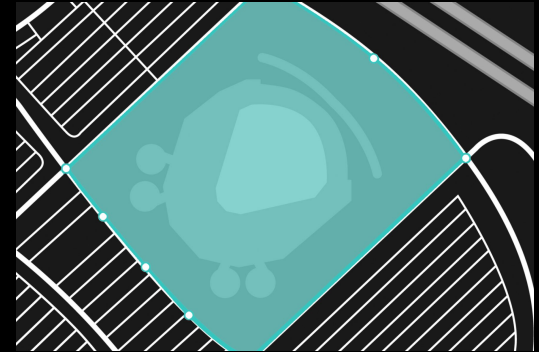


Conversion Zones are virtual boundaries drawn around a location via GPS that allow advertisers to track online-to-offline conversions in mobile advertising.

Use Cases:

- Brick-and-mortar
- Venue-based entities
- District-specific entities

Event Targeting



Target a custom, niche audience out of users who attend a specific event during a predetermined time window and serve ads to those users for up to thirty days after the event.

Use Case:

- Conferences
- Industry events

Targeting Solutions: B2B Deterministic Targeting

Reach your target audience via custom third-party segments built from top B2B partners.

The Bombora logo, featuring the word "bombora" in a lowercase, orange, sans-serif font.The Demandbase logo, consisting of a dark blue square with a white stylized 'D' inside, followed by the word "Demandbase" in a dark blue, sans-serif font.The Dun & Bradstreet logo, featuring the words "dun & bradstreet" in a blue, sans-serif font, with an ampersand between "dun" and "bradstreet".

Behavioral Targeting

Strategically engage specific high-value accounts or companies in partnership with industry leading B2B providers.

Use Cases:

- **Technology:** Reach specific high-value accounts with personalized messages, due to the complex and high-stakes nature of their sales processes
- **Industrial:** Reach decision-makers in large manufacturing companies
- **Telecommunication:** Promote specific solutions like enterprise-level internet services, data management, and cloud communications solutions to other businesses, often with a focus on upselling or cross-selling services

Targeting Solutions: **ABM Targeting**

Reach high-value B2B audiences, at scale.

Efficiently target the right B2B professionals and companies with buying influence, making your advertising dollars count.

Mix-and-match ABM lists with firmographic and persona-level data to create custom audiences:

Target deterministic, authenticated B2B professionals:

- **133M+** total universe of B2B professionals
- **42M+** decision-making B2B professionals
- **12M+** senior and executive B2B professionals
- **4.5M+** C-Suite B2B professionals
- **4.2M+** unique targetable companies

Find in-market buyers when it counts by adding these signals to ABM Targeting.



Intent

9K+ Unique Intent Topics

Target accounts based on topics they've been engaging with. Identify and reach active buyers, leading to timely customer engagement, acquisition, and growth initiatives.



Technographic

~19K Technology Vendors

Target accounts by the software technology they utilize. Find compatible accounts for your products or target accounts utilizing competitors' offerings.

Targeting Solutions: **Lookalike Audiences**

Reach users who mimic the online behavior of those who you are targeting through your first-party data to increase scale.

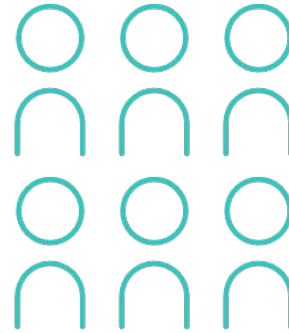
No Pixels Needed

Audience Lookalike Expansion brings you faster and easier lookalike targeting by allowing you to create an expansion audience from your first-party data or Digital Mouth Custom Segments in place of pixels.

Leverage Your CRM

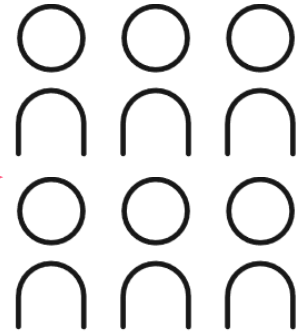
Onboard proprietary CRM data and reach similar users, increasing scale and reach. By targeting similar audiences, you can increase your conversions by up to 2x.

Source Audience



- Female C-Suite Executive
- Age 35-54
- Interested in enterprise business software
- Lives in TX, OK, AR, LA

Lookalike Audience



- Female C-Suite Executive
- Age 35-54
- Interested in enterprise business software
- Lives in TN, MS, AL, GA

Page Context AI Targeting

Create infinitely personal user experiences using a patented context-based algorithm.

Build a custom contextual strategy by inputting “in context” and “out-of-context” phrases so that our patented algorithm can determine the best ad placements based on a publisher or site’s content. Page Context AI is available in multiple languages.

Cookieless Targeting

Tailor ads to the content near which they are displayed, rather than the viewer themselves.

Build Relevant Ad Experiences

Use our proprietary technology to show ads to people browsing sites directly relevant to your product or service.

Smart and Precise Targeting

Targeting expands to include semantically-related phrases so all applicable viewers are exposed to your ads.

Multi-Channel Scale

Leverage for native, display, and video advertising campaigns across 400 million pages on desktop and mobile web.



In-Context Phrases (relevant phrases):

procurement ⊗ supply chain ⊗
generative AI ⊗ data management ⊗

Out-of-Context Phrases (non-relevant phrases)

recruiting ⊗ education ⊗ policy ⊗
regulations ⊗ tariffs ⊗



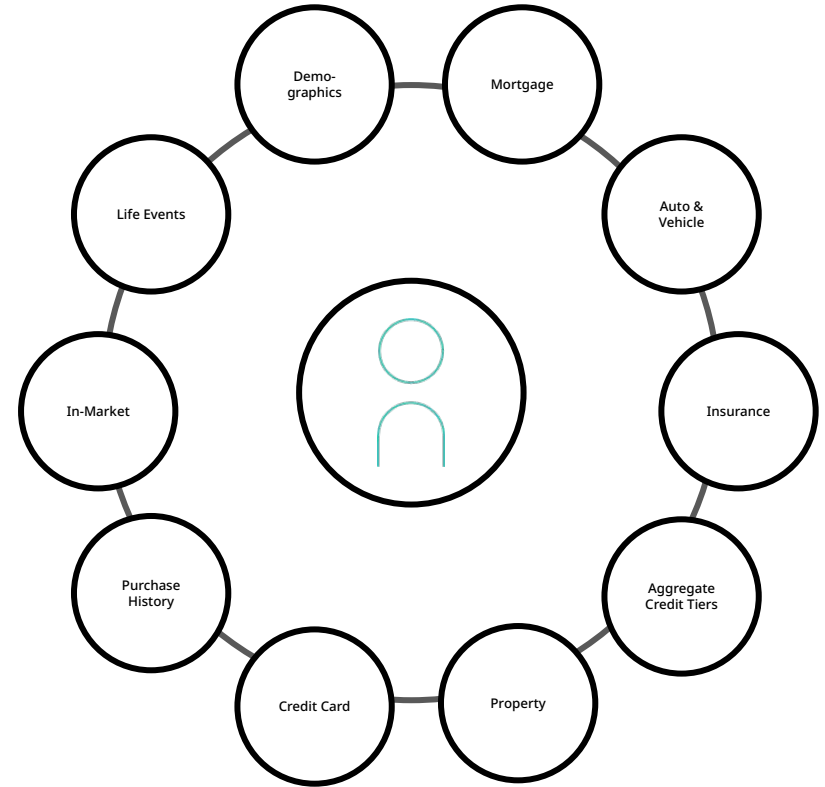
E.g.: This campaign will bid on impressions within URLs that contain content about “procurement,” or “data management” and not on URLs that contain content about “recruiting” or “regulations” related to supply chain and logistics.

Addressable Audience Curation: Better ROI, Less Waste

With Addressable Audience Curation (AAC), Digital Mouth curates addressable audiences in real-time based on location and demographic data using our AAC tool. Location data can be filtered by postal code, city/metro, congressional districts, and more.

Custom household-level audiences can then be built and activated, also in real-time, using more than 3,000 data variables (including demographic, economic, and political variables) for inclusion or exclusion via full Boolean capabilities. This is truly granular audience creation and it can be implemented on a national scale.

Once the audience is curated, the advertiser can then serve mobile, video, and/or OTT/CTV ads to each household across all devices (and for OTT/CTV advertising, across both the large and small screens).





07

CROSS-CHANNEL CAPABILITIES

Create Immersive, Buyer-Centric Experiences

Combining cross-channel capabilities with a full suite of targeting tactics, Digital Mouth's media buying solutions deliver increased ROI for campaigns of all sizes.



CTV

Powered by addressable, behavioral, and demographic audience targeting paired with the ability to reach both the big screen and small screens, it is the most effective and impactful way to deliver video creative to a specific audience with household-level precision across leading inventory and evergreen private marketplaces.



Video

Deliver pre-roll, mid-roll, and in-banner video formats across in-app, mobile web, and desktop browser inventory types. Connect to 15+ ad exchanges to reach your target audiences through video inventory across 120,000+ websites and apps or extend to CTV and reach audiences in the comfort of their own home.



Mobile

Maximize performance by placing your ads directly in your audience's hands — wherever they might be with in-app and mobile web inventory, leveraging geo-fencing with conversion zones for online and offline traffic optimization and reporting, event targeting to reach event attendees, and access to mobile-specific exchanges.



Social

Enhance social media campaigns by activating privacy-compliant audiences seamlessly on social platforms. Third-party data marketplaces with nearly 200 available providers enhance known data with relevant information - demographic, contextual, behavior, or purchase-based factors - to reach audiences in meaningful ways.

Create Immersive, Buyer-Centric Experiences



Native

Experience a response rate 6X higher than traditional display ads with real-time native units tailored to match publishers' content and design, delivering a more relevant user experience. With access to 30+ integrations from a total of 40+ partners, we offer one of the highest levels of exposure among native advertisers.



Audio

Engage listeners in an immersive environment through streaming and downloadable audio content, like podcasts, online radio, music, and more, expected to reach 1.5 billion digital listeners in 2025. Access top-tier audio publisher inventory, including Spotify, and deliver non-skippable audio ads to engaged audiences.



Search

Target users based upon 16 billion search events per month from over 300 million users across search and vertical search engines. Connect with users who have also indicated interest for a particular product or service based on the exact word or phrase that a user searches for or reads and deliver ads across all device types.



Display

Engage your prospects and current customers meaningfully through audience-first, intent-based targeting. Serve ads based on searches and content consumption using retargeting and keyword contextual tactics or drive lower-funnel engagement through site retargeting and creating conversion funnels with tag management.



Emerging

Reach target audiences with innovative, highly viewable ads across emerging platforms such as in-game and DOOH. Seamlessly blend non-intrusive ads into environments like billboards, walls, and more, or available as display or video formats on mobile and PC to connect with audiences in a real-time, a cookieless approach.

Complimenting Paid Search with Programmatic

For companies who want to deliver a volume of leads or increase sales to meet growth goals, programmatic ads can be complementary to a paid search strategy. Here is the most common strategy employed by our clients when combining paid search and programmatic.

- 01** Leverage multiple targeting strategies (such as Page Context AI, lookalike audiences, and 3rd-party audiences) to deliver native ads programmatically
- 02** Drive users to ungated blog content
- 03** Track time on site and load the Google Ads remarketing pixel after the user has spent at least 15 seconds on content (this can be done through a tag manager)
- 04** Target users through paid search and drive them to a landing page where the conversion point is located

Connected TV for B2B Brands

Create a connected TV (CTV) strategy that aligns with the merging worlds of people's personal and professional lives.

Reach Target Accounts

- Use firmographic data, including in-market intent and job function, to fuel personalized targeting
- Connect with prospects in their at-home touchpoint in a privacy-compliant manner
- Utilize IP and location data to reach offices and decision-makers wherever they are
- Our dataset covers thousands of top companies in the US, Canada, and around the world

Stand Out

- Your B2B message has the power to stand out in a sea of B2C ads
- Elevate the impression of your company's seriousness and presence in the industry
- Your message is no longer confined to an email or postcard but is unleashed through full-screen video

Measurable Impact

- Measure impressions, CPCV, VCR, view-through conversions, and unique device breakdown
- Place a pixel onsite for full visibility into CTV ad exposure and corresponding onsite actions

Connected TV Inventory

Digital Mouth is actively curating the highest quality AVOD CTV inventory available via a comprehensive multi-faceted approach for single source activation.

Network/Premium

Lifetime, HGTV, A&E, Discovery, Bravo!, Fox, TNT, VH1, ABC, National Geographic, FX, TBS, Freeform, Hulu

Sports

ESPN, Fox Sports, NFL, NHL, Sling Sports, Roku Sports, ESPN Deportes, Golf Channel, Tennis Channel, NBA, MLB, Fubo TV

News: National and Local

NBC News, Fox, CNBC, CNN, Bloomberg, ABC News, Fox Business, Newsy, BBC, USA Today

Food/Recipes

Food Network, Cooking Channel, Science of Grilling, TasteMade, iFood, Better Home Recipes

Home and Garden

HGTV, Home Channel, Gardening Tips, DIY, Gardening TV, The Home Source, Vegetable Garden

Hispanic

Univision, Telemundo, Pongalo, El Comerico, Telecinco, ABC.es, Latin Times, El Universal, Futbol, Acento, El Observador, CDN Sports MAX

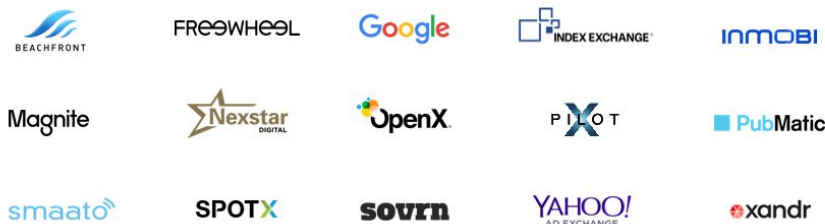
Broadcaster Direct | Thousands of PMPs | The Most Trusted SSPs

Access to Premium Publishers



Access to Trusted CTV SSP Integrations

Full Frequency Controls Across All Suppliers





08

B2B CLIENT
SUCCESS STORY

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

THE BRIEF

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.

THE SOLUTION

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. Tactics included:

- B2B contextual targeting
- ABM deterministic targeting
- Full-funnel, lead generation strategy
- ABM measurement

[Download the full case study](#)

145%

Increase in
Conversion
Volume

1:51

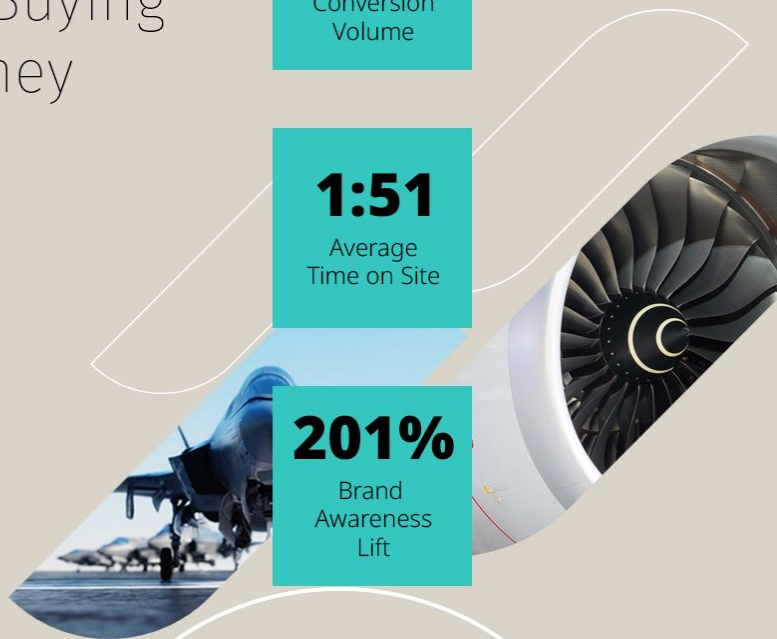
Average
Time on Site

201%

Brand
Awareness
Lift

\$15.14

Average
CPA





www.digitalmouth.com