



Account based BtB programmatic

Outcome driven programmatic targeting named accounts with
unprecedented precision



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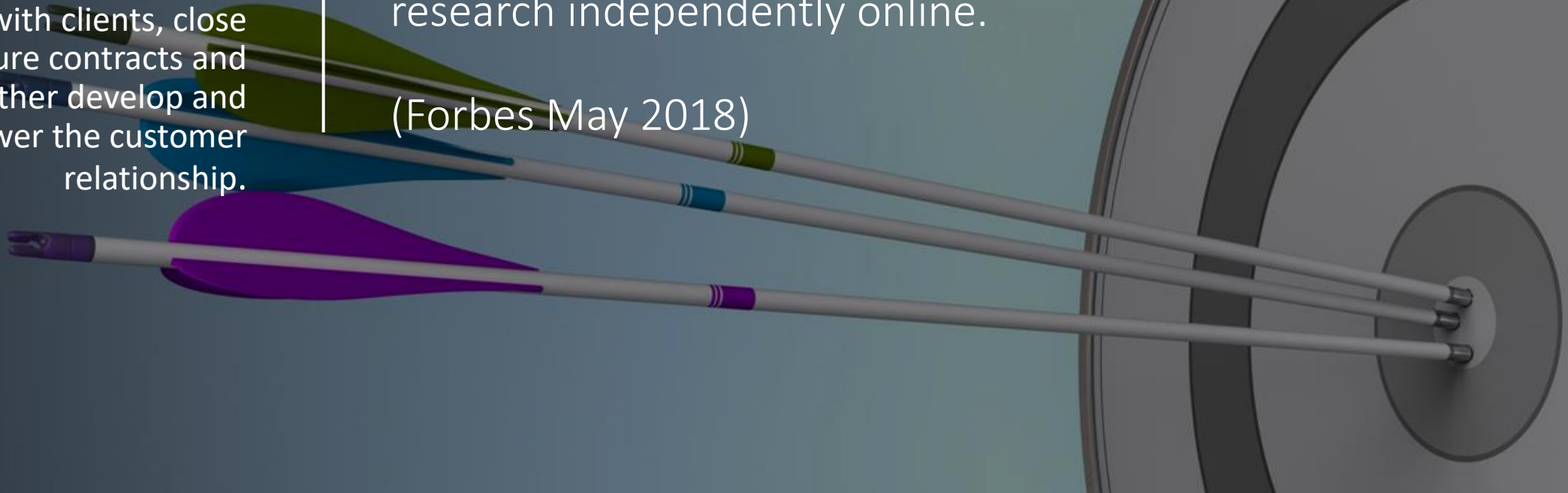
NEW ROLES APPLY

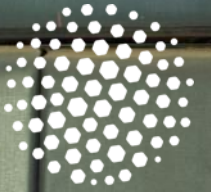
Marketing today is taking over a large part of sale's role in the customer's decision-making process turning digital. Whereas Sales primary focus shift to negotiate with clients, close deals, secure contracts and further develop and empower the customer relationship.

Account management's biggest challenge

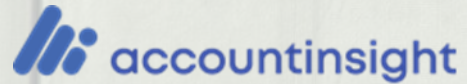
The decisions are often made prior to ever engaging with your company or sales representative. In fact, according to a report by Forrester, 68% of B2B customers prefer to research independently online.

(Forbes May 2018)





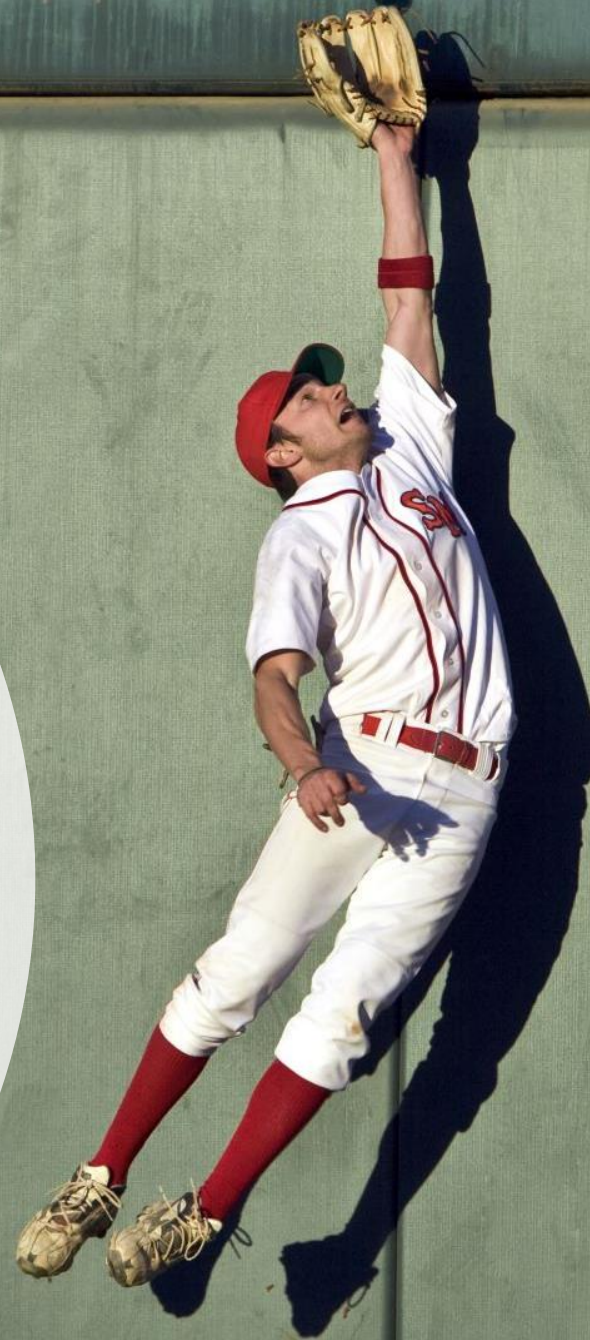
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Account Base Programmatic

solving numerous BtB challenges with surgical precision

- Engage multiple stakeholders
- Manage non-linear and asynchronous sales cycles
- Connect beyond CRM, privacy and email restrictions
- Align marketing and sales in seamless process
- Focus on the best yielding accounts



The platform



DirectData

TARGET B2B COMPANIES TURN THEM INTO CUSTOMERS

The Account Based Advertising platform built for B2B

Login

accountsinsight New User

Login

Enter your email address *

Enter your password *

[Forget Password?](#)

Login

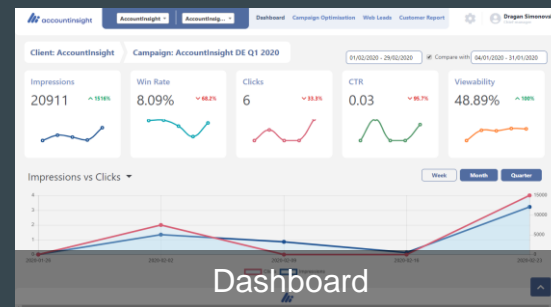
Client: AccountInsight Campaign: AccountInsight DE Q1 2020

Companies Publications Category ADS

Filter records by entering ID or Company name here

| ID | Category | Factor | Bids | Impressions | Clicks | CTR | Winrate | Active |
|------|----------|--------|-------|-------------|--------|------|---------|--------|
| 1289 | IA811-4 | 0.5 | 133 | 24 | 0 | 0 | 18.05 | ✗ |
| 1290 | IA813 | 0.5 | 7807 | 2251 | 0 | 0 | 28.18 | ✗ |
| 1291 | IA813-3 | 1 | 3527 | 1483 | 1 | 0.07 | 42.1 | ✓ |
| 1292 | IA819 | 2 | 19108 | 6197 | 4 | 0.1 | 32.43 | ✓ |
| 1293 | IA819-15 | 1 | 10002 | 2347 | 3 | 0.13 | 22.14 | ✗ |
| 1294 | IA819-27 | 1 | 280 | 45 | 0 | 0 | 16.30 | ✓ |
| 1295 | IA819-34 | 1 | 492 | 220 | 1 | 0.44 | 52.05 | ✓ |
| 1296 | IA83 | 2 | 1 | 1 | 0 | 0 | 16.36 | ✓ |
| 1713 | IA83-11 | 10 | 10 | 10 | 1 | 1.14 | 1.14 | ✓ |

Media category



Dashboard

Client: AccountInsight Campaign: AccountInsight DE Q1 2020

Companies Publications Category ADS

Filter records by entering ID or Company name here

| ID | Site | Factor | Bids | Impressions | Clicks | CTR | Winrate | Active |
|-------|------------|--------|------|-------------|--------|-----|---------|--------|
| 42000 | adidas.com | 2 | 7 | 1 | 0 | 0 | 14.29 | ✗ |
| 42001 | adidas.net | 2 | 135 | 28 | 0 | 0 | 21.48 | ✓ |
| 42002 | adidas.de | 1 | 152 | 32 | 0 | 0 | 21.05 | ✓ |
| 42003 | adidas.com | 1 | 1075 | 401 | 0 | 0 | 40.08 | ✗ |
| 42004 | adidas.com | 1 | 284 | 10 | 0 | 0 | 3.4 | ✓ |
| 42005 | adidas.com | 1 | 89 | 3 | 0 | 0 | 6.35 | ✓ |
| 42006 | adidas.com | 1 | 90 | 10 | 0 | 0 | 11.11 | ✓ |
| 42007 | adidas.com | 1 | 10 | 1 | 0 | 0 | 10.00 | ✓ |
| 42008 | adidas.com | 1 | 10 | 1 | 0 | 0 | 10.00 | ✓ |

Media publications

Client: AccountInsight Campaign: AccountInsight DE Q1 2020

Companies Publications Category ADS

Filter records by entering ID or Company name here

| Master ID | Company Name | Countrycode | Bids | Impressions | Spillovers | Clicks | CTR | Winrate | Spillrate | Factor | Active |
|-----------|----------------|-------------|-------|-------------|------------|--------|------|---------|-----------|--------|--------|
| 8984732 | GroupM | DE | 10139 | 4141 | 4145 | 3 | 0.05 | 35 | 67.51 | 0.1 | ✓ |
| 8985338 | MEDACOM | DE | 690 | 176 | 69 | 0 | 0 | 27.08 | 39.2 | 0.1 | ✓ |
| 12847505 | Google Germany | DE | 27715 | 6767 | 3784 | 9 | 0.13 | 24.42 | 47.05 | 10 | ✓ |
| 13331164 | Mediam GmbH | DE | 404 | 135 | 135 | 0 | 0 | 20.74 | 100 | 1 | ✗ |

Objective for selected records

Pause Reactivate Publish

Select two or more categories in order to run optimisation

Click on a row to select it. Ctrl + Click selects multiple rows.

Accounts

Client: AccountInsight Campaign: AccountInsight DE Q1 2020

Companies Publications Category ADS

Filter records by entering ID or Company name here

| ID | Ad Preview | Name | Category | Impressions | Clicks | CTR |
|-------|------------|------------------------------|---------------|-------------|--------|------|
| 10028 | | AI Programmatic 300x250 | Image 300x250 | 10464 | 8 | 0.08 |
| 10029 | | AI Power Advertising 300x600 | Image 300x600 | 3612 | 2 | 0.06 |
| 10030 | | AI IP Targeting 160x600 | Image 160x600 | 7961 | 5 | 0.06 |
| 10031 | | AI More Ads 728x90 | Image 728x90 | 8475 | 4 | 0.05 |

The future of programmatic B2B

Objective for selected records

Pause Reactivate Publish

Select two or more categories in order to run optimisation

Click on a row to select it. Ctrl + Click selects multiple rows.

Showing 1 to 4 of 4 entries

Show 10 entries

Creatives



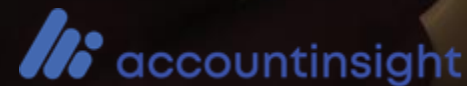
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TRADITIONAL PROGRAMMATIC

Martech methodology that automatically buy digital advertising space through auction bidding on news sites. In the traditional form it is online marketing's answer to mass marketing mostly used for broad market reach associated with consumer marketing

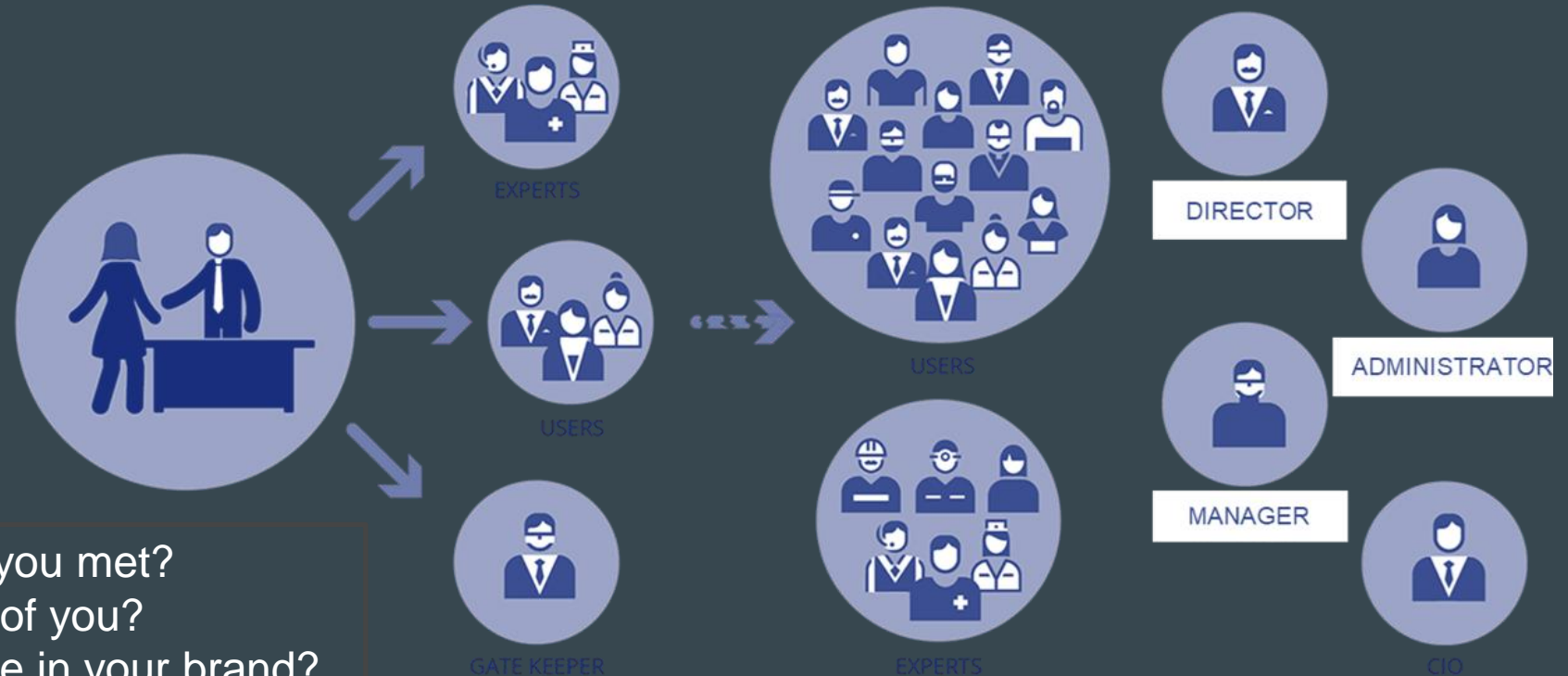
Account based programmatic BtB differentiate from traditional consumer programmatic marketing and by using Accountinsight you enjoy these unique properties

- Targeting named companies, accounts or potential customers only
- Full control over which media exposes the display/video ensuring brand safety
- Enabling you to specialize add content to the recipients' needs
- Managing global campaigns centrally from one platform
- Monitoring real-time activity across media categories and companies involved
- Delivering full comprehensive analysis of engagement of content



Account Based Programmatic reaches all stakeholders digitally

Understand and engage with the full buying centre



How many people have you met?
How many people know of you?
How many people believe in your brand?
How do you get to the right people?

Account Based Programmatic assures you reach all



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HOW IS THIS DONE

We use the customers' fixed IP address of the domain gateway as a digital ID to chain your content to the recipient through an easy to manage SaaS platform!



Account based programmatic BtB differs:

The precision that is associated with using the IP address of the account's domain gateway enable Account Based Programmatic to control which recipients are exposed to the content. Furthermore, it enables the marketer to tailor each message down to each recipient. When control of media is added, it leaves the marketer with full brand safety as well. No other online marketing technology gives you this kind of reach and control.

Account Based Programmatic B2B

– How it works and how to get started



Website tracking implementation (AccountTracker)

Mapping of the company list (the accounts)

The accounts are then enriched with IP-data

Through digital programmatic B2B execution we can target the single company

Differentiated communication is possible at country, industry or account level

To optimize the communication we can use display and video

Both execution and reporting are done at account level

- You will know who we reach, which accounts that engage and where to prioritize
- You will know which media placements were used and will have the ability to fine-tune its mix



Price example:

50 accounts targeted
3 months duration of campaign

| | |
|---------|--------------------------------|
| 7,000 | Average impression per account |
| 283,500 | Impressions per month |
| 850,000 | Impressions in total |

Cost per mille (CPM) €35

Total cost per campaign €29.768

No other fees involved, includes license, execution and managed service of the campaign, as well as reporting and campaign account IP account optimization.

The 5 growth principles in BtB marketing

- **Invest In Share of Voice**
 - In B2B, brands that set their share of voice (SOV) above their share of market (SOM) tend to grow.
- **Balance Brand and Activation**
 - In B2B, brands should balance the budget between long-term brand building and short-term sales activation with a 50/50 split.
- **Expand Your Customer Base**
 - In B2B, customer acquisition strategies tend to be much more effective than loyalty strategies.
- **Maximize Mental Availability**
 - In B2B, campaigns that aim to increase a firm's share of mind are the most effective, and the more famous they make the company, the better the business results.
- **Harness the Power of Emotion**
 - In B2B, emotional messaging is more effective in the long-term, and rational messaging is more effective in the short-term.

Source: THE 5 PRINCIPLES OF
Growth In B2B Marketing
(2020)

Empirical Observations on B2B
Effectiveness. Based on longitudinal
studies by Les Binet & Peter Field (2008 –
2019)

Operating Account Based Programmatic

Accountinsight SaaS platform



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The account engagement scenarios in real-time



Must Win – Sales Ready Accounts. Best opportunities to convert



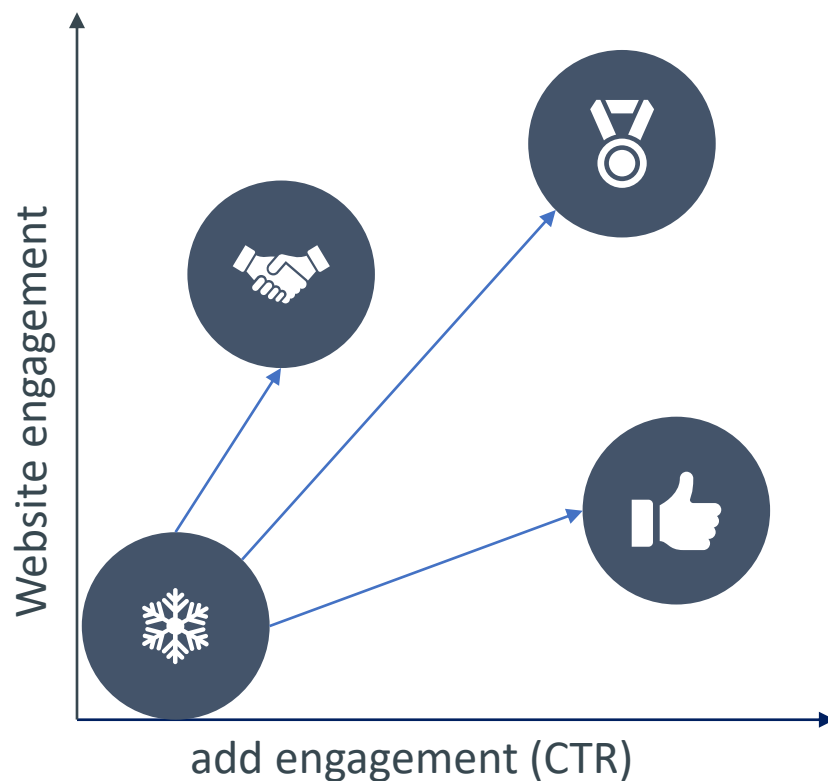
Good product fit – Engaged Accounts. When visiting the website, they find the value proposition interesting



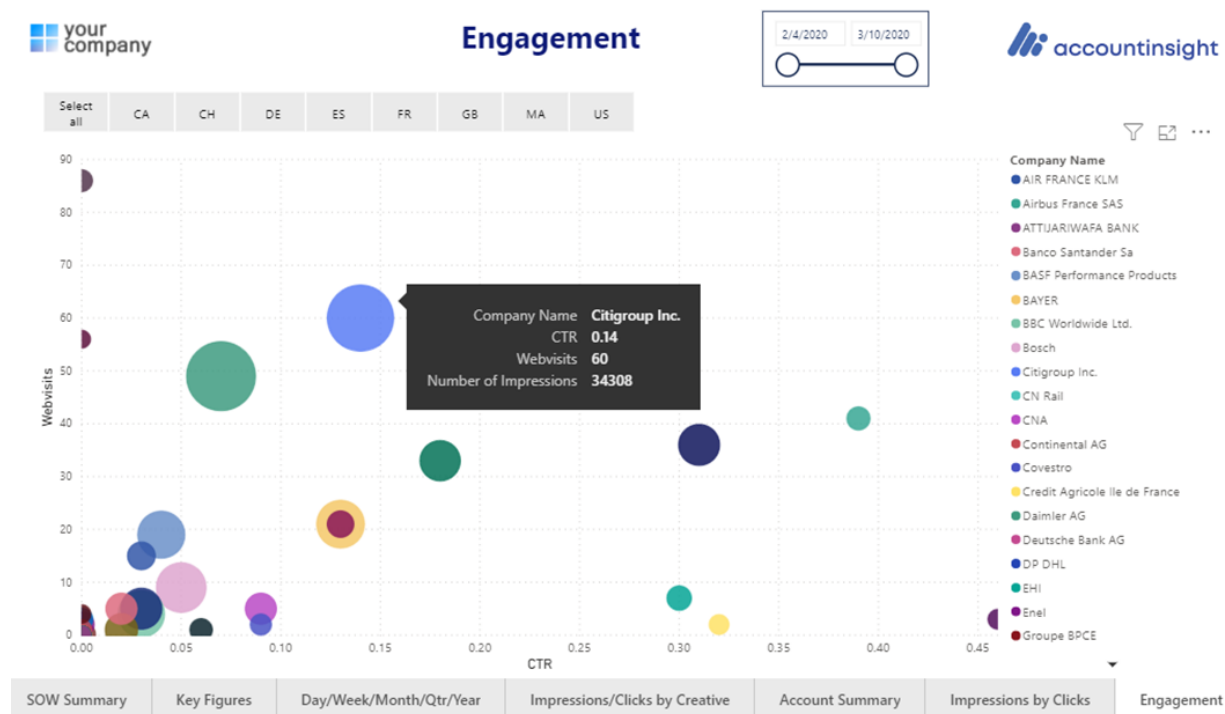
Brand awareness – Active Accounts. They react to the banner / content. They recognize and are interested in the brand



Cold leads. Do not recognize the brand as valuable for them or do not see a fit with the solutions offered



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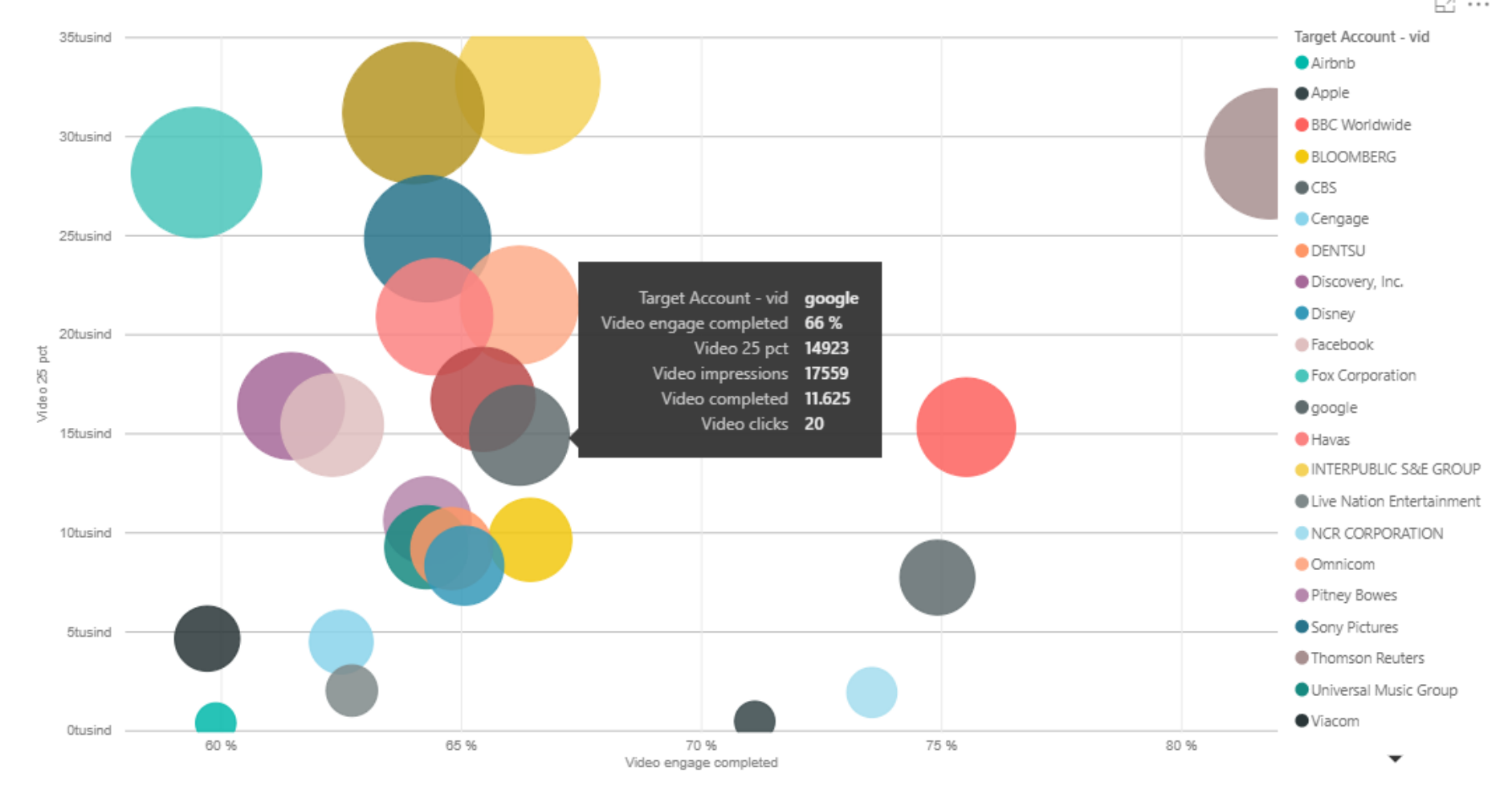


Digital execution at account level

– when you know who engages you - you know where to focus



From video execution you will know how deep the single account engage with your content



Platform features



Global, national & regional reach



1:1 account engagement at line item level



Budget allocation at account level



Creatives at account level or grouped



Connected to global B2B reference database



Media inventory per category or custom whitelist



IP precision metrics (EU/GDPR feature)

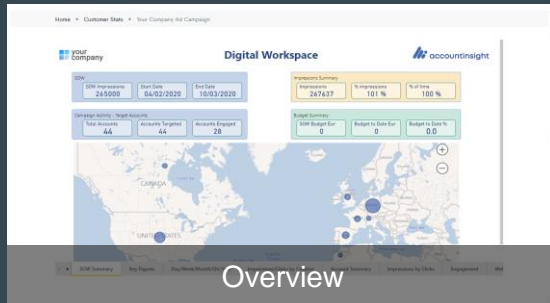


Access through managed or self-service functionality

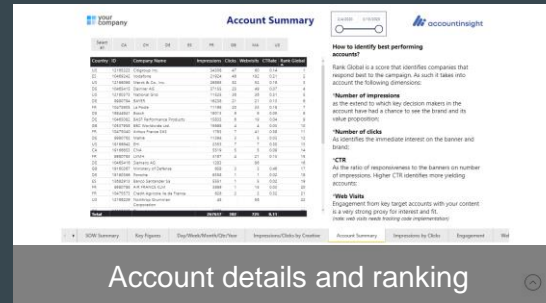


Integrated campaign reporting dashboard

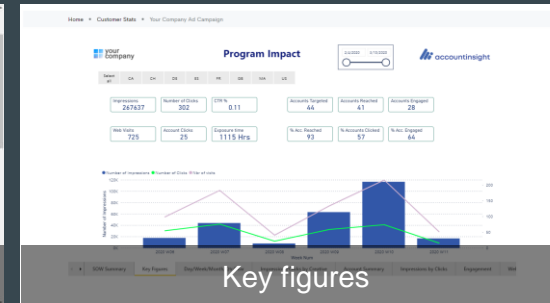
Dynamic Power BI reporting



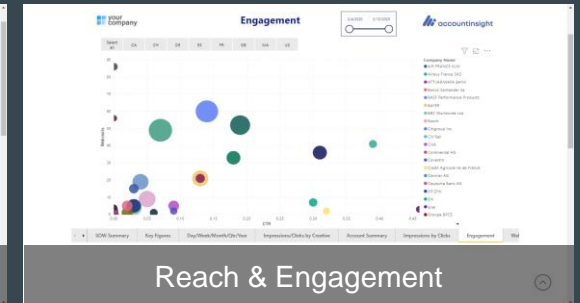
Overview



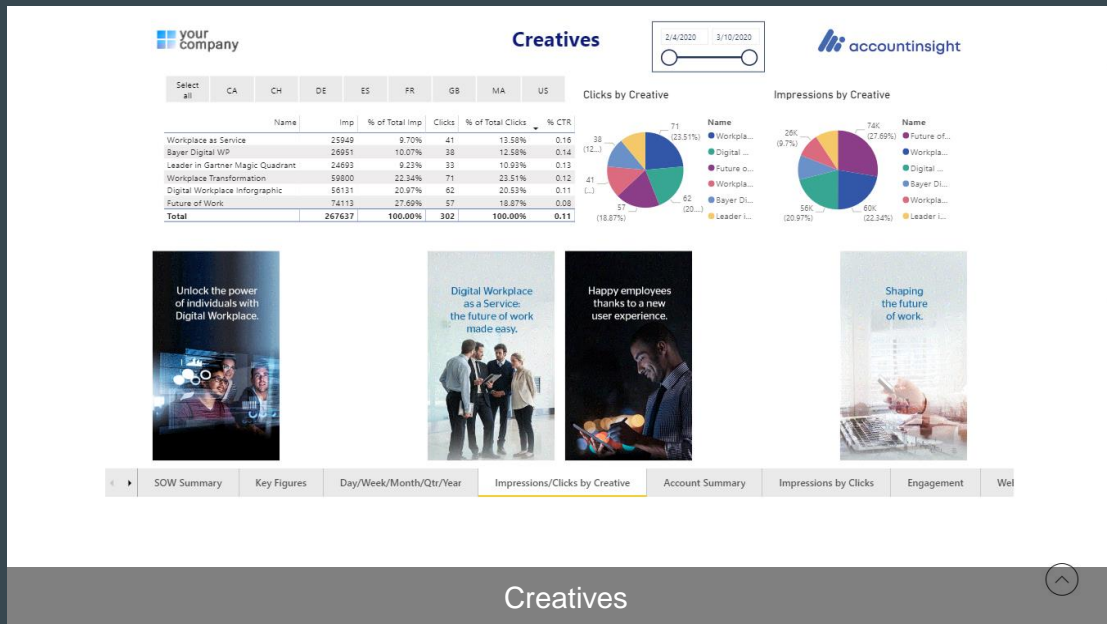
Account details and ranking



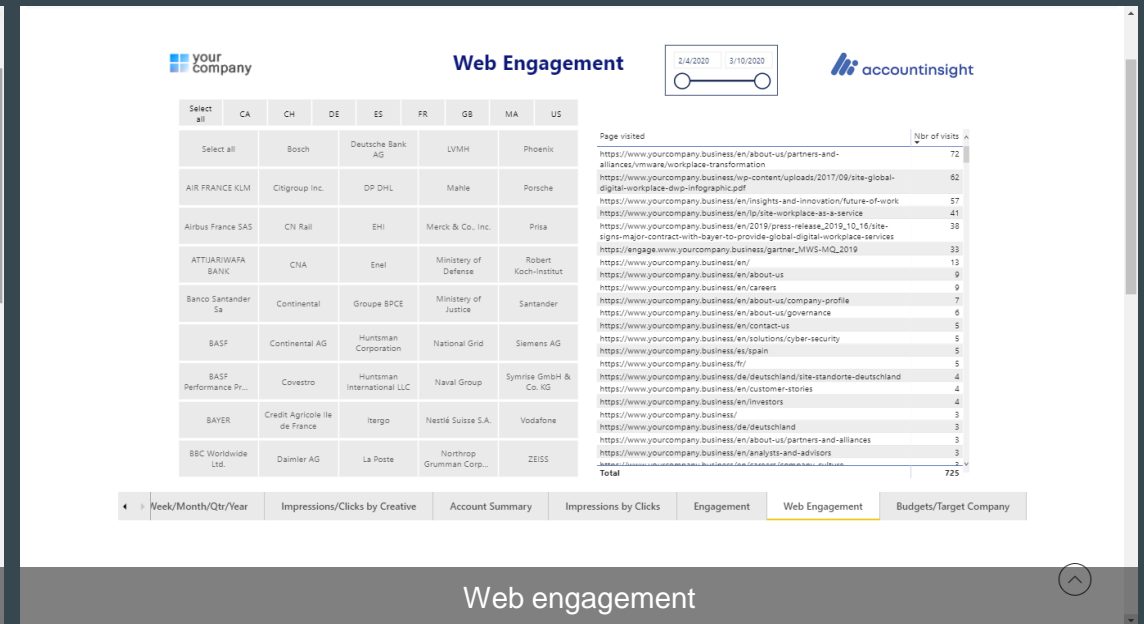
Key figures



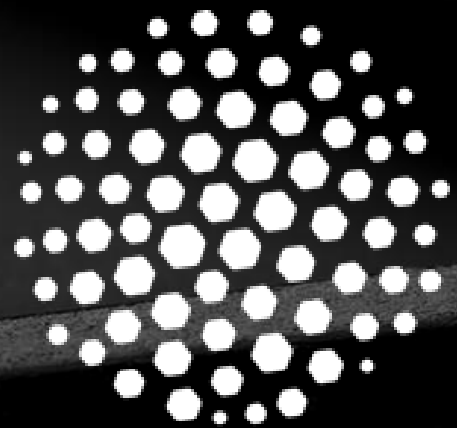
Reach & Engagement



Creatives



Web engagement



DirectData

Who is DirectData ApS?

DirectData was founded 2019 as a media consultancy with the goal to define the shortest path to the client using deterministic data. What sets us apart from the rest of our business is that we use tangible facts such as the customers' identity and free statistical data they are associated with. By us, we know who the client is, where to find more, and how to reach them directly, thus the name DirectData. We are not a media agency; we are media indifferent, hence unbiased in our proposals and technology agnostic.

Our customers are both in BtB and BtC:

[BtC] – Bog & Ide, largest bookstore chain in DK

[BtC] – EDC, largest privately owned real estate agency in DK

[BtB] – KeyCore, the fastest growing Amazon Web Service consultancy in DK

[BtB] – Nets, large global financial services company

[BtB] – Johannes Fog, hardware and timber merchant chain in Copenhagen

[BtC] – Sonova, World's largest hearing aid reseller

And more.....