



Improved targeting and tracking led to better exposure with the right targets

BEFORE:



NO INSIGHTS ON AD VIEWABILITY



\$8–\$20

CUMULATIVE COST PER SITE VISIT

AFTER:



82%

VIEWABILITY



\$2.98

CUMULATIVE COST PER SITE VISIT

PRODUCT USED:

D&B Audience Targeting

Better Data & Insights Help Reach the Right Targets for Less

Bidtellect is on a mission to deliver ads that work for its clients and to facilitate efficiency in ad buying, selling, and delivery across the web. One of their clients was a regional financial services company, who needed to increase engagement with their thought leadership content on their website by driving traffic from key decision-makers in the financial industry. The client also needed to track ad engagement to ensure their conversions were coming from the right targets.

The foundation to delivering effective ad targeting is having the right customer data to build ideal customer profiles and precise audiences, plus the ability to automate segmentation for scale. Bidtellect knew that Dun & Bradstreet was among the top options to enable targeting the right buyers, but wanted to test that.

Bidtellect ran a three-month head-to-head performance test using Dun & Bradstreet's top-tier audiences of decision-makers. They layered in additional segmentation criteria to restrict the scope of the test to the Technology and Food & Agribusiness verticals, as well as including their customer's list of B2B Key Accounts.

BIDTELLECT'S GOALS

Bidtellect ultimately needed to drive engagement to articles positioning their client as thought leaders in environmentally friendly investing. In particular, they wanted to target audiences of decision-makers in the technology and food and agribusiness industries, as well as key accounts that were up and mid-market.

They had an overall budget of \$83,750, and their target was a 70 to 75 percent viewability rate and a ballpark cost per site visit of \$8 to \$20 for display and \$2 for social ads.

RESULTS OF THE TEST: DUN & BRADSTREET WINS

Using Dun & Bradstreet's qualified audiences in combination with Bidtellect's context-driven targeting and optimization capabilities, Bidtellect was able to successfully target decision-makers in the desired industries, plus scale across devices.

They achieved 82 percent viewability of ads – exceeding their goal – and saw a cumulative cost per site visit of just \$2.98, well below their previous cost of between \$8 and \$20.

Ultimately, Bidtellect was able to bring in more qualified traffic and generate more engagements from qualified visitors than the other vendor with the help of Dun & Bradstreet's high-quality audiences.

ABOUT D&B AUDIENCE TARGETING:

D&B Audience Targeting enable marketers and agencies to reach the right decision-makers through programmatic, social, or TV advertising. Our audience segments are created by mapping information from 30,000+ offline sources to digital identifiers. Dun & Bradstreet makes over 5M updates each day to reflect the ever-changing world of business.

ABOUT BIDTELLECT

Bitellect is a performance-driven DSP specializing in context-first optimization, cookieless solutions, and native programmatic. We pride ourselves in premium supply quality and optimizing down to the placement level, while offering deep campaign insights across a wide range of KPIs for our brand, agency, and trading desk partners. Bidtellect consistently outperforms competitors in nearly every head-to-head performance test thanks to industry-leading brand safety technology, premium supply quality, superior context capabilities, and proprietary bid factoring and optimization technology: delivering ads that work.

ABOUT DUN & BRADSTREET

Dun & Bradstreet, the global leader in commercial data and analytics, enables companies around the world to improve their business performance. The Dun & Bradstreet Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity. For more about Dun & Bradstreet, visit DnB.com. Twitter: @DnBUS