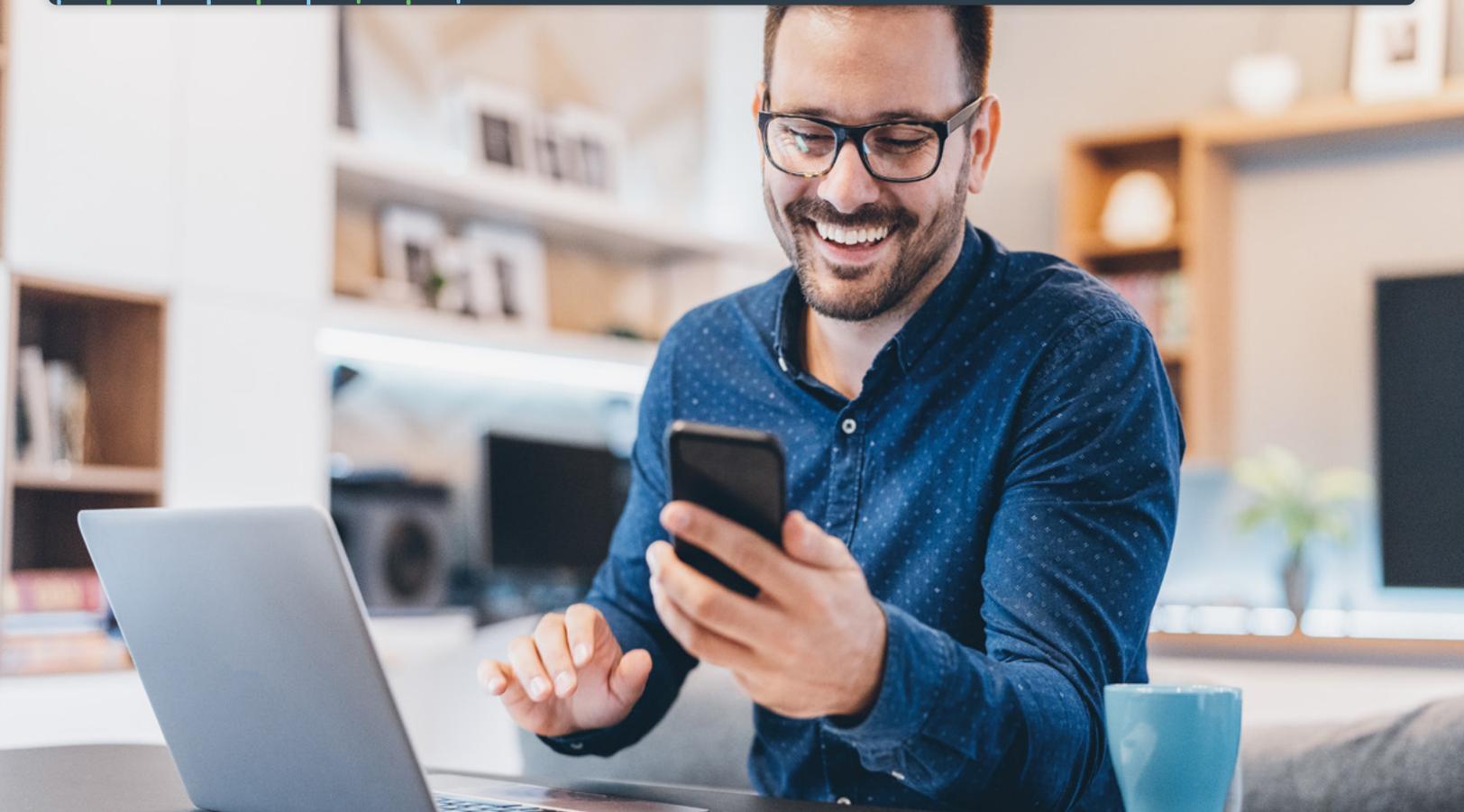
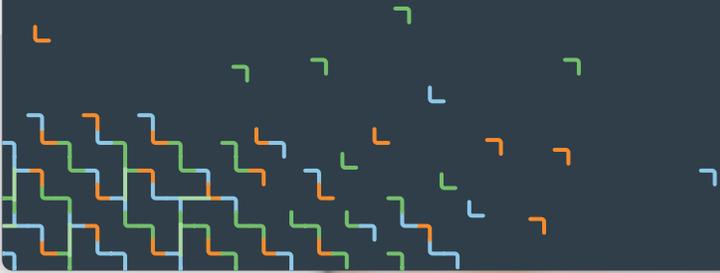


A LiveRamp B2B Case Study

## Mid-Cap B2B Technology Firm Achieves 36% Improvement in CPM and Optimizes Media Spend

Tasked with improving media costs and reaching more professionals at their target accounts, the client turned to LiveRamp B2B to optimize audience targeting across their digital advertising campaign.



## The Challenge

A mid-cap B2B technology company wanted to optimize media spend while driving registrations for their annual user conference. The company was looking to enhance their account-based marketing (ABM) efforts with the goal of inviting specific professionals from their target accounts to register and attend the event, ultimately driving engagement, demand, and their sales pipeline. Additionally, the company was looking to get event registrations from a mix of both existing customers and prospects already in their database, as well as net-new leads from their list of target accounts. As a B2B organization, the company struggled to accurately reach professional contacts at scale, while also optimizing audience creation and segmentation.



“Virtual and in-person events are a large part of our annual marketing expenditure, so we were keen to take a data-driven approach to both driving attendance and measuring attribution on the back end. Leveraging both first- and third-party data with LiveRamp B2B allowed us to improve our KPIs across the board, and to achieve the scale needed to push us to the next level.”

Head of Marketing Operations, mid-cap B2B technology company

## The Solution

LiveRamp B2B provided a variety of solutions to the B2B technology company to address these challenges.

The B2B technology company leveraged four main tactics:

- 1 B2B Activation.** The B2B technology company activated their first-party CRM data using LiveRamp's B2B activation solution, which leverages LiveRamp's B2B Identity Graph that was built to maximize match rate and device reach for professional audiences. The resulting audience segments were then distributed to the client's demand side platform (DSP) for use in digital campaigns.
- 2 Custom Audiences.** Based on the B2B technology company's target account list, custom "B2B marketer" audiences were created for targeting by layering B2B intent attributes (Company Surge®) from LiveRamp B2B's partner, Bombora.
- 3 Audience Expansion.** The B2B technology company enriched a list of its first-party contacts from top accounts with third-party professional data from PeoplefindersDaaS to expand audience reach.
- 4 Suppression.** Specific audiences, such as existing registrants and the client's own employees, were suppressed from the campaign to remove wasted impressions and make campaign dollars go further.



## The Results

By implementing LiveRamp B2B's solutions, the B2B technology company was able to reach their first-party contacts and net-new prospective attendees from target accounts at a lower cost. The implementation optimized their media budget and resulted in:

**45%**

match of activated professional contacts, resulting in a target audience of over 30K professionals on 120K devices across digital platforms

**36%**

improvement of CPM in aggregate for first-party audiences, compared to standard CPMs from similar campaigns

**32%**

improvement of CPM in aggregate for third-party audiences, compared to standard CPMs from similar campaigns

## Next Steps

- 1 Measuring ROI and Proving Marketing's Impact.** With the successfully activated first-party and third-party audiences, the B2B technology company will implement LiveRamp B2B's suite of account-based measurement reports to understand what portion of the overall sales pipeline and revenue by account can be tied specifically to its marketing campaigns, driving real-time decisions for ongoing B2B marketing strategies and tactics.
- 2 Leveraging ABM Audiences.** The company also plans to use LiveRamp B2B for ABM audience creation and activation to seamlessly distribute custom account-based segments to multiple destinations (search, social, programmatic, display, and more) across LiveRamp B2B's extensive partner network.

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