

B2B / Accounting software Digiseg Composite Audience homes in on ideal audiences resulting in more leads at a lower cost

Campaign Goal: Raise awareness of a new accounting software for SMEs and encourage sign-ups for a free-trial offer.

Challenge:

All branding campaigns require scale, which posed challenges for this client and campaign. Achieving scale requires broad targeting criteria -- e.g. using keywords such as "accounting" or "corporate finance" -- which would inevitably include a large share of enterprise-level financial professionals. But as the accounting software was specifically designed for small and mid-size businesses (companies with 11 - 50 employees) the client was keen to focus ad spend on the right audience. This meant a new approach to targeting was needed.

Another challenge: knowing who the decision makers are within the market and sector. Depending on the size and the sector of the company, the decision maker could be the CEO, CFO, controller or an outside accountant. In addition to focusing on the right market sector, the campaign needed to identify who the decision makers are.

Audience: Accounting software decision maker within small and medium-size businesses.

Targeting Strategy:

Internet traffic is a useful proxy for the type of people you can reach. There are three basic buckets: private (people at home, typically using WiFi), business, and people on the go (in-transit traffic typically sent over cellular networks). Digiseg is able to segregate business traffic from home and transit traffic, as well as further subdivide it into small, medium and large size companies. This approach allowed this B2B company to target its ideal audience while they're at work and more apt to consider new accounting products. Digiseg also recommended the use of a CPC buying algorithm to identify the accounting decision makers. People who click on the Free-Trial offer are either the decision makers themselves, or important decision influencers.



Composition: Lifecycle A,B,C,D + Tech-level B,C

Results: The Digiseg audience data delivered unprecedented results, including a CPC that was 5.4x lower than goal, and a CTR that was 54% higher than goal.

Impressions	CTR	CPA
2.14M	1.36%	35% lower CPA