

# The Magic Wave™ 2019: Account Based Advertising Q3 2019

August 09, 2019

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# Report Index

## Comparing Account Based Advertising Solutions

1. Cover: Account Based Advertising Provider Comparison
2. Disclaimer
3. Report Index
4. Account Based Marketing Definition
5. Account Based Marketing Providers
6. Account Based Advertising Definition
7. Account Based Advertising Comparison
8. Most Popular Types Account Based Advertising Data Flows 1/2
9. Most Popular Types Account Based Advertising Data Flows 2/2
10. Comparison Tables: Demandbase, Vendemore, LinkedIn Vs. N.Rich 1/2
11. Comparison Tables: Demandbase, Vendemore, LinkedIn Vs. N.Rich 2/2
12. Unique Business Benefits Of N.Rich Solution
13. How To Calculate Cost Of Account Based Advertising: Vendemore Vs. N.Rich
14. How To Calculate Cost Of Account Based Advertising: Demandbase Vs. N.Rich
15. How To Calculate Cost Of Account Based Advertising: LinkedIn Vs. N.Rich
15. Tips For Selecting Account Based Advertising Provider
16. N.Rich ABM Automation Platform Overview
18. Appendices: Account Based Advertising Terminology
19. Appendices: Feature Comparison Terminology 1/1
20. Appendices: Feature Comparison Terminology 122
21. Questions?

## Definition:

**Account Based Marketing** (ABM) is a way to align sales and marketing initiatives to go after the same accounts.

# Account Based Marketing Providers

Which problems does the vendor solve?

Do they offer transparent self-service SaaS or black-boxed service model?

Does it integrate to internal stack with CRM and Marketing Automation, or is it an “agency tool”?

## ABM Market Map

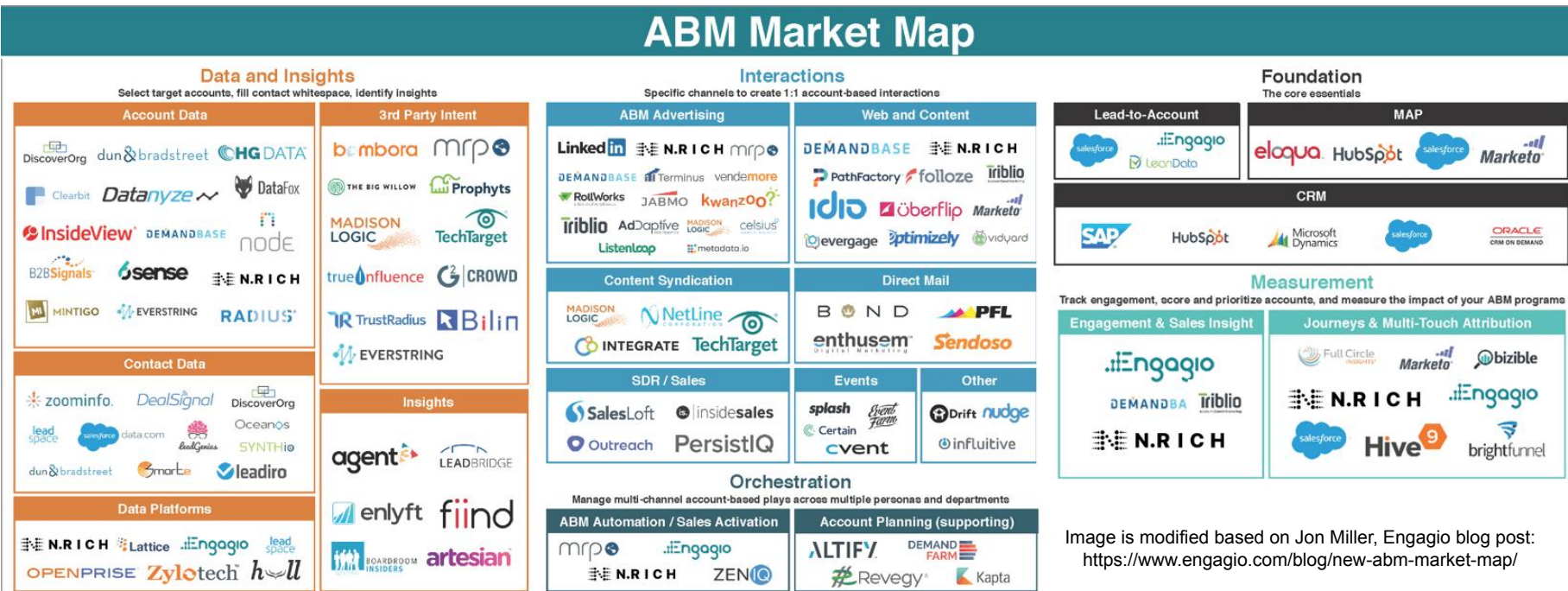


Image is modified based on Jon Miller, Engagio blog post:  
<https://www.engagio.com/blog/new-abm-market-map/>

## Definition:

**Account Based Advertising** means IP address based targeting of advertising to selected accounts. It is mainly used via programmatic display advertising.

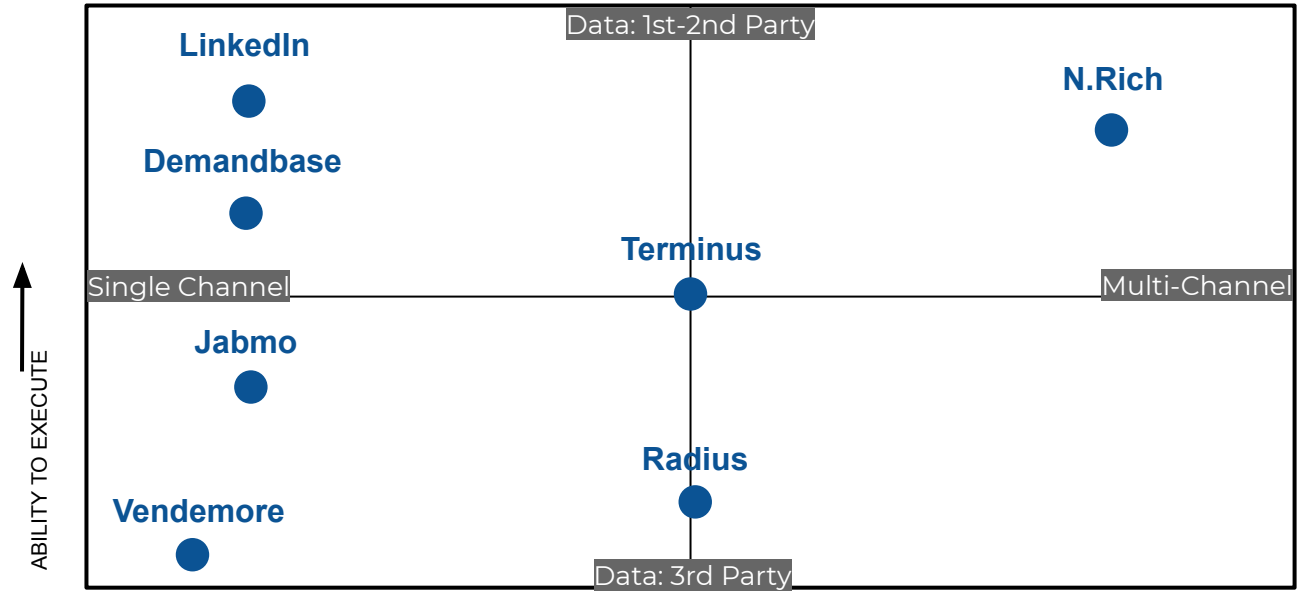
# Account Based Advertising Comparison

Does the vendor use own or 3rd party cookie data?

Which media channels can be used?

Does the vendor sell only ad impressions or predictable amount readers, video views, and website visitors?

Account Based Advertising Data Transparency and Media Channels



COMPLETENESS OF VISION

As of August 2019

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See Terminology on slide 18

# Example Data Flows 1/2

Can audience data be used in many platforms or only in “black box”?  
Is the cookie data 1-to-1 on person or account level or just “lookalike”?  
Is there account and cookie based analytics or just campaign level?

## "Closed" Firmographic and job title selection

Parameters

No account and people  
based ABM analytics

## "Closed" ABM Display / Retargeting

Domain

IP-range

DSP

Impression

Analytics

Traditional CPM  
buying, no CPC

## "Open" people based ABM Advertising = +

Email

Cookie

DSP

Display or  
Google cookie

Low email match rates for  
B2B = requires huge volume

## "Open" Multi-Channel ABM Advertising

Domain

IP-range

DSP

Cookie

Facebook user  
or Google cookie

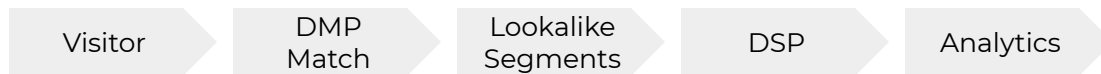
Analytics

Not ideal if audience  
consists of SME's



# Example Data Flows 2/2

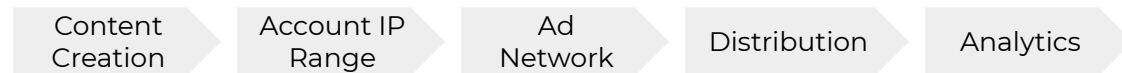
## “DMP driven retargeting”



Based on website behaviour - not account based. Lookalike algorithm is a “black box”

Can you analyze your audience based on firmographic parameters?  
 What kind of account level breakdown you will get for lookalike cookies?  
 How do you validate the quality of lookalike segments?

## “Publisher Driven Ad Networks With IP Targeting”



Relatively low reach because of the limited inventory

Reach limited to specific vertical (typically IT)  
 What is volume and cost of traffic?  
 Can you get real time analytics?

# Comparison table: N.Rich vs Alternatives 1/2

N.R.I.C.H   
 DEMANDBASE   
 Terminus   
 Azalead   
 vendermore   
 LinkedIn   
 RADIUS

Main use case							
Audience management	Yes	No	No	No	No	No	Yes
ABM Campaign	No	Yes	Yes	Yes	Yes	Yes	No
Audience management							
Account level	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Cookie level	Yes	No	No	No	No	No	Yes
Channels							
Programmatic	Yes	Yes	Yes	Yes	Yes	No	Yes
Google	Yes	No	No	No	No	No	No
Facebook	Yes	No	No	No	No	No	No
Twitter	Yes	No	No	No	No	No	No
LinkedIn	Yes	No	Yes	No	No	Yes	Yes

See Feature Table Attributes on slides 19-20

# Comparison table: N.Rich vs Alternatives 2/2


**N.R.I.C.H.**

**DEMANDBASE**

**Terminus**

**Azalead**

**vendermore**

**LinkedIn**

**RADIUS**

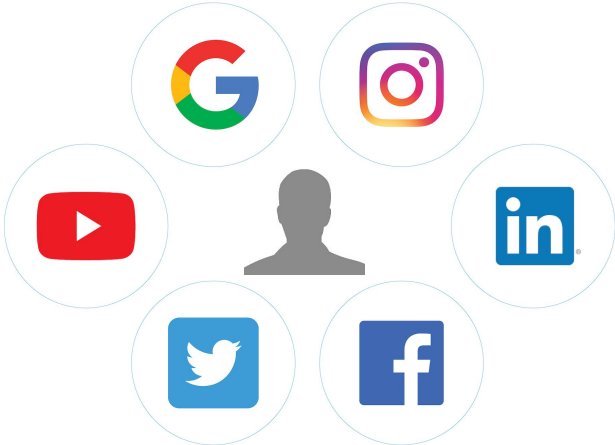
Primary Metric							
Impression	No	Yes	Yes	Yes	Yes	No	No
Site Visitor	Yes	No	No	No	No	Yes	No
Sales Opportunities	Yes	No	No	No	No	No	No
Reporting							
Campaign level UI	Yes	Yes	Yes	Yes	No	Yes	Yes
Account level UI	Yes	Yes	Yes	Yes	No	No	Yes
Managed Service							
Orchestration	No	Yes	Yes	Yes	Yes	No	No
Creative service	No	Yes	Yes	Yes	Yes	No	No
Transparency							
Targeting Data	Yes	No	No	No	No	No	No
Self-service Software	Yes	No	No	No	No	Yes	Yes

See Feature Table Attributes on slides 19-20

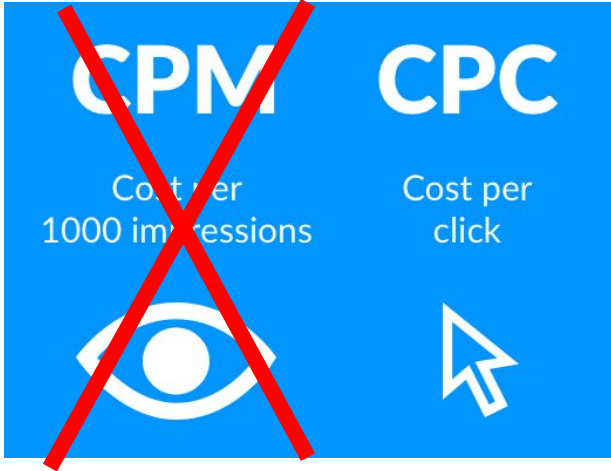
# Unique Business Benefits of N.Rich

N.Rich is the only ABM Platform which offers all the best ad channels with a predictable amount of engagement as readers, video views, and website visitors.

## Cross-Channel ABM Audience Management



## Buying Engagement instead Impressions



# How to calculate cost of Account Based Advertising: Vendemore vs N.Rich



**N.RICH**

<b>Target Accounts</b>	20	Unlimited and 4000 account enrichments
<b>Channels</b>	Display	Google Search and Responsive Display, LinkedIn, YouTube, Facebook, Instagram, Twitter, Native Article & Video
<b>Service Model</b>	Managed by Vendemore	Managed by client
<b>Cookie Level Audience management</b>	N/A	Unlimited ABM Cookies
<b>Monthly ABM Media</b>	222.500 impressions (bundled) €8.000 / month	1.000* clicks, 1500* article readers, 10.000* video views €0 / month (bundled to license)
<b>Service Fee</b>	€165.686	N/A
<b>Required License</b>	N/A	N.Rich Platform License
<b>License Cost</b>	N/A	€10.000 / month
<b>Term</b>	12 months fixed term	Subscription with 12 months termination
<b>Total 12 Months</b>	<b>€232.753</b>	<b>€120.000</b>

\* based on averages - results not guaranteed

# How to calculate cost of Account Based Advertising: Demandbase vs N.Rich




<b>Target Accounts</b>	Unlimited	Unlimited and 4000 account enrichments
<b>Channels</b>	Display	Google Search and Responsive Display, LinkedIn, YouTube, Facebook, Instagram, Twitter, Native Article & Video
<b>Cookie Level Audience management</b>	N/A	Unlimited ABM Cookies
<b>Monthly ABM Media</b>	222.500 impressions (bundled) \$7.500 / month	1.000* clicks, 1500* article readers, 10.000* video views €0 / month (bundled to license)
<b>Required License</b>	Google Analytics Premium	N.Rich Platform License
<b>License Cost</b>	\$4.500 / month	\$11.500 / month
<b>Term</b>	12 months fixed term	Subscription with 12 months termination
<b>Cost / 12 Months</b>	<b>\$144.000</b>	<b>\$132.250</b>

\* based on averages - results not guaranteed

# How to calculate cost of Account Based Advertising: LinkedIn vs N.Rich



<b>Target Accounts</b>	Unlimited	Unlimited and 4000 account enrichments
<b>Channels</b>	LinkedIn	Google Search and Responsive Display, LinkedIn, YouTube, Facebook, Instagram, Twitter, Native Article & Video
<b>Cookie Level Audience management</b>	N/A	Unlimited ABM Cookies
<b>Sales Opportunity Attribution</b>	N/A	Salesforce CRM integration to opportunity attribution and target account list syncing
<b>Account Level Customer Journey</b>	N/A	Account level multi-touch and multi-cookie analytics for digital customer journey
<b>Monthly ABM Media</b>	1300 Clicks \$11.500 / month	1.000* clicks, 1500* article readers, 10.000* video views €0 / month (bundled to license)
<b>Required License</b>	No License	N.Rich Platform License
<b>License Cost</b>	\$0 / month	\$11.500 / month
<b>Term</b>	No commitment	Subscription with 12 months termination
<b>Cost / 12 Months</b>	<b>\$132.250</b>	<b>\$132.250</b>

\* based on averages - results not guaranteed

# Tips for Selecting Account Based Advertising Provider



## **Bypass the Buzz & Jargon**

ABM is a trivially simple concept that has been mystified. In most of the cases it means targeting companies with IP address targeting for display advertising. Are You looking for something else than account based advertising?



## **Think about your MarTech Stack**

Most of the B2B Enterprises only have one engagement driving software in their MarTech stack: Marketing Automation System. MAS manages email based marketing data set. Think about ABM solutions that expand your stack to manage advertising data for all relevant channels.



## **Evaluate Beneficial Use Cases**

Build value added use cases before you will start to invest. Each needs to have data sources and measurable KPIs. Each needs to have data sources and measurable KPIs. Best practise use cases are; 1) ABM Awareness Generation, 2) Smart Website Retargeting, 3) Lead Conversion Acceleration and 4) Sales Pipeline nurturing.



# Appendices

August 09, 2019

<http://nrich.app/>

# Account Based Advertising Terminology

Account Based Advertising is currently based on account IP address ranges. Important is think where you can use your ABM cookies and are you getting results as visitors and sales.

## 1st Party Cookie Data

The “1st party” is Your Audience Data which is collected directly from your customers. First-party data is defined as and includes data from behaviour, actions or interests demonstrated across your website(s); data you have in your Marketing Automation system, CRM or other systems; subscription data; social data; or cross-platform data from mobile web or apps. May lack scale in volume and most part of it is not associated with firmographic data.

## 3rd Party Cookie Data

It's unknown party's first-party data that you have purchased through an exchange. 3rd party data is aggregated from various sources to help you fill in the gaps and scale your audiences. In the advertising context, it's a black box because purchaser doesn't get a transparent view of account level cookie breakdown and how is the gathered modelling vs. registration-based data.

## 2nd Party Cookie Data

Second-party data is basically first-party data of a known party within agreed co-operation. The main difference to 3rd party data is that you know whose data it is and usually have a level of transparency to it. For example your website visitor 1st party data becomes second party data when a remarketing pixel of a known party is fired on your page.

## Single-channel

In most of the cases Account Based Advertising is related to IP address based targeting with programmatic display advertising. Another characteristic feature is that IP based generated cookies are not available in the media buying platforms.

## Cross-channel and Omni-Channel

Cross-channel approach means that target person from the specific account is engaged by using many digital media channels and devices. Important note is to understand that Google and Facebook are not providing account based targeting but with N.RICH you can distribute your IP based cookies to each media buying platform to convert them user IDs to maximise your reach. Omni-Channel means Cross Channel approach in which there is a centralised system for controlling the audiences or ad creatives.

# Feature Comparison Terminology 1/2

Terminology used in the comparison chart

<b>Main use case</b>	
Audience management	Centralize all audience data for Account Based Advertising.
ABM Campaign	Planning, account selection, creatives, ad distribution and review.
<b>Audience management</b>	
Account level	Data access to account level breakdown of reach and influence.
Cookie level	Within accounts having cookie level breakdown of reach and influence.
<b>Channels</b>	
Programmatic	Vendor's solution is buying ad impressions from the display ad infrastructure.
Google	Using Google Ads for buying Search and Responsive Display
Facebook	Using Facebook for buying Facebook and Instagram.
Twitter	Using LinkedIn account for buying LinkedIn social ads.
LinkedIn	Using LinkedIn account for buying LinkedIn social ads.

# Feature Comparison Terminology 2/2

Terminology used in the comparison chart

<b>Primary Metric</b>	
Impression	An impression means when an ad loads on the browser of the end user.
Site Visitor	Someone who visits your site, tracked by the cookie placed in their browser.
Audience volume	Amount of segmented audience data as cookies.
<b>Reporting</b>	
Campaign Level UI	User Interface for campaign level reporting.
Account Level UI	User interface for account level reporting.
<b>Managed Service</b>	
Orchestration	Vendor is doing orchestration in a semi-agency way
Creative service	Vendor provides creative work such as writing, designing, and production.
<b>Transparency</b>	
Targeting Data	Verifiable data sources - not black box and unreliable
Self-service Software	Client is using product similar way like CRM and MAS

# Questions?



Ville Maila  
Co-Founder, COO  
+358 40 561 7899  
ville@n.rich