

FORTUNE 100

Case Study: Using the same target accounts in parallel on LinkedIn and N.Rich ABM

1-Oct. to -31-Dec 2019
\$100K investment

16,736
Target account visitors

✓ Job Title Targeting

LinkedIn ads

1-Aug. to -31-Dec 2019
\$125K investment

✗ ABM Account Analytics

9,834
Unidentified target account visitors

✗ ABM Cookie Analytics

✗ Job Title Targeting

✓ ABM Account Analytics

✓ ABM Cookie Analytics

N.Rich acts as a complementary ABM ad component if a marketer is already doing ABM on LinkedIn.