

# DisplayBase™

## Unified Cross-Channel B2B Media Management

Getting the most from your digital advertising budget requires insightful planning, constant performance monitoring and rapid optimization of all your display channels and media.

But the data and tools you need are scattered across multiple platforms, and manually analyzing and adjusting your display programs is tedious and time-consuming. You overspend on low-performing channels and risk missing out on opportunities to connect with engaged B2B buyers at key points in their purchase journey – or even worse, alienate them by retargeting them with ads that lag behind their pace in the customer journey.

You need a single point of entry to manage and optimize your display programs. You need constant, integrated performance and ROI analysis across all digital channels. You need the most advanced audience targeting and multi-touch attribution features to understand exactly how your ad spend impacts prospects throughout the purchase journey. And you need a team of experienced professionals to help develop and execute your plan.

You need the power of True Influence's **DisplayBase™**

### Omni-channel planning, execution and reporting made easy

**DisplayBase** combines True Influence's B2B marketing expertise and dedication to customer value with advanced targeting, retargeting and optimization technologies to create a comprehensive digital media advertising solution.

We are with you every step of the way, from strategic campaign design, to detailed reporting, to daily spend allocation and management.

### With **DisplayBase**, you can:

**Save time and frustration:** Let's face it – constantly evaluating how much money to put into video pre-roll versus retargeting or native is a hassle. Your team's time is better spent on market research, content creation and strategic planning. Trust the **DisplayBase** team to handle the details.

**Know exactly where you stand:** We standardize reporting across all channels and deliver weekly reports tailored to the objectives of campaigns we help you design. And we can create custom reports on demand. We understand your goals and help you realize them.

**Quickly Respond to Opportunities:** **DisplayBase** compiles and analyzes data across all channels, in one place, giving our team clear visibility into audience response as it's happening. We adjust and optimize your campaigns to target the right audience, in the right channels, at the right time.

**The result:** Your display campaigns have greater impact, with less wasted budget, and you win more business.

### The **DisplayBase™** Advantage:

**Create integrated digital media programs at scale.** Plan, manage and optimize media buys across the entire digital media landscape with one source – no more shuffling between multiple platforms and vendors.

**React to shifts in audience response** within days, not weeks. Don't lag behind your best opportunities.

**Spend less time manually tweaking display programs** and more time connecting with customers.

**True Influences' proprietary technology** analyses performance data across all display platforms and media to support immediate program optimization.

**Leverage our team's expertise** as a leader in B2B marketing to plan and execute powerful campaigns. We help you find the right budget, channels and media to engage leads and keep your pipeline healthy.

**Weekly reporting, tailored to your specific goals,** gives you a 360-degree view of your campaign's progress.

**Brand safety & fraud protection guaranteed** – advanced platform features ensure performance data quality.

**Multi-touch attribution lets you model user behavior** throughout their purchase journey and design powerful longtail campaigns.

**Cross-platform micro targeting:** Look-alike, contextual and geo-fencing targeting puts your ads in front of precisely the right audience, at the right time.

# How DisplayBase™ does it

True Influence is a leader in high-quality B2B marketing solutions – we know how to identify and connect with the decision-makers you want to reach. And we bring this expertise to every aspect of **DisplayBase**.

## We help you design display campaigns that meet your goals

Every successful campaign starts with a plan, and we have the expertise and market intelligence to support you in making plans that get results. With **DisplayBase's** powerful audience targeting, re-targeting and analytic capabilities, we can advise you on what platforms and media are resonating with your ideal customer profile. Should you be spending more on leaderboards, video pre-roll impressions or native text placements on web sites that cover your industry? We have the data, we have the expertise, and we'll help you craft a plan.

## We react quickly when it's time for a change

Even the best campaign needs a tweak now and then. **DisplayBase** employs a proprietary media management platform to track user behavior and performance across all display channels and analyzes this data to make suggestions for shifts in budget, platform and audience targeting. No more pulling reports from five siloed systems and manually looking for trends. We know exactly what's happening, as it's happening, and we optimize your campaigns accordingly.

## We tell you exactly how you are doing

Weekly reports detail your progress and how optimizations are impacting your success. Our team can work with you to create additional reports for advanced planning and budgeting. **DisplayBase's** optional multi-touch attribution enables you to model campaigns based on prospect behavior at every step toward a successful conversion, not just first touch / last touch. Other advanced reporting features include full inventory analysis, audience ad contextual data, call and location attribution, and integrated site analytics. You have absolute visibility into how your display budget is being spent, and exactly what you are getting for your investment.

## We make all pieces work together

Every ad impression you serve to a potential customer should help build trust and move you closer to a sale. **DisplayBase** brings together all the data, expertise and technology you need to execute this vision – without the waste of serving junk impressions to a disinterested audience or spending your days juggling display ad orders. We can even augment your DisplayBase service with data from True Influence outbound and voice-based demand generation programs to create a completely integrated B2B marketing strategy. It's a comprehensive solution to make sure you are reaching the right people, in the right place, at the right time.

## Powerful omni channel optimization, all in one place

**DisplayBase's** proprietary technology combines powerful targeting and optimization features to ensure you get the highest value from your display campaigns.

**Engaged Sessions:** A five-second site-side timer following every click identifies users who are genuinely engaged with your message. This significantly reduces fraud and lets us optimize campaigns for qualified traffic.

**Brand Safety:** We verify the credibility of all display inventory sources, ensuring your brand is always presented in the best possible light.

**Behavioral, Look-a-like, and Demographic Targeting:** Identify and reach audiences that meet the ideal customer profile for your product or service.

**Geo-fencing:** Target accounts locations and even mobile viewers at key trade shows or events.

### Manage All Leading Platforms and Media:

- Desktop
- Mobile Web
- Mobile Apps
- Video pre-roll
- Native, including preferred logo
- LinkedIn, promoted post and Spotlight Ad
- Facebook, newsfeed and Carousel



See what DisplayBase™ can do for you:

Call: 1-800-294-9418

True Influence gives you the intelligence you need to *be there when they're ready to buy.*