

DisplayBase®

Integrated 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, assets and target criteria.

But the data and tools you need are often 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 – or even worse, alienate them by retargeting them with ads or other marketing efforts that lag behind their pace in the customer journey.

You need an integrated campaign management solution to manage and optimize your display programs in real time. You need access to premium advertising inventory with global reach. You need the most advanced audience management and targeting features to ensure your marketing spend has maximum impact throughout the purchase journey. And you need a team of experienced professionals to help design your plan and optimize your campaigns for peak performance.

You need the power of the True Influence Marketing Cloud's DisplayBase.

The **DisplayBase** Advantage:

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

Intelligently retarget. React to shifts in audience response within days, not weeks.

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

True Influence's proprietary technology analyzes 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.

Broad reach across premium media networks ensures you have total addressable market coverage for your display programs.

Intent-based, cross-platform micro targeting: Lookalike, contextual and geo-fencing targeting puts your ads in front of precisely the right audience, at the right time. We have the data and analytics to find your in-market, best-fit targets.

Integrated media management and cross-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, all within the framework of our integrated True Influence Marketing Cloud™ platform.

Our solution and services put you in complete control, from strategic planning, to detailed reporting, to daily spend allocation and creative management. And with our Marketing Cloud's fully integrated campaign tools, display targets who convert are immediately transitioned into the best channel for the next step in their customer journey.

The **DisplayBase** Advantage:

Real-time 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.

Integrated media management with the True Influence Marketing Cloud platform allows you to move segments into new lead-gen programs with just one click, eliminating wasteful display retargeting to customers who are ready for the next step in their customer journey.

With **DisplayBase**, you can:

Save time and frustration: Let's face it – constantly evaluating all your display programs, across various networks and channels, is a major hassle. Your team's time is better spent on market research, content creation and strategic planning. DisplayBase puts it all at your fingertips, in real time.

Know exactly where you stand: DisplayBase offers transparency throughout the campaign lifecycle with detailed, real-time reporting on the audience, campaign, line-item and creative asset levels. And we can create custom reports on demand. We understand your goals and help you realize them.

Quickly optimize spend on campaign performance: DisplayBase compiles and analyzes data across all channels, in one place, giving you clear visibility into audience response as it's happening. Move ABM and other targeted

audiences into new demand-gen channels when they engage with display programs, with no wasted spend or annoying re-messaging.

Build deeper customer relationships: Adjust and optimize your account-based marketing and multi-channel campaigns to give your audience the content they want, when they need it, and in their preferred channel.

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

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.

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, you will know what platforms and media are resonating with your ideal customer profile. Should you be spending more on leaderboards, retargeting, video pre-roll impressions or native placements on websites that cover your industry? We have the data, expertise, and integrated management suite to help you craft a plan.

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 real-time 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.

Know exactly how you are doing

Real-time 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. Advanced reporting features include full inventory analysis, audience ad contextual data, call and location attribution, integrated site analytics, device, and even day of week. You have absolute visibility into how your display budget is being spent, and exactly what you are getting for your investment.

All the 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. Converted targets move into a new display program or the next channel in your integrated demand generation strategy. The True Influence Marketing Cloud platform seamlessly connects DisplayBase with outbound and voice-based demand generation programs. It's a comprehensive approach that ensures 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.

Intent-Based, Behavioral, Lookalike, 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

Learn more about what
DisplayBase[®] can do for you

trueinfluence.com

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