

# Real-time Account-Based Creative fueled with B2B Intent data, boosts campaign engagement 16 times for Industry West

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## Background

Focused on ‘furnishing modern creativity’, Industry West provides furniture solutions for consumers, architects, interior designers.

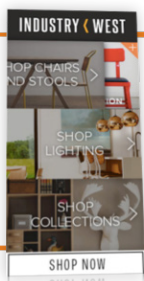
Industry West enlisted Adaptive Campaigns to *increase commercial buyer engagement with its brand and drive visits to its website through a real-time programmatic advertising campaign.*

## Challenge

Wanting to source commercial buyers from across various industries and company sizes, Industry West had a limited Business-to-Business (B2B) database from which to target this audience. Adaptive Campaigns was faced with the challenge of finding ‘in-market’ commercial buyers of furniture and understanding the right messages to deliver to them.

## Solution

Using Bombora’s Business-to-Business (B2B) demographic and Intent data, Adaptive Campaigns was able to identify businesses in-market for office furniture and split the campaign based on company size.



The Adaptive Campaigns’ real-time creative identified if a user was residential versus commercial and serve them the correct call to action (e.g. ‘Shop now’ or ‘Become a Member’).

The ads would remember each user’s campaign position, and pick up where they left off or send them to the next series of content in the sequence.



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“ We founded Adaptive Campaigns on the premise that better data will lead to better creative. Bombora data was *an essential element in outperforming benchmarks* by more than 10 times.

We're excited about our integration with Bombora to enable Account-Based Creative. It enables Bombora customers to buy their data once and use it twice: once for media and once for creative.”

Sam Karow, Co-founder and CEO, Adaptive Campaigns

## Results

Bombora data strategies performed three times better than the campaign average compared to all other data platforms.

### Campaign engagement rate

16x

vs. industry benchmark\*

\*Source: DoubleClick US Home Furnishings, animated display ad

9x

vs. static control

### Website engagement rate

22%

Conversion Rate for the 'Become a member' page

“ Our business challenge required *an innovative approach to targeted, data-driven marketing communication.*

Working with *Bombora Intent data allowed us to talk to the right people.* And using Adaptive's platform allowed us to deliver the right message. *Our CEO loved the ads Adaptive developed.*

We look forward to new opportunities to push the envelope on marketing performance by *pairing the intelligence of Intent data with the agility of real-time creative.*”

Ian Leslie, CMO Industry West

For further information please contact [bombora.com/contact](http://bombora.com/contact) or email [sales@bombora.com](mailto:sales@bombora.com).

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