

bombora[®]

The Intentional Media Buyer's Guide to Driving Programmatic and Social Media Campaign ROI

Key trends and tactics brands and agencies need to know in 2023



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Introduction

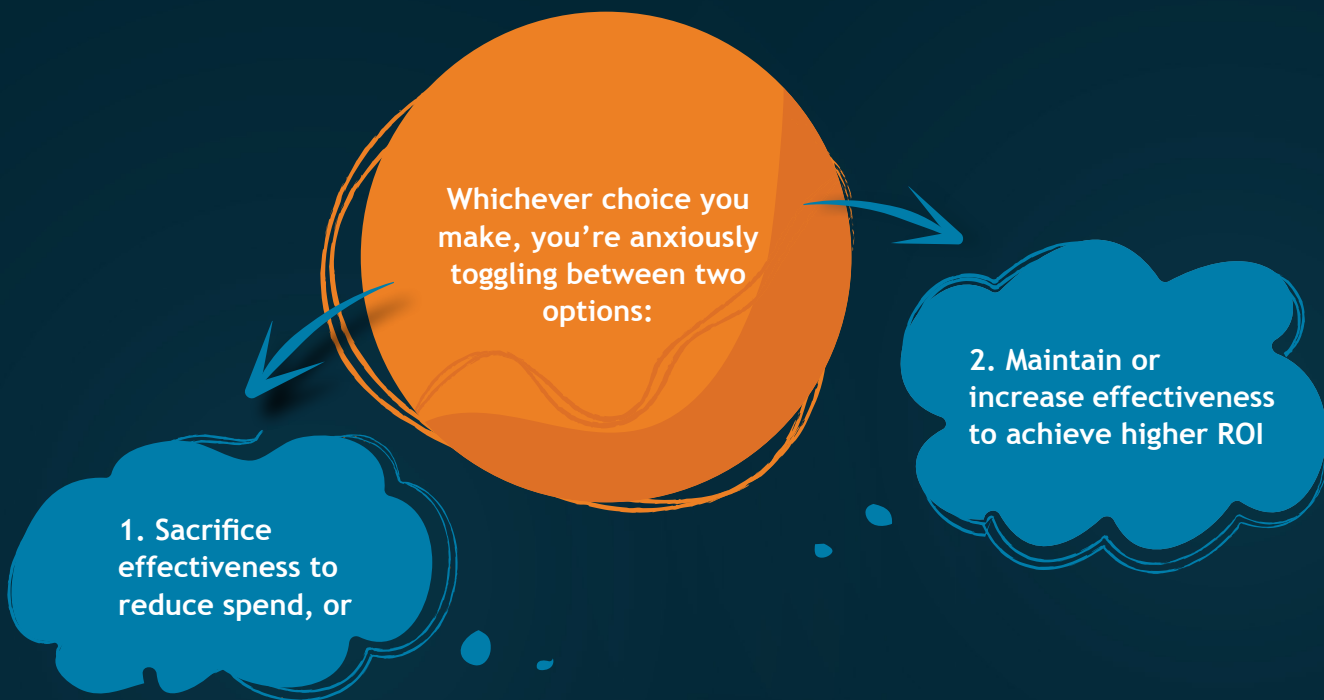
Your social media marketing and programmatic ad campaign planning woes aren't getting smaller, but what it takes to alleviate them can finally be within reach.

It's clear that the market still believes in the power of paid advertising – programmatic ad spend is estimated to grow steadily year over year and exceed **\$1 trillion by 2024** – but in light of disruptive changes in the macroeconomic climate, from recession and inflation to the impending cookieless future, brands are increasingly scrutinizing where they're putting their digital media dollars and the bang they're getting for their buck.

Impressions and views are no longer enough to justify digital ad spend, and growing user privacy regulations have led to increasing concerns about potentially damaging violations.

Tightening the belt looks different for every business – some have been more selective about what types of ads they buy (e.g., search vs. display) and the private marketplaces (PMPs) they tap into, while others have pulled their programmatic efforts in-house to cut out the middleman. Still, others have opted for using first-party data only or creating data-sharing partnerships.

Which path will you choose?



Understanding the transformative impact of programmatic media

Programmatic campaigns and real-time buying (RTB) technologies have offered brands the benefits of improved targeting, increased efficiency, and measurable analytics at a more reasonable cost and broader scale than traditional buying methods could have achieved back in the early 1990s.

Today, programmatic advertising makes up over **90%** of all digital display advertising, and despite all of the external effects of the past couple of years, spend on programmatic ads is still steadily rising year on year (even if it's not the same level of growth that we've seen in years prior).

That said, the trends for programmatic advertising in 2023 are pretty different than they have been.

There are some trends we'd expect — a substantial shift toward mobile and video ads, as well as newer mediums like in-game advertising, voice-activated ads, digital out-of-home (DOOH), paid audio, and connected TV (CTV), for example. But external factors like inflation and increasing user privacy regulations have forced brands to focus on not just what audiences they're reaching but where these audiences came from, causing them to bring more advertising management in-house to optimize their supply chain path, comply with global and national privacy regulations and cut costs.

There is one particularly troubling trend to watch out for, though.

The exploitative rise of bidstream data usage

As many of these new advertising methods rely on data for their effectiveness, data itself is rising in demand.

But not all data is created equally.

If you haven't heard of bidstream data, it's a popular third-party data source generated by an advertising network when someone visits a page containing ads. It includes information about the website visited, the ad displayed, and individually identifiable information collected from the user.

So, why is it a risk?

Technically, there's no way bidstream data can comply with all of the new user privacy laws and regulations because there's no way for a user to consent to it. (Consenting to share your data with a page is not the same as consenting to share your data with the highest bidder on an ad.)

Similarly, bidstream vendors can often share user data with businesses that didn't even win the bid for an ad (a clear violation of the statutes of the Interactive Advertising Bureau [IAB]). Furthermore, in a recent Marketing Charts report, it was found that 8 in 10 people feel that they have little control over the data that businesses are collecting about them. And to support that further, new survey results from Morning Consult indicate that 17% believe that the personal data they share online no longer belongs to them once they've shared it and that businesses can use it without their permission. Digital users are becoming less confident that their data is secure and protected, and brands are pressured to abate this concern when sourcing new data providers and evaluating their processing methodologies.

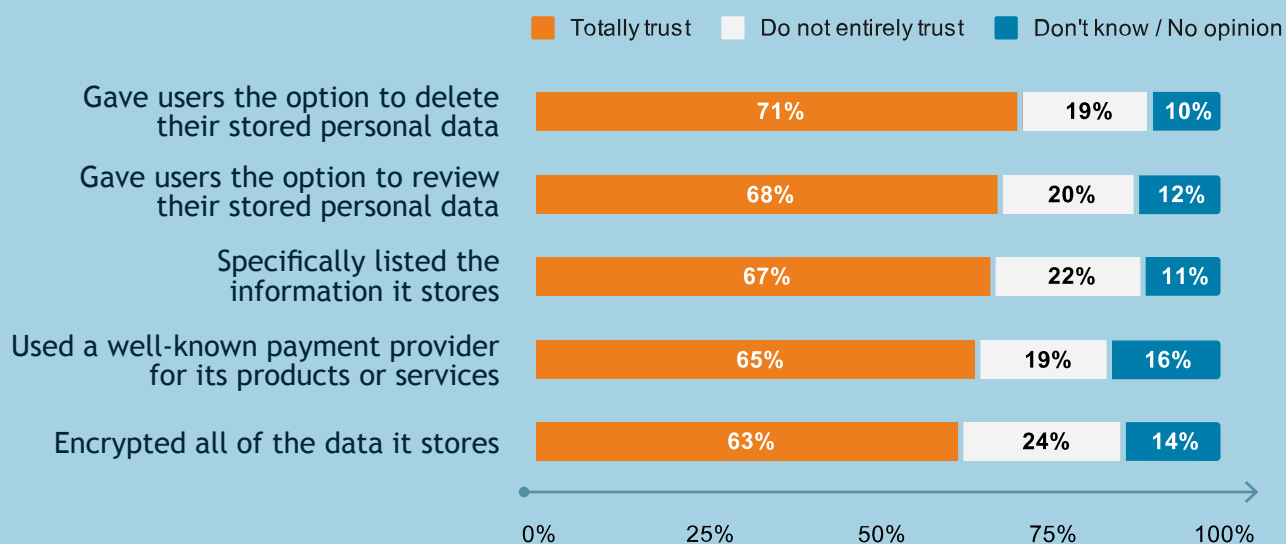
To be clear, using third-party data from the bidstream puts your business at risk of violating user privacy laws. Hang tight, and we'll dive into that more later.

Regardless of the finer details, programmatic advertising is here to stay and shows **steady increases year over year** (albeit single-digit percentages) for as long as current forecasts extend.

Next, we'll dive into the specifics of social media advertising, and then we'll discuss the details of how to improve your campaign performance.

Trust in data security when using new apps or websites

“Respondents were asked how much they would trust an app or website they were using for the first time to safely and responsibly handle their private data if it did the following:”



Published on MarketingCharts.com in October 2022 | Data Source: Morning Consult

Based on an October survey of 1,100 US adults (18+)

Navigating the ever-evolving landscape of social media advertising

Social media isn't just for younger generations; it also doesn't mean running an ad on LinkedIn occasionally.

The way people find and ingest information is changing rapidly; even platforms like TikTok, Reddit, and Instagram are giving Google a run for its money as the most popular search engine option. This is predominantly due to buyers looking for organic, authentic communities to draw reliable opinions and perspectives from. Additionally, with the rise of Generative artificial intelligence (AI), search behavior is set to become even more dynamic by giving buyers more autonomy in getting valuable information at the top of the funnel and possibly extending the time they'll take before reaching out for a demo or SDR outreach.

According to a study by International Data Corporation (IDC), [75% of B2B buyers and 84% of C-level/VP executives](#) use social media to support purchase decisions, so it's clear that social media needs to be a part of your digital strategy, but how?

We wrote a pretty [comprehensive guide](#) last year, but here are a few current insights based on emerging B2B social media advertising trends for 2023:

Social is the new search

Video is becoming an [increasingly popular](#) medium for people to consume content (especially user-generated content [UGC] – we'll touch on that later), and the easiest way to find this content is often via social media vs. a traditional search.

This trend is so powerful that, according to Google, [40%](#) of young people start their search on social media platforms before going over to a 'proper' search engine like Google or Bing. With no sign of this being a fad, just imagine what the world of search will look like in the next 10 years.

Personalization is no longer optional

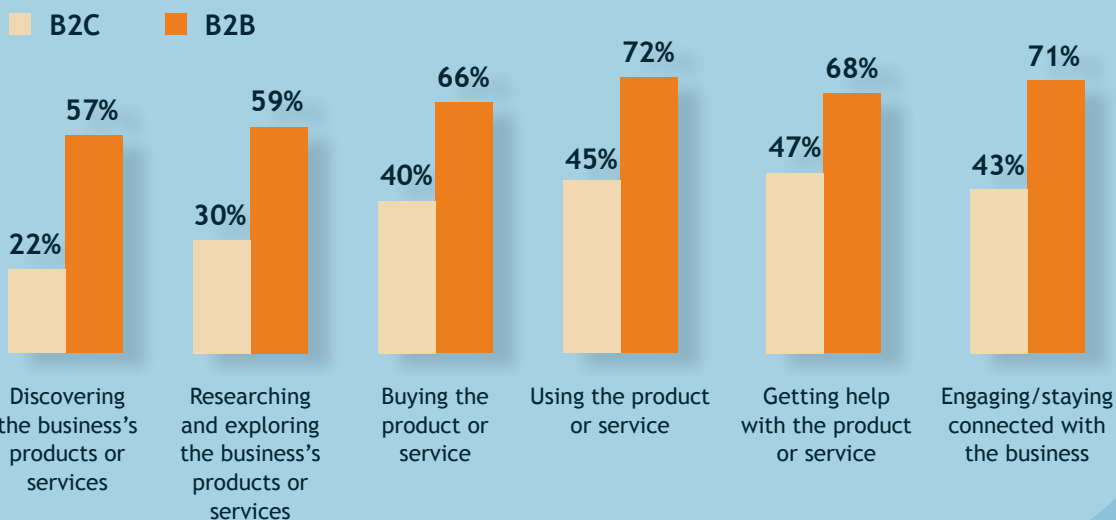
With the rise of automated social media listening, management, and scheduling tools – and the recent surge of generative AI – there’s no excuse for businesses to send out generic ads anymore.

Now a single person can act as an entire content team, crafting unique creative for each visitor based on their context, history, and interactions with the brand.

Per the latest data from [Marketing Charts](#), 57% of B2B buyers expect personalized content while discovering a business’s products or services, and 59% expect personalized content while exploring them. This is around double the percentage of B2C buyers!

With these rates only forecasted to increase, personalization is becoming less of a nice-to-have and more of a necessity.

Expectations for personalized content, by purchase stage



Source: Marketing charts

Videos and interactive content are on the rise

As the platforms grow in capability and users adapt to the changes, ads must change to match.

Short-form videos first came onto the scene with Snapchat around 2012, and Vine only stoked the fire by launching its video-centric platform the following year. More recently, the fight over short-form video dominance has been undisputedly won by TikTok, but that didn't stop Facebook and Instagram from launching their own short-form video features (reels), and last but not least, YouTube followed suit with YouTube Shorts.

In 2023, Hubspot found that the largest group of B2B marketers surveyed (33%) said that videos between 31 and 60 seconds long produced the most significant ROI.

Last year, [online video ad spending](#) made up about 30% of total display ad spend worldwide (almost \$75 billion), and there are no signs of slowing down. In 2021 alone, it was reported that online videos had an [audience reach of 92%](#) among internet users worldwide, with the global average for video consumption being [84 minutes per day](#).

Short-form videos can be used for everything from product demos and business news to case studies and testimonials. Using them intelligently is the key to unlocking customer engagement.

Other ad types that are worthy of note are carousel ads (which combine multiple videos or photos into a single ad that a user can swipe through), in-line video ads (which aren't as obtrusive as an overlay video ad but still allow the user to toggle to full screen), and TV-to-mobile ads (which retarget users who've seen the ad on their TVs and serve them the ad on their mobile devices as a follow-up). You can read more on the different ad types in [our guide to social and display advertising](#).

[According to Meta](#), carousel ads drove 3x more conversions and 85% higher click-thru rates (CTRs) than other standard advertising formats. Combining these methods can make your standard video ads more effective.

3x
more
conversions

85%
higher click-thru
rates (CTRs)

Influencers aren't just for B2C anymore

What do you think of when you hear 'influencer marketing'?

You probably don't think of a B2B context, do you?

Even though influencer marketing can carry a certain stigma in our minds, it's incredibly effective in a B2B context. Leveraging established and respected industry experts and thought leaders within your field can help you reach members of your target audience and instill trust in your business.

Everybody expects your sales team to talk about how unique your product is, so they block it out. Having an influencer say the same thing allows you to piggyback off their credibility.

A quick note on influencers!

While it might seem like the logical step is to chase the influencer with the biggest following you can find, Marketing Charts found that micro-influencers (creators who have fewer than 15,000 followers) drive the highest engagement rates across all platforms. B2B brands worldwide are looking past their product marketing one-sheeters, digging deep into their brand's values and connecting them with personalities and content distribution platforms that help them reach the audiences that need/want their product the most.

Marketer's primary goals when working with creators

Generate more engagement

62%

42%

Drive revenue

Reach new audiences

60%

41%

Promote our brand's values

Strengthen our community on social

53%

25%

Reduce content creation burden

16%

Change audience perception of our brand

Source: **sproutsocial**


Social proof promotes brand trust and employee advocacy

As the lines blur between B2B and B2C, UGC is also crossing the chasm between the consumer and business worlds.

A user experience report from [Stackla](#) found that while only 19% of consumers thought brand-created content was authentic, over 80% of respondents said that UGC highly impacts their purchasing decisions. In fact, it's 6.6x more influential than branded content to consumers.

Buyers see UGC as more authentic, trustworthy, and truthful, and they feel it resonates more with them in their current situation.

Try to create new opportunities for your customers and employees to speak about your brand, and you'll be surprised at how well it impacts your audience. For example, encourage employees present at tradeshows or conference events to capture micro-moments of partner, customer, and prospect interactions and post them on their individual LinkedIn profiles to add another layer of transparency and trust to your brand's market visibility.



Curious about how your media team can leverage Market Insights to launch more brilliant campaigns?

[Request your digital audience here](#)

Launching Intent-powered campaigns that win

If you didn't notice, most digital marketing tactics mentioned above involved increasing personalization. However, if this personalization is done without a strategy, it can mean a lot of expense and exposure to risk for your business.

- How do you understand which businesses are in-market and ready to buy vs. those just window shopping?
- How can you be sure the data you're using was collected ethically and isn't opening you up to significant compliance risks?
- How can you ensure the accuracy and relevance of the audience data you purchase for hyper-personalized B2B and B2B2C programmatic campaign performance?

That's where Bombora's Intent-based audience segmentation comes in:

It taps into our Data Co-op, in which we measure more than 15 billion content consumption events on average per month¹ from more than 5,000 of the top B2B sites on the web.

But perhaps more important than what we collect is what we do with it after it's collected.

After collecting all those consumption events, we associate them to specific accounts and Intent topics, then feed them into our AI-powered scoring algorithm, where we compare them with each account's 12-week historical baseline to rule out anomalies and create our Intent data score.

This means you don't have to sort through a noisy list of accounts and events. Instead, you get a clean list of accounts with associated topics and Intent data scores – an indication of the current true buying intent of each account by topic.

We're seeing marketing agencies and brands today, stepping up their game. They're using our Market Insights dashboard within our Planning & Measurement Suite to perform an 18-month look back and identify businesses showing interest in you and your competitors. You can then use that data to build a hyper-relevant target audience. It's like they're turning on the headlights, illuminating the road ahead, and optimizing for speed as visibility improves.

¹ * Based on numbers from January to March 2023

This is 2023 we're in, and the game has changed. It's all about knowing who you're talking to - your target audience - and what they're into. That's the secret ingredient to making a strategy and messaging that hits the bullseye.



Finally, we take this one step further – with long standing integrations into every major data-management platform (DMP), demand-side platform (DSP), and supply-side platform (SSP), Bombora's Audience Solutions can provide highly scalable B2B audience reach with targeting precision. Our partners include Xandr, Pubmatic, OpenX and LiveRamp and many others shown here.

Now you can cut through the clutter and understand exactly which accounts are researching which topics related to your product, where they are in their respective buying journeys, and how best to reach them.

Enable intelligent audience targeting using Intent data

Inbox Insights, a leading demand-gen agency in EMEA, used Bombora's Audience Solutions data to refine its account prioritization and help guide its content strategy.

The result?

A 133% increase in conversion rate and a 111% CTR increase for its client's campaigns.

Read more [here](#).

Capture B2B audiences with precision at scale

Personalization is becoming less of a nice-to-have and more of an expectation. Laser-precision targeting is essential to reduce waste and keep ad spend efficiency high. However, how can we meaningfully target and personalize our campaigns and outreach despite the rise in user privacy regulations?

One of the best-kept secrets in the programmatic ad industry is that Bombora's unique Company Surge® — a term now used industry-wide to describe Intent data — provides insight into which businesses are in-market for which products or services. Bombora Audience Solutions helps *activate* audiences in your target account-based marketing (ABM) list based on intent and attributes, such as firmographics and demographics. With integrations into every major DMP, DSP, and SSP, Audience Solutions can provide highly scalable B2B audience reach with targeting precision in your ABM strategy.

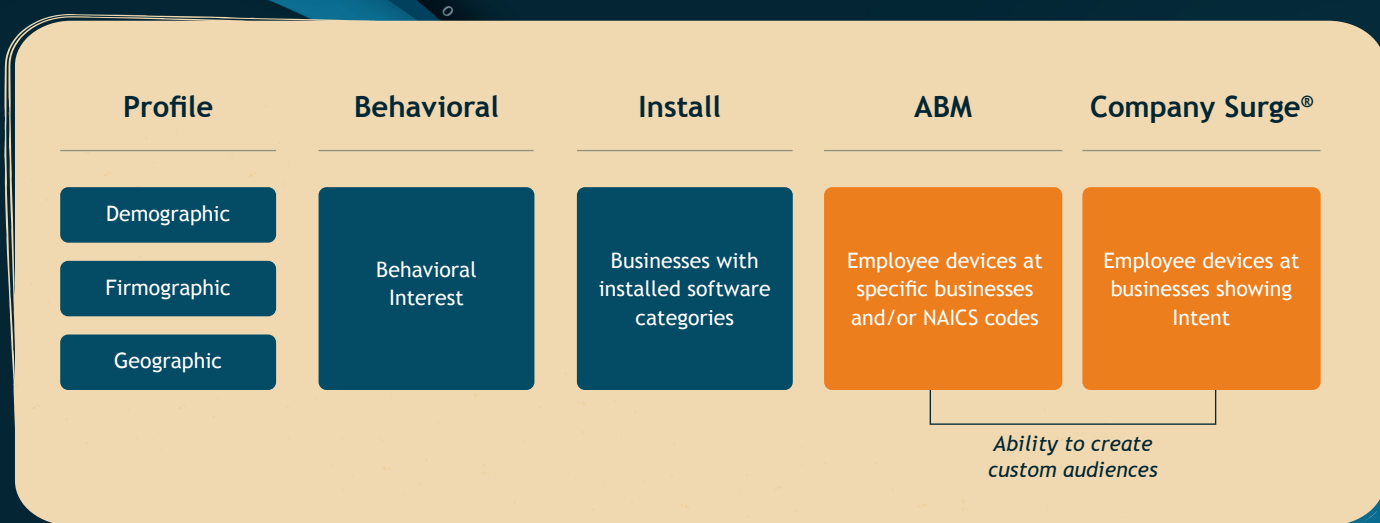
Organizations can only typically identify 2-3% of their website visitors. You can't capture critical events that indicate customer churn — *like knowing if one of your existing customers is scoping out your competition*. Even data sharing with large brands leaves you blind to your prospect's other activity that isn't on those specific platforms.

That's why it's essential to make every impression count. Only 15% of your target businesses are in active research mode for your products or services. Why not focus advertising efforts on those most interested?

Company Surge® identifies businesses with greater intent. Choose from more than 13,500 topics related to B2B products and services, and create clusters of related topics to focus your advertising.

Leverage unique datasets for reaching target B2B audiences

In contrast to a first-party data-only or limited data-sharing approach, Bombora's Audience Solutions allows you to reach your target audiences at scale. Bombora uses five unique datasets to create syndicated (Off-the-shelf) audiences or custom audiences to meet all of your needs:



Something else to be conscious of when running programmatic campaigns is how many impressions are shown by account.

Most DSPs can track and limit impressions by device, but this often means your larger prospects will swallow up most of your impressions (as they have the most individual devices). In comparison, your smaller prospects will be underserved.

As Bombora's Audience Solutions associates all of these devices to individual accounts, we can control programming to ensure that each individual account sees the ideal ratio of impressions.

To ensure your campaign will perform, be sure to:

1. Identify your target audience	And not just by demographic and firmographic data. Use Bombora's Company Surge® to focus on the accounts currently in-market.
2. Align campaign messaging and design to your prospects' buying stages	Personalization isn't just about the 'who.' It's about the 'when,' too. By understanding which Intent topics your customer is researching, plus their general level of intent and activity, you can understand which stage of the buying journey your prospect is in and tailor your creative accordingly.
3. Always be testing: across creative and channel distribution	Most software and tools allow you to test at least two variants of messaging and design, so take advantage of it! You'll never discover opportunities for improvement if you're not looking for them, so be sure to A/B test all of your current ads to discover what's resonating.
4. Use a combination of first-party and third-party data tactics	Don't just rely on first-party data, but don't use only third-party data either! Combining data sources will give you a more complete picture of your buyers' journeys. Be sure to use data sources that allow for easy integration with your existing MarTech/AdTech stacks and marketing/sales processes to avoid adding burden to your internal teams.
5. Define clear KPIs	Oh, look! We wrote a whole chapter on that one.

Activate Bombora data throughout your omnichannel marketing stack



Advanced TV



Programmatic display and video



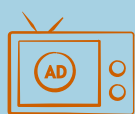
Paid social (LinkedIn and Facebook)



Audio streaming and podcasts



Mobile in-app



Addressable TV



Data-driven linear TV



Contextual



Digital out-of-home



Search marketing

Hot take for agencies!

Intent topics aren't just a fantastic tool to help your customers understand their audience. They're also an excellent way to support your internal marketing and content creation efforts. By forming partnerships with the largest and the most niche publishers on the B2B web, we've built a planning platform where you can see the entire B2B web globally.

What are certain businesses, industries, or geographies researching? What topics are trending or of the highest interest at any given moment?

This is an invaluable tool for agencies of all sizes. In addition to helping your customers learn what their audiences are researching, you can also pull industry trend reports or take advantage of our reporting services to help you stay on top of the latest trend, giving you actionable insights about what your own customers are looking for!

That's right, Bombora isn't just an audience distribution platform. We're an essential part of your entire campaign planning process.

Measuring customer intent with actionable data

We all want our campaigns to be successful, but they surely won't be if we don't know what success is, much less if we don't know how to measure it. Programmatic and social media advertising have very similar KPIs, but they often go by different names.

Some of the KPIs marketers and sales leaders today are most conscious of but not limited to include:

- **Programmatic impressions and social media reach:** how often an ad appears on a website or app, but reach refers to unique users.
- **Frequency:** The average number of times an individual is exposed to an ad rather than the number of unique individuals.
- **Engagement:** No. of interactions with a post or ad, such as likes, shares, and comments.
- **Click-thru rate (CTR):** The percentage of users who click on an ad after seeing it.
- **Cost per thousand impressions (CPM), cost per click (CPC), and cost per acquisition (CPA):** CPM, CPC, and CPA are metrics for comparing advertising costs across platforms.
- **Conversion rate:** The percentage of users who complete a desired action after clicking on an ad, such as downloading an eBook.
- **Return on ad spend (ROAS):** Measures the revenue generated by an ad compared to the cost of running the campaign.

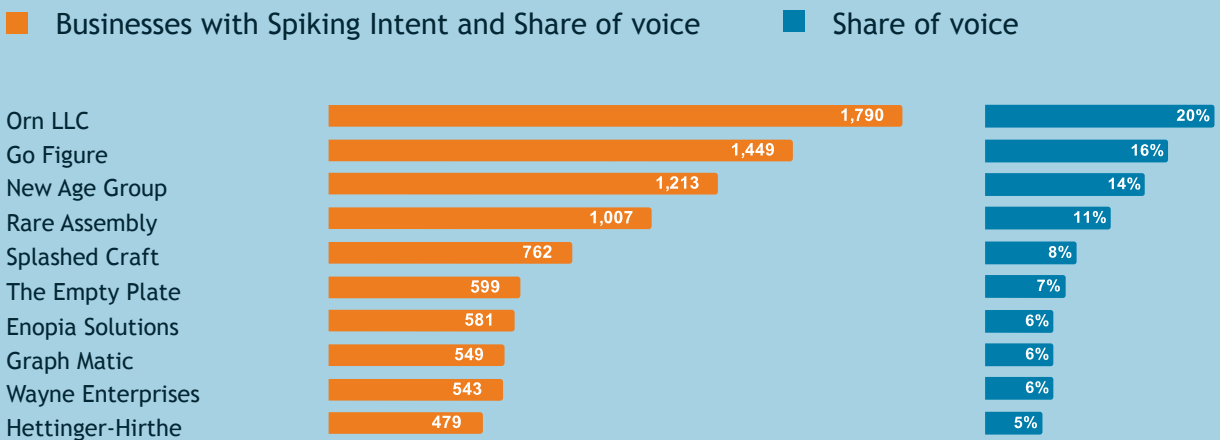
While the metrics above are helpful when tracking performance, they can still be missing a vital piece – all the impressions and engagement in the world won't help your business if your ads fall on the wrong audience.

Bombora's Audience Solutions can help you improve these key metrics by proactively helping you identify the most vital intent trends and firmographics within your customers' ideal customer profile (ICP) and determine the best content approach based on historical intent trends. We can even help you:

- ✓ Assemble ABM lists based on the activity we see from our Company Surge® Analytics
- ✓ Unlock account-level intent analysis using Bombora's Planning & Measurement Suite
- ✓ Measure brand lift & compare research trends across competitors
- ✓ Compare research at the account level across multiple products
- ✓ Identify how many businesses reached during the campaign are researching your products & services across the B2B web

Brand Health

New Age Group ranked #3 in research at finance and insurance businesses globally, capturing 14% of the share of voice.



Data is limited to finance and insurance businesses, research over the last 6 months, in UK, Germany, Spain, Switzerland, Italy and France.

Topic Category	Analytics & Reporting		APIs & Services		Data Management	
	Company Name	Total Research	% Topics Spiking	% Topics Spiking	% Topics Spiking	% Topics Spiking
	Prime Paw	500	66%	49%	60%	
	Silver Brews	497	73%	60%	65%	
	Bayer Chippy Inc	496	69%	47%	71%	
	Esoft Factory	495	68%	53%	71%	
	Bubba Gump	495	71%	57%	69%	
	Hettinger-Hirthe	495	65%	60%	63%	
	New Age Graphics	494	65%	58%	70%	
	Wayne Enterprises	494	69%	62%	64%	
	Amigos Graphix	494	51%	49%	64%	
	Leopard Water	494	68%	57%	61%	
	The Bitter Dish	494	44%	66%	66%	
	Radioactive	493	67%	43%	59%	

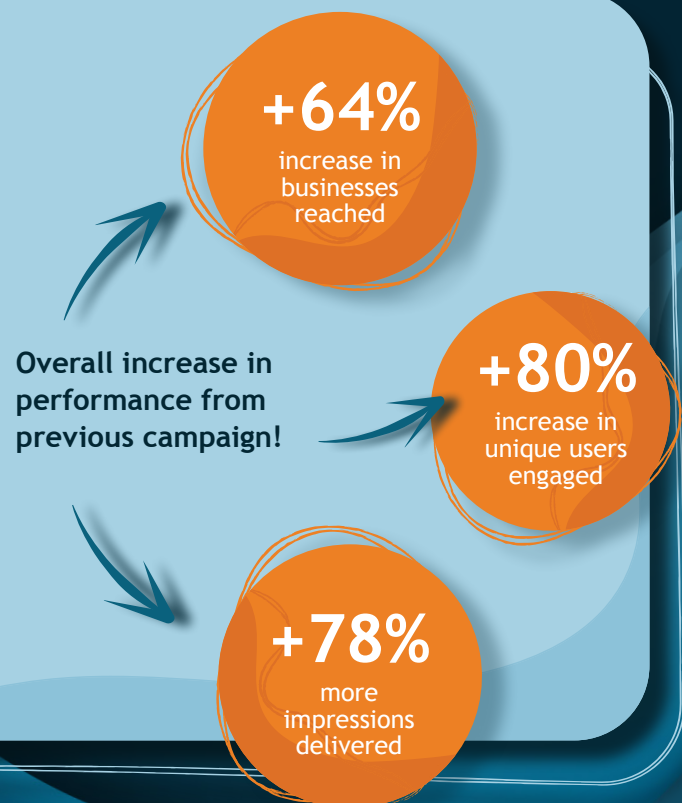
ACME Campaign Summary

- ✓ Businesses reached: 306,420
61% of businesses have intent for ACME solutions
- ✓ Users engaged: 2,622,086
- ✓ Impressions delivered: 3,333,299

Additional Insights

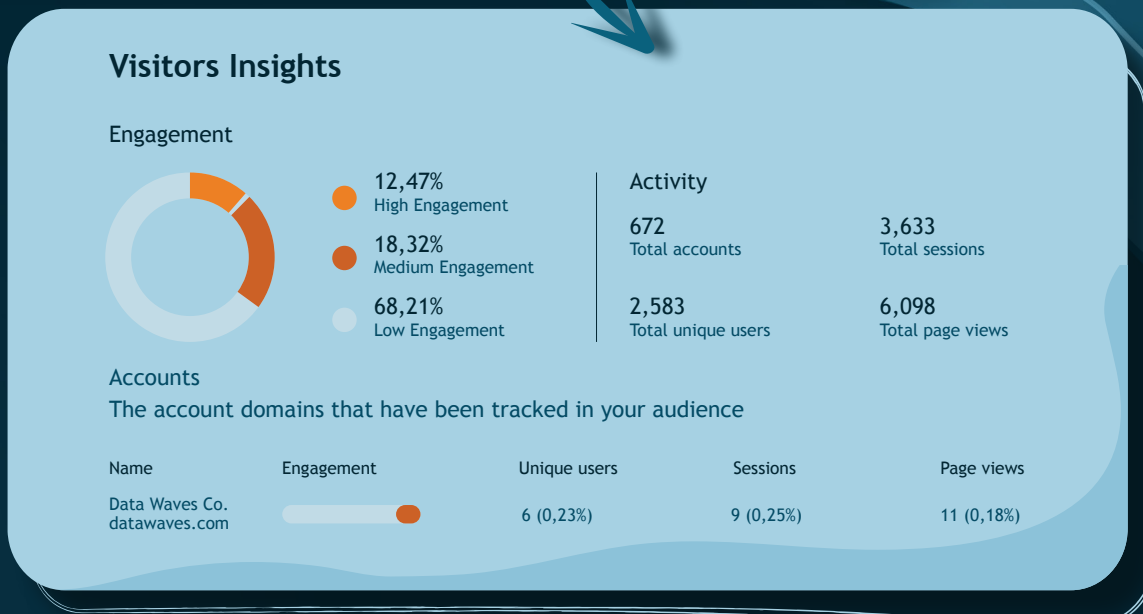
Business Demographic Breakdown
 Business Size
 Industry
 Seniority
 Intent validation for ACME solutions

Source: Bombora + Display Campaign Measurement



After your brand awareness campaign's launch, Bombora offers a variety of solutions to help you measure campaign impact. In addition to our Planning and Measurement Suite, which contains various reporting dashboards for Audience Insights and Campaign Insights, we also enable you to gain visibility into the visitors to your site, who were previously anonymous, and measurements tags to verify your audiences. You can even assess the effectiveness of your campaigns by measuring the increase in intent from your target customers on your topics of interest.

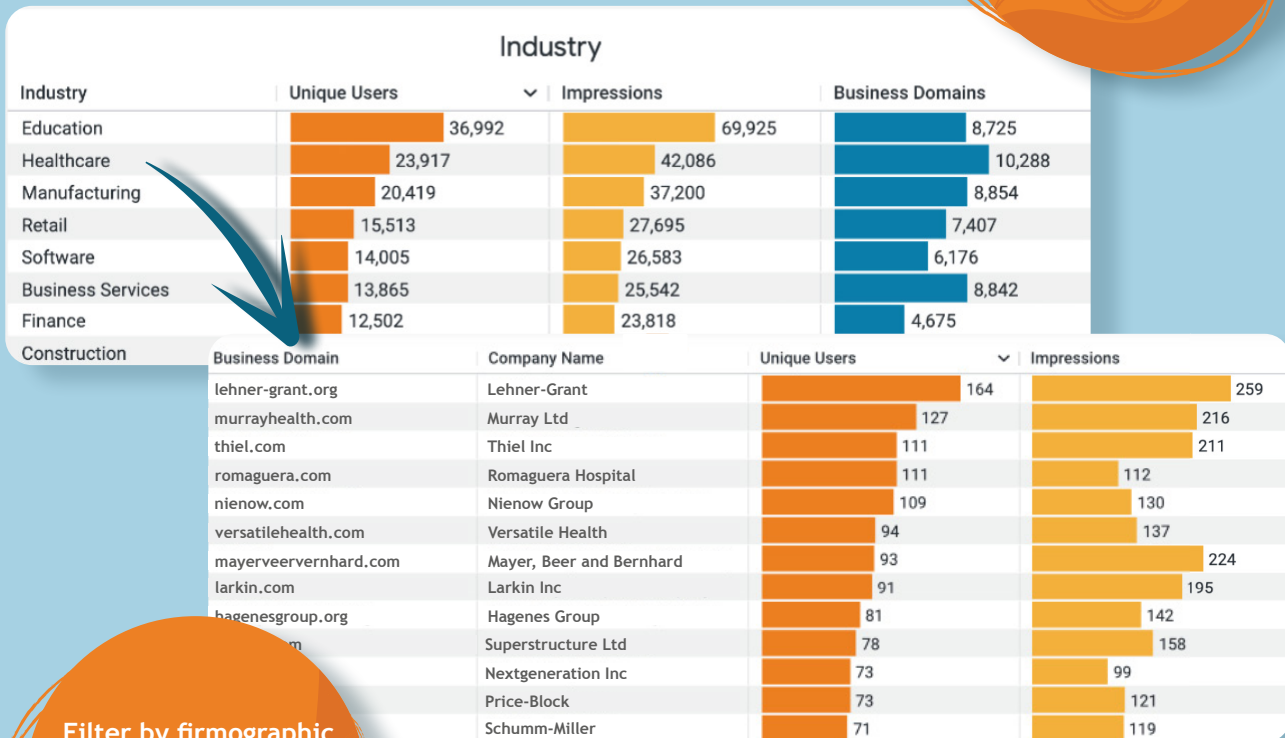
Audience Verification Tag	Visitor Insights Tag	Visitor Insights with Real-Time Capabilities
Tracks the success of your programmatic ABM by measuring your target account reach	Identifies the target accounts on your website and the composition of visitors	Powered by the Visitor Insights tag, the Real-Time tag identifies website visitors in real-time with enriched data



Which businesses did the campaign reach?

With Bombora's Audience Solutions, generate active leads from display media campaigns.

Top healthcare businesses that viewed my ad are Lehner-Grant, Murray, Thiel and Romaguera Hospital



Filter by firmographic data and generate very targeted list of prospects

Next-level reporting helps agencies become true partners

81% of agency marketers say client retention will be more challenging in 2023 than it was in 2022.

Hence, agencies need to pivot to understand how to make their client relationships less transactional and more of a partnership.

By using Intent data to provide strategic insights to customers about market trends and topics their audience cares about, agencies can quickly have a trusted and valued partner relationship with the brands they serve.

“Clients are wanting to know more about their leads – they want to know their favorite pizza and if they like Pepsi or Coke. With Bombora’s Intent data, we can send our customers their audience’s top-performing Intent topics and account scores, as well as the individual data we pull from our own systems.”

Matthew Rhoades-Brown
CEO and Founder, [Account Media](#)

After you’ve run your campaigns, keep optimizing them by periodically adjusting your bidding strategies, refining your targeting parameters, and testing different ad formats and channels, among other things.

Mitigating brand risk

We briefly discussed the significant penalties for violating GDPR earlier, but GDPR is only one of many user privacy laws. In reality, user privacy laws are constantly changing, and most carry substantial punishments for violations.

Case in point: Shortly after GDPR was instated, Apple introduced its Intelligent Tracking Protection 2.1 (ITP 2.1) in 2019 and then revised it two more times in the first 15 months. In addition to the GDPR there are other privacy laws and regulations, such as the CCPA in California and laws in Canada and Australia.

In addition to these broader-reaching laws, there are several other, more location-specific regulations (such as the CCPA), and there are even additional requirements in countries like Canada and Australia.

Seeing as how users from anywhere can access your site, this puts marketers in a very tricky situation when handling user information, even when it comes to first-party data, where you typically have more control.

Do you know if your brand is safe from poor-quality data?

Many third-party data sources don't collect their data in compliance with these various laws and regulations, and if you're caught using this data, "I didn't know" isn't an excuse.

To make sure the data you're using is compliant, ask your data provider these questions, and be sure to scrutinize the answers carefully:

- Where was the data sourced?
- Do you collect this data as a first party?
- How do you manage consent?
- If you don't directly collect this data yourself, how do you make sure it's collected appropriately?
- Is this data collected from ad targeting or the bidstream?

Or just use Bombora's Audience Solutions for your audience targeting needs. All of our data is collected in compliance with all applicable laws and regulations. Learn more [here](#).

How can I be sure I'm safe with Bombora's Intent data?

Two reasons:

1. Bombora's Data Co-op uses compliant data-collection methods

All of our data comes from our unique Data Co-op of more than 5,000 of the top publishers and websites in the B2B space.

We collect this data on behalf of our co-op partners, not despite them.

(We technically act more like second-party data collectors than third-party.)

2. We remove user-identifiable information from the data we collect

After we collect the data, we match the cookie or IP address to a business.

The value of Bombora has always been understanding where a business is in the purchase cycle, and that insight comes from how a business interacts with a topic over time. As buying committees continue to grow, we see predictable consumption patterns from businesses that indicate their position in the purchase consideration process.

By anonymizing the data that we collect and reducing the traceability of the data to a business (essentially a 'cohort' of users), we can share and maintain this data to provide the same level of results and insights our customers expect without violating any of the user privacy laws or regulations.

Safe and effective

Safety is nothing without accuracy. Therefore, to verify the safety and accuracy of Bombora's Intent data, we underwent an extensive audit from [Neutronian](#), a SaaS platform that performs comprehensive independent verification of data quality and compliance.

Neutronian verified Bombora's Intent data with its own first-party data, and we're honored to have come in second as a category leader in its [overall ratings list](#).

By using data from Bombora's Audience Solutions, you can be sure that not only are you getting the most high-quality data out there.

Being transformative in your audience targeting to achieve GTM success

In 2023, the question isn't whether or not to run programmatic ads and paid campaigns on social media; it's "How can we do it more intelligently?"

Using Bombora's Audience Solutions can help you be more efficient and effective in your media buying by helping you identify the accounts that are showing the highest level of intent in your solution. It can also help you fine tune your creative to improve your metrics by surfacing each account's key topics of interest and stage of the buying journey. And we do it all in a way that's fully compliant at a global scale.

Whether you're a brand that's looking to boost the ROI of your programmatic or social ads or an agency that's looking to shift your relationships from transactional to truly collaborative, drop Bombora's Audience Solutions team a note today.

[Get in touch](#)

About Bombora

Bombora tells businesses which accounts are researching their products and services. With this understanding, sales and marketing teams can be more relevant and consistent and improve performance across all activities. This intent-driven approach revolutionizes the way businesses market and sell to other businesses through transparent data built on an ecosystem of quality, collaboration, and innovation. With direct integrations with dozens of leading data and media-buying platforms, Bombora is building a world in which business buyers value sales and marketing for its relevance, timeliness, and accuracy.

To learn more, visit bombora.com