

# Intelligent Account-Based Marketing, iABM

Intelligent targeting meets comprehensive B2B reporting, exclusively available with  theTradeDesk and  CHALICE

iABM ensures consistent impression delivery to all accounts and allows you to optimize, measure, and prove the impact of your programmatic B2B campaigns through AI-powered frequency capping algorithms and transparent B2B reporting.

## Programmatic challenges facing B2B advertisers –

### Inefficient ad delivery

DSP algorithms disproportionately favor larger accounts that naturally have more employees and thus more devices – resulting in inconsistent ad delivery across advertisers' target account lists.

- Under-delivery or non-delivery to small to mid-sized companies
- Over-serving impressions to large accounts, monopolizing your campaign budget

### B2B measurement limitations

DSP reporting is designed for people, not account-level measurement – limiting B2B advertisers' visibility into necessary ABM metrics and hindering effective campaign optimization.

- Measurement at the campaign level and individual level, NOT the account level
- Account-level reporting is dependent on tags (problematic for many organizations)

## Achieve unprecedented B2B campaign performance on The Trade Desk with iABM –

Deliver consistent impressions to all accounts on your target list, gain insights into every aspect of your B2B advertising campaigns, and unlock the ability to make precise, mid-campaign adjustments.

### Intelligent account targeting

- Utilize AI to optimize ad delivery across account lists, balancing exposure with account-level frequency caps
- Tap into The Trade Desk's network to leverage the right channel mix for your specific audience footprint and campaign goals

### Unrivaled campaign transparency

Report on 99%+ of impressions served without placing a tag

- Robust performance reporting links impression and engagement data with account-level reporting, connecting performance to target accounts
- Leverage real-time reporting to optimize campaigns and make adjustments like increasing frequency caps
- Analyze granular display and video metrics across your target accounts

## Delivers results for leading organizations –



### iABM outperforms existing ABM platform

↑27% Average increase in account penetration rate

↑2.5x Increase in CTR

↓27% Decrease in CPM

“We've had to revise all our goals, make them higher... because of how much better the performance has been. It's clear Bombora will continue to drive our success moving forward.”

—Matt Earls, Director of Online Marketing, AppFolio

[Read AppFolio case study](#)

For more information, reach out to our audience experts at [AudienceSolutions@bombora.com](mailto:AudienceSolutions@bombora.com).

**bombora**<sup>®</sup>

© 2025 Bombora [www.bombora.com](http://www.bombora.com) @bomboradata