

Digital Advertising Program ROI Maximized

B2B marketers need to get their messages in front of decision makers. A targeted digital advertising strategy will help reach stakeholders at key accounts and unlock your brand's potential.



Our marketing orchestration platform brings more high-quality top-of-funnel leads into marketing automation systems faster and allows companies to scale sales pipeline, accelerate revenue and maximize ROI.

Target And Nurture Key Accounts

Take advantage of the synergies of running your account-based digital advertising and lead generation programs in tandem — and with a single solution provider. Integrate’s expert team will work with you to determine your target accounts and the buying committee (titles and roles) at each account.

KEY HIGHLIGHTS

Generate awareness and opted-in leads across the buying committee of an account.

Allocate budget more effectively toward leads from your target accounts and personas.

Understand which accounts are showing interest through both display ads and content consumption – and nurture these leads outside of email.

Scale your account-based demand generation efforts across multiple publishers and websites without managing multiple vendors .

The Power Of An Integrated Approach

INDUSTRY EXPERTISE & MANAGED SERVICES, REAL ROI, AND MEASUREMENT

Your lead generation and digital advertising campaigns are fully managed by our world-class services team, who are trusted by Fortune 500 companies. We guarantee a specific number of leads and ad impressions from your target accounts — and you only pay for ad impressions served to those targets. You’ll get valuable insights into the decision-makers at key accounts who are downloading your content and viewing your ads.

Decision-Maker Engagement

INTEGRATE’S TEAM DEPLOYS CAMPAIGNS IN PARALLEL:

Account-based programmatic advertising campaigns to create awareness among targeted decision-makers and nurture buying committees

- Via Integrate’s network of targeted ad inventory on 3,000+ websites (Digital Marketplace)

Account-based lead generation campaigns to identify contacts at target accounts who have consumed content about your solution

- Via Integrate’s network of 300+ content syndication providers (Data Marketplace)

CLEAN, INTELLIGENT, ACTIONABLE DATA

Once these leads are in Integrate, they get all the built-in benefits of the Integrate platform, including:



Validation



Data enrichment



MA and CRM integration



De-duplication



Mapping to your database fields



Measurement

ANALYTICS FOR OPTIMIZATION

Our measurement reports show which accounts, campaigns, sources and content are driving the best results so you can optimize your digital advertising expenditures.

GET IN TOUCH

Learn more about how Integrate's solutions can impact your business.