

B2B post-cookie targeting playbook.

Practical advice for uncovering your B2B brand's target audience in a cookie less era.



Find your B2B customers

The decline of third-party cookies is reshaping programmatic advertising, particularly in targeting behavioral segments.

This shift necessitates a reevaluation of strategies to ensure effective B2B targeting in cookie less environments.

As traditional methods reliant on third-party cookies become obsolete, exploring solutions that offer both B2B focus and scalability in the absence of cookies is crucial for adapting to the evolving digital advertising landscape.

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No Cookies ? Time to go for GAFA?

In the shifting landscape of digital marketing, **the diminishing role of third-party data prompts consideration of leveraging the giants: Google, Apple, Facebook, and Amazon (GAFA) .**

On the surface, their robust first-party data capabilities seem appealing, allowing marketers to harness their own data and create lookalike audiences. However, this proposition falls short when applied to B2B marketing.

Firstly, the first-party B2B look alike audiences encompasses a diverse array of users beyond B2B the target customers. This includes, competitors, job seekers, students, and individuals not aligned with the ideal customer profile. Consequently, relying solely on GAFA's data may result in inaccuracies and inefficiencies in audience targeting.

Secondly, while GAFA platforms are heavily used, studies show that users spend only a third of their online time within GAFA ecosystems, with the majority occurring elsewhere on the open internet. This discrepancy in usage patterns highlights the limited reach of GAFA-centric strategies, particularly in reaching B2B audiences effectively.



To address these challenges B2B marketers must prioritize targeting their specific customer segments accurately and ensure outreach where their audience is active.

Professional media and premium online newspapers offer environments where B2B decision-makers spend time , providing opportunities for precise targeting and engagement beyond the boundaries of GAFA platforms.

In essence, to answer B2B marketing challenges, a solution tailored to the unique characteristics of B2B audiences is crucial.

What are the options? B2B digital beyond walled gardens.



When it comes to reaching your B2B audiences, it is crucial to communicate with them in the environments where they spend time. AccountInsight highlights three main solutions that can help you achieve this while ensuring privacy-friendly and cookieless approaches:

1. IP-Based Targeting.

It allows you to reach your target audience based on their B2B IP addresses. It delivers your marketing messages to the right decision-makers within your target organizations.

2. Semantic Targeting.

It involves analyzing the content and context of the websites your target audience visits, and then serving them relevant ads based on that information. It is ideal for B2B keywords.

3. Interest Based Targeting

This approach leverages the natural alignment between the target persona's interests and the content and media they are consuming, leading to higher engagement and conversion rates.

These three solutions weight differently in precision and scale. They are often used concurrently.

Cookie less era: a new dawn for B2B targeting.



Toni Chumillas
AccountInsight

Finally Google is pulling the trigger on a long-delayed transition to 'cookieless'. In fact, nowadays cookies only delivered a fraction of the value they used to. Ultimately, the shift to ID-based and context-based targeting will enhance the effectiveness of digital advertising with privacy-first solutions that are customer-friendly.

What are the potential outcomes of the loss of third-party browser cookies? ^

After Google disappears third-party cookies, you'll **lose third-party customer data that drives targeted advertising campaigns.** Instead, you'll have to rely more on first-party cookies and find effective ways to get user consent. But why are Google Chrome and other browsers killing third-party cookies?
Mar 1, 2024

What will happen when 3rd party cookies go away? ^

The removal of third-party cookies will **make it harder for advertisers to track the web activity of potential consumers,** which will have a considerable impact on things like remarketing. Jan 9, 2024

What are the implications of a cookieless world? ^

What is the impact of a cookieless future? The cookieless future will **significantly alter how we track user behavior, target and retarget ads and generate leads.** It encourages a shift towards privacy-first strategies, greater reliance on first-party data, and utilization of alternative user identifiers.

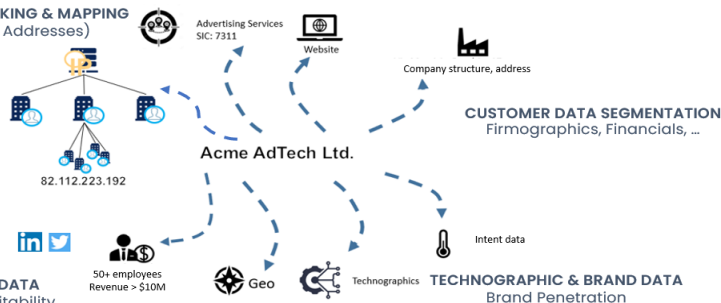
B2B IP-based targeting

Why use Business IP Address?



IP Address tracking is the base technology behind B2B audience targeting.

IP TRACKING & MAPPING (IP Addresses)



IP-based technology can boost advertisers' B2B strategy allowing them to **target only the priority accounts with personalised messages wherever they go online, reducing wasted ads spend.**

About IP targeting

AccountInsight's bespoke B2B DSP is award winning technology for B2B IP targeting, optimisation and reporting.

www.iabuk.com/directory-targeting-measurement-tools

It provides tools for B2B audience targeting, company level optimization and reporting plus performance analytics to improve marketing efforts.

Semantic Targeting

Why use Semantic targeting



Semantic targeting is the base solution for targeting in the right context, not only keyword based but AI driven to ensure it is the right context.



Contextual Semantic Platform is a game changer for B2B Targeting, identifying all relevant keywords on the fly to ensure 100% fit in the context of banner display.

about semantic targeting

Did you know? nearly 80% of users find semantic targeting more relevant than behavioural based targeting.

However, reach of this type of targeting assumes interest based on the content consumed. Therefore audience levels will vary depend on the keywords targeted.

Interest Based Targeting

Why use Interest Based Targeting



The combination of Vertical Media Targeting and IAB Taxonomy Targeting allows advertisers to effectively reach their target audience personas without relying on third-party cookies or personal user information.



Vertical media refers to content and publications that are focused on specific industries or niches, such as finance, IT, healthcare, etc. By targeting ads to appear on vertical media channels, advertisers can reach their target personas in the context of content that is relevant and engaging to them.

About IAB Taxonomy

The IAB (Interactive Advertising Bureau) Taxonomy is a standardized classification system that categorizes digital content into over 380 contextual categories.

Advertisers can use this taxonomy to precisely target their ads to appear alongside the most relevant content for their target personas, without relying on personal user data.

This approach leverages the natural alignment between the target persona's interests and the content they are consuming hence connecting to decision-makers from their area of interest.

Why getting started with AccountInsight?



If leveraging the only purpose-built B2B DSP isn't convincing enough, here are some additional reasons to consider:

Cookieless Environment: designed to operate without relying on cookies, combining strategies like IP targeting and semantic targeting, to ensure effective campaign performance.

Account-Based Targeting and Reporting: Use **AccountInsight's** platform to target the right decision-makers and evaluate the impact of their campaigns at the account level, enhancing effectiveness and transparency.

Precision Targeting: The DSP provides advanced B2B targeting capabilities, allowing to prioritize specific companies or segments and target those displaying intent signals. This level of precision distinguishes it from conventional B2B advertising methods.

Contextual Targeting, which platform enables advertisers to prioritize media and pages containing relevant keywords and content. This ensures that ads are displayed in contexts that resonate with the target audience, maximizing engagement and relevance.

Expertise in B2B Media, Data, and Technology: **AccountInsight** originates from GroupM (WPP), the world's largest media-buying and technology group. This background provides it with unparalleled expertise in understanding the nuances leveraging media, data, and technology effectively.