

B2B Predictive Audiences Drive Video Campaign Performance for IBM



eyeota

A Dun & Bradstreet Company



comscore

B2B Predictive Audiences Outperform Cost-Per-Efficient-View Average and Increase QoQ ROI for IBM Campaigns

Eightbar used Comscore and Eyeota's privacy-forward contextual audiences to help leading technology brand, IBM, achieve the most efficient Cost-Per-Engaged-Visit (CPEV). In addition, B2B Predictive Audiences significantly outperformed all targeting tactics.

Are you ready to learn what B2B Predictive Audiences can do for your ad campaigns?

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46%
↓ Lower

CPEV
compared to competitive
behavioral audience

23%
↓ Lower

CPEV
compared to competitive
contextual segment



The Challenge

Eightbar's client, IBM, was seeking the most effective audience targeting to drive video campaign performance.

The Solution

Eyeota worked with IBM's agency Eightbar to define and implement a targeting strategy that would best achieve their goals.

Campaign Setup

1. **Eightbar selects 3 types of targeting segments from different third-party data providers to test performance against its benchmark:**
 - B2B Predictive Audiences, powered by Comscore and Eyeota
 - Two Competitor Contextual Segments
 - Competitor Behavioral Segments
2. **Campaign Activated**
 - Eightbar runs a competitive evaluation testing the three targeting tactics, holding all other parameters constant.
3. **Performance Measured**
 - Eightbar measures video campaign performance of each targeting tactic-based on Cost Per Engaged Visit (CPEV).

Segments Activated

B2B Predictive Audiences

Predictive Audiences - Eyeota - B2B - Employment - Business Services Industry - Computer Software, Programming and Data Processing

Predictive Audiences - Eyeota - B2B - Employment - Business Services Industry - Executive and Strategic Management

Predictive Audiences - Eyeota - B2B - Decision Makers - IT Industry

Predictive Audiences - Eyeota - B2B - Employment - IT Industry

Predictive Audiences - Eyeota - B2B - Employment - Job Role - Software Developer

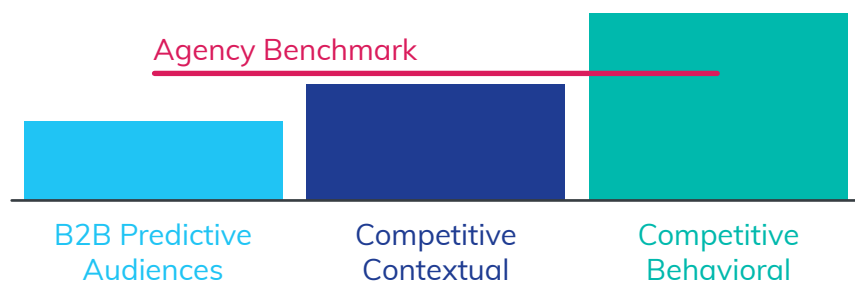
Predictive Audiences - Eyeota - B2B - Decision Makers - Finance Industry

Predictive Audiences - Eyeota - B2B - Employment - Finance Industry

The Results

B2B Predictive Audiences outperform all targeting tactics in Q1.

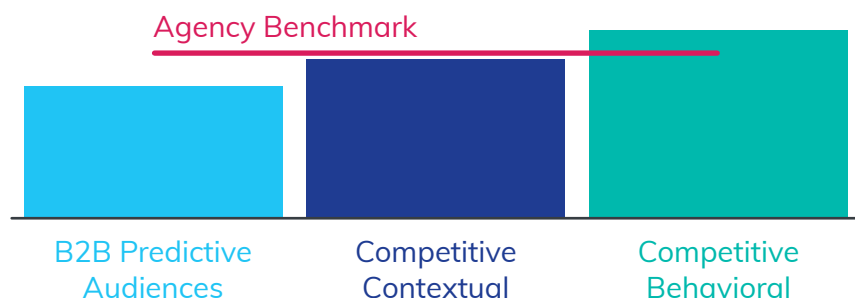
COST-PER-ENGAGED-VISIT Q1



- B2B Predictive Audiences CPEV was significantly below client benchmark
- **46%** lower CPEV compared to competitive behavioral audience
- **23%** lower CPEV compared to competitive contextual segment

B2B Predictive Audiences outperform all targeting tactics in Q2.

COST-PER-ENGAGED-VISIT Q2



- B2B Predictive Audiences CPEV was significantly below client benchmark
- **24%** lower CPEV compared to competitive behavioral audience
- **13%** lower CPEV compared to competitive contextual segment

“B2B Predictive Audiences have improved in efficiency significantly and continue to be crucial to maintaining strong CPEVs across our campaigns. The audiences continue to outperform our third-party job function audiences and they are outperforming both of our contextual audiences.”

– Erin Greenberg, Manager Programmatic, Eightbar



Connect with our Audience Specialists directly to identify and build the best audience plan for your specific campaign goals.

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