



Why Programmatic Does Not Work for B2B Targeting

1. Programmatic leverages exchanges so you can never really target the B2B Professional?

- a. Ad exchanges are built for consumer targeting. You can target by topic or context, but you can never target the B2B professional by title, company size, etc. Ask anyone who has tried to get B2B conversions programmatically; it doesn't work and it can't work.

2. Is there real Proof it Can't Work? Yes, LinkedIn fails with B2B Programmatic platform

- a. In July 2014 LinkedIn bought Bizo for \$175 million, which was the number 1 B2B programmatic platform. In February 2016, LinkedIn announced it shut it down and write write off. "While the idea of a unified ad platform for B2B sounded great, it took "more resources than anticipated to scale," CEO Jeff Weiner said. LinkedIn's display business is in swift decline. Premium display "continued to face secular headwinds," CFO Steve Sordello said, declining 30% year over year. <http://adexchanger.com/ad-exchange-news/linkedin-kills-off-bizo-product-lead-accelerator-takes-50m-write-down/>

3. Solution:

- a. SaleSpider Media has multiple owned & operated business websites and the largest 1st party database of Business Pros & SMB owners in North America with over 37 million in its B2B database. Our data is verified through registrations, email verification, industry databases, etc... If you want to see our B2B brands, check out <http://www.saleSpidermedia.com/our-brands.php>
- b. Utilize SaleSpider Media's data to target the exact audience you want to reach by title/specialty, company size, or account list. Then reach them through:
 - i. Display/Digital Video – Yes, we can target people by title, company size, or account through display & video.
 - ii. Email – 37 million business decision-makers (C-suites, buyers, etc) & SMB owners have double opted-into our B2B email database
 - iii. Cost Per Lead – 15,000-20,000 new Business professionals sign up on our endemic B2B sites every month

4. What About Price?

- a. We can offer the efficient CPM pricing you're used to buying at Programmatically because there are no 'middle men' eating up margins
- b. We can also offer unique pricing models: Cost per Viewable Impression, CPC, CPA, Co-Registration programs for leads, etc.

5. How about Proof Our Solutions Work?

- a. Contact Us. We will provide you business cases of clients who have run with us for years to build industry brand awareness & new customers directly through our campaigns.