

A New Solution To An Old Problem: How B2B Intent Data Can Measure and Maximize DOOH Advertising Effectiveness

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Intel

Bombora

Hivestack

The background is a solid blue color. It features several decorative elements: a series of white, wavy lines that curve across the frame, and a pattern of small white dots arranged in a similar wavy path, resembling a stylized binary code or data stream. The overall aesthetic is clean and modern, typical of a corporate presentation slide.

What brands expect now: Intel

“By the end of 2022, more than 70% of B2B marketers will use third-party *Intent data* to target prospects and engage with groups of buyers in selected accounts.”

Gartner Inc.

Intent data use is growing because:



*People are tired
of intrusion*



*Demand for better
sales and marketing
performance*



*Business buying
has changed*

What is intent data?

”Intent data is behavioral information collected about an individual’s or company’s online activities combining both topic and context data, to demonstrate what the individual or company will likely do or buy next.”

Gartner Inc.

Types of Third-Party Intent data

Independent websites

Independent websites that produce content or have user-generated content

Examples: G2 Crowd, TechTarget, Gartner Digital Markets

Pros:

- High-quality
- Consent based (Privacy-compliant)

Cons:

- Limited volume

Cooperative

Multiple content websites contributing to an aggregated data set

Examples: Bombora

Pros:

- High-volume
- High-quality
- (Consent based) Privacy-compliant

- Cons: Single Source

Bidstream

Log-level data generated by various tech vendors (SSPs, DSPs, ad servers) involved in the real-time bidding auction of digital ads

Examples: Demandbase, The Big Willow, MRP Prelytix, True Influence

Pros:

- High volume
- Real-time data

Cons:

- Privacy and commercial compliance is unclear

Businesses both small and large get results from different use cases

30% - 120%+

In marketing engagement

20% - 40%

Reduction in CPL

100% - 300%

Marketing budget ROI

13% average

35% = 15%+

Pipeline expansion

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Pipeline expansion

Finding intent = better results.

Finding increased intent = Better measurement

An aerial view of a city skyline, likely New York City, with a blue overlay. The text "DOOH MEDIA BECOMING DIGITAL" is centered over the image. "DOOH MEDIA BECOMING" is in white, and "DIGITAL" is in orange.

DOOH MEDIA BECOMING DIGITAL



Historically DOOH has been bought as a one-to-many media



Digital marketers want to target **custom** audiences

Digital Out-of-Home

addressable, accountable &
attributable

An aerial view of a city skyline, likely New York City, with a blue overlay. The Empire State Building is prominent in the center. The text is overlaid on the image.

OUR **FUTURE** IS PREDICATED ON OUR
ABILITY TO HELP **BRANDS** REACH
TARGETED AUDIENCES



Programmatic DOOH Case Study in Japan

intel “See it All” Campaign

CUSTOM AUDIENCES

1. Healthcare Decision Makers
2. Manufacturing Decision Makers
3. Retailer Decision Makers
4. Business Decision Makers

KPI

Drive lift in Bombora Company Surge[®] from Decision Makers



Breakdown by segment

— Devices Observed on Jan 13



Geofence group: International

Hivestack | DSP

andreas@hivestack.com
Hivestack Trading Desk Japan

English (US)

Audience geofence groups > International Robot Exhibition - 2019 12.18-21

International Robot Exhibition - 2019 12.18-21

Conference - Intel - Manufacturing
DESCRIPTION

Apr 24, 2020 10:29 AM
LAST MODIFIED ON

Geofences (1)

- Tokyo Big Sight
Conference C

Mapbox © OpenStreetMap

Geofence group: IIFES - 2019

Hivestack | DSP

andreas@hivestack.com
Hivestack Trading Desk Japan

English (US)

Audience geofence groups > IIFES - 2019 11.27-29

IIFES - 2019 11.27-29

Conference - Intel - Manufacturing
DESCRIPTION

Apr 24, 2020 10:28 AM
LAST MODIFIED ON

Geofences (1)

- Tokyo Big Sight West Halls
3 Chome-18-7 Ariake, Koto City, Tokyo 135-0063, Japan

Mapbox © OpenStreetMap

Geofence group: SEMICON Jap

Hivestack | DSP

andreas@hivestack.com
Hivestack Trading Desk Japan

English (US)

Audience geofence groups > SEMICON Japan - 2019 12.11-13

SEMICON Japan - 2019 12.11-13

Conference - Intel - Manufacturing
DESCRIPTION

Apr 24, 2020 10:28 AM
LAST MODIFIED ON

Geofences (3)

- Tokyo Big Sight
Conference C
- Tokyo Big Sight
Conference W
- Tokyo Big Sight
Conference S

Mapbox © OpenStreetMap

Geofence group: Manufacturing

Hivestack | DSP

andreas@hivestack.com
Hivestack Trading Desk Japan

English (US)

Audience geofence groups > Manufacturing World Japan - 2020 2.26-28

Manufacturing World Japan - 2020 2.26-28

Conference - Intel - Manufacturing
DESCRIPTION

Apr 24, 2020 10:29 AM
LAST MODIFIED ON

Geofences (1)

- Makuhari Messe Event Hall
Japan, 〒264-8559 Chiba, Mihara Ward, Nakae 2 Cho.,

Mapbox © OpenStreetMap

Intel Programmatic "3A" POC Japan #93

ACTIONS...

Completed | 07/01/2020 - 07/31/2020 | ADVERTISER | ACCOUNT | Jul 2, 2020 2:38 PM
STATUS DATES LAST MODIFIED ON

Summary

Select dates

Line items

NEW LINE ITEM

Select statuses... | Select dates | Enter keywords

<input type="checkbox"/>	NAME	CAMPAIGN ID	STATUS	LINE ITEM ID	PACING VS. EXPECTED	PACING VS. EVEN	PROGRESS	ADVERTISER	IMPRESSIONS DELIVERED	AD SPEND	CPM	PURCHASE TYPE	ST
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Loading...

Proposal heatmaps

NEW PROPOSAL HEATMAP

Enter keywords



+ NEW

- OVERVIEW
 - Dashboard
 - Monitoring
 - Submissions
 - Reports
- BUY
 - Campaigns
 - Creatives
 - Proximity geofences
- AUDIENCE
 - Audience geofences
 - Custom audiences
- MARKETPLACE
 - Deals
- ORGANIZATION
 - Users

lifesight MAIDs & SEGMENTS

14.7M monthly unique MAIDs in Japan

bombora

Company Surge[®] data identifies which businesses are showing intent towards products and services.

水を飲む

水を飲む

1,599円

Café

Café

水を飲む

WATER 飲む

水を飲む

Toys
玩具

ディスカウント

STORE
SALE!

★
ファッション
★

FOOD
SHOPPING MALL

WATER 1,199円 1,599円 水を飲む

Toys
玩具

STORE
食料品店

TOYS
TOYS
TOYS
TOYS

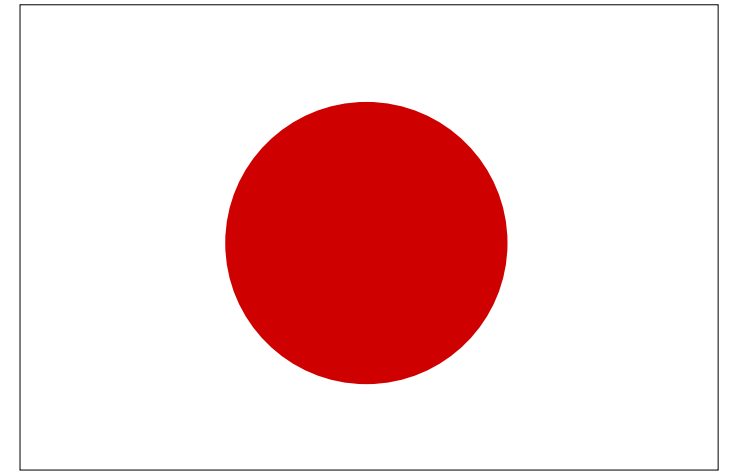
107



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intel



Value & Effectiveness of 3A-Compliant DOOH

Results from Liveboard POC

Overall, an average 8.8% lift in Company Surge[®] Score

By target:

- 11.2% increase for healthcare
- 6.8% increase for manufacturing
- 6.9% increase for retail
- 11.1% increase for IT companies