

Make Your Digital Ads Convert with Technographics

Target the Right Audience to Increase Click Through Rates

Targeted advertising can increase click through rates by 670%, according to the American Marketing Association. And if you're a B2B marketer, technographic data allows you to target your ads to the right audience so that you can achieve similar results.

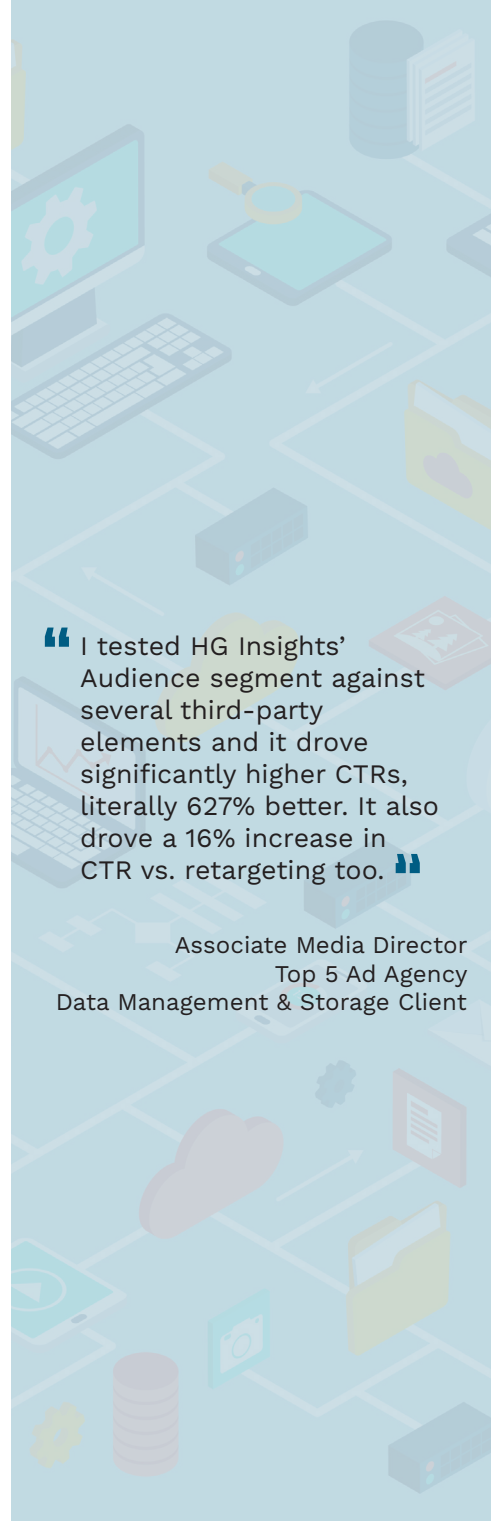
Use Technographics to Select the Right Audience for Your Display Ad Campaigns

- **Competitive:** target your ads to your competitor's customers directly, showing them how you address well-known pain points
- **Complementary:** display ads to users of products that are interoperable with yours, highlighting how you enhance their existing solution
- **Upsell/Cross-sell:** send relevant upsell/cross-sell ads to users of a specific hardware or software technology product

Top Agency Uses Technographics to Select Best Audience for Digital Ad Campaign

Challenge: One of our ad agency partners had a customer who was trying to use online advertising to increase registrations for a series of lunch and learn events across the United States.

Solution: Client placed ads programmatically using HG Data Audience segments targeting users of a specific data management or storage product. The campaign achieved a 627% click through rate (CTR), dramatically increasing event registrations in the process.



“ I tested HG Insights' Audience segment against several third-party elements and it drove significantly higher CTRs, literally 627% better. It also drove a 16% increase in CTR vs. retargeting too. ”

Associate Media Director
Top 5 Ad Agency
Data Management & Storage Client

To see how you can start using technographic data to dramatically increase conversion rates on your digital advertising campaigns, contact us today at Audience@hginsights.com