Active CONVERSION AdCONNECT

ADVERTISING THAT DRIVES REAL RESULTS

Generating more than 10X the ROI of niche B2B advertising.

AdCONNECT translates your ads and sponsored content into actionable sales intelligence. Get insight into the subscribers showing purchase intent and then follow them as they travel down the sales pipeline.

With our unique cross-domain identity resolution, you can see the actions a lead takes on a publisher's website as well as your own, giving you full visibility into purchase intent.

Turn your advertising from brand awareness into a lead generation engine.

B2B and industrial companies have been settling for mediocre results from their advertising in Google, social media, and publications. We give them another option.

The average conversion rate for a B2B ad on Google is roughly 2%. Combining a publication with AdCONNECT results in conversion rates of more than 50%.
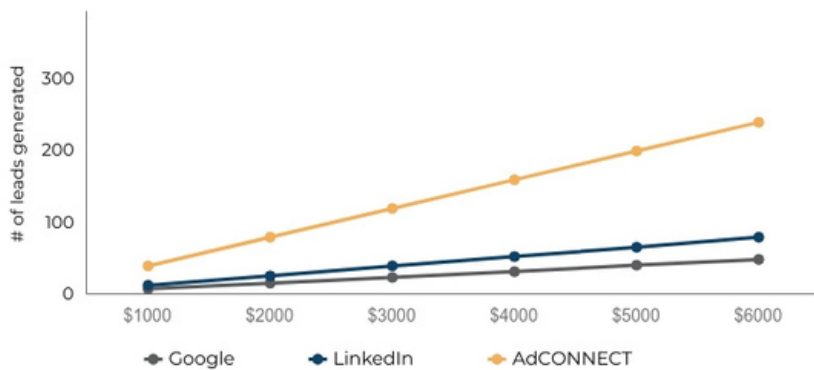
CLICK TO CONVERSION RATE	
Google B2B Display Ads	0.29%
Google B2B Search Ads	3.71%
LinkedIn	6.1%
AdCONNECT	50+%
AdCONNECT Premium Partner	90+%

Data from Wordstream & Hubspot

AdCONNECT customers generate a pipeline of qualified leads every month from publications in the target market of their choice. With the abilitiy to connect to almost any digital B2B publication, the options are limitless.

From the same ad spend, AdCONNECT is able to generate dramatically more leads than the average B2B campaign on Google Ads.

NUMBER OF LEADS GENERATED VS. AD SPEND

Get more from your advertising than "clicks" and "impressions". AdCONNECT shows you who's engaging with your ads, what they're interested in and when they return to your website (even if it's months later.)

> " We posted ads in a media publication. 79% of the people that clicked on those ads were automatically identified.
>
> Specialized Desanders

CONNECT TO ALMOST ANY B2B PUBLICATION

The AdCONNECT platform can be used with almost any online B2B publication, meaning you can choose the perfect fit for your business.

KEY BENEFITS

- Easily generate qualified leads

- See clear lead attribution across the buyer's journey

- Improve ad ROI by 10X or more

KEY FEATURES

- Identify & track leads reading sponsored content or clicking banner ads

- Track activity across domains with persistent identity resolution

- Get notified every time an assigned lead returns to your website

- Live report on views, clicks, and leads generated

- Automated email workflows for lead follow up

- Integrate with your CRM for seamless management

- Sponsored content upload

- Pay for performance option to guarantee results