

B2B Audience Insights

Sample Report

Audience Insights boost engagement and conversion

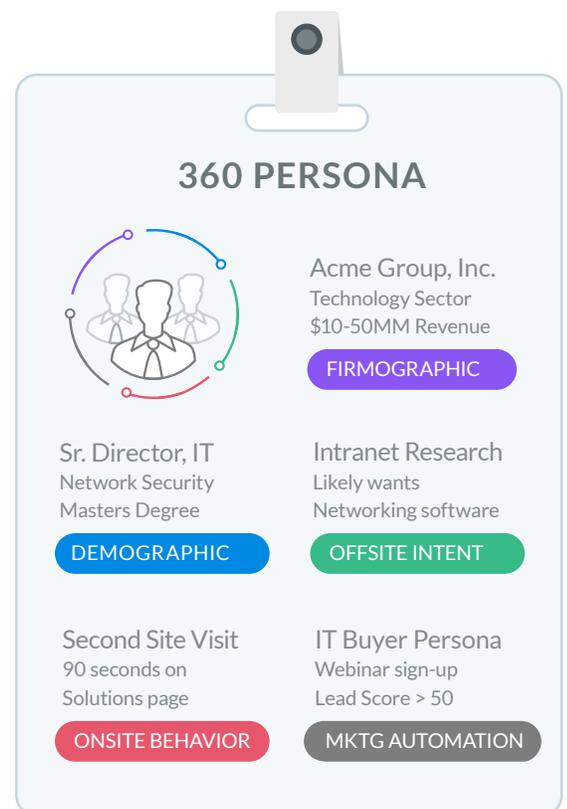
What if you could serve the perfect message that resonates with your audience every single time? The first step to achieving that dream is to understand your audience and how you can serve them. Our customers gain a deep understanding of their audience by leveraging meaningful data and asking the right questions that inform a successful marketing strategy.

Our expert consultants will provide a detailed analysis of your web audience, along with actionable insights and recommendations to reach your engagement and conversion goals - **at no charge**.

Our unique approach to data

We solve complex business challenges by focusing on acquiring the right data, not just more data. Our success is derived from our ability to connect disparate data sources and derive meaningful insights that drive important business decisions.

This sample report provides a preview of the key data and insights that can be obtained, leveraging our **unique partnerships** with LinkedIn and Bombora.



360 PERSONA



Acme Group, Inc.
Technology Sector
\$10-50MM Revenue

FIRMOGRAPHIC

Sr. Director, IT
Network Security
Masters Degree

DEMOGRAPHIC

Intranet Research
Likely wants
Networking software

OFFSITE INTENT

Second Site Visit
90 seconds on
Solutions page

ONSITE BEHAVIOR

IT Buyer Persona
Webinar sign-up
Lead Score > 50

MKTG AUTOMATION

“Having access to LinkedIn data through Get Smart Content allowed us to greatly enrich our audience segments and drive deeper engagement within our target accounts.”

*Sr. Technical Product Manager
Customer, Large global brand*

Audience Insights & Analysis

Part 1: Audience Insights using LinkedIn data

Get Smart Content's unique partnership with LinkedIn reveals key insights on your anonymous audience for focused segmentation and targeting, leveraging their professional profile data at no additional cost to our customers.



Reporting Attributes

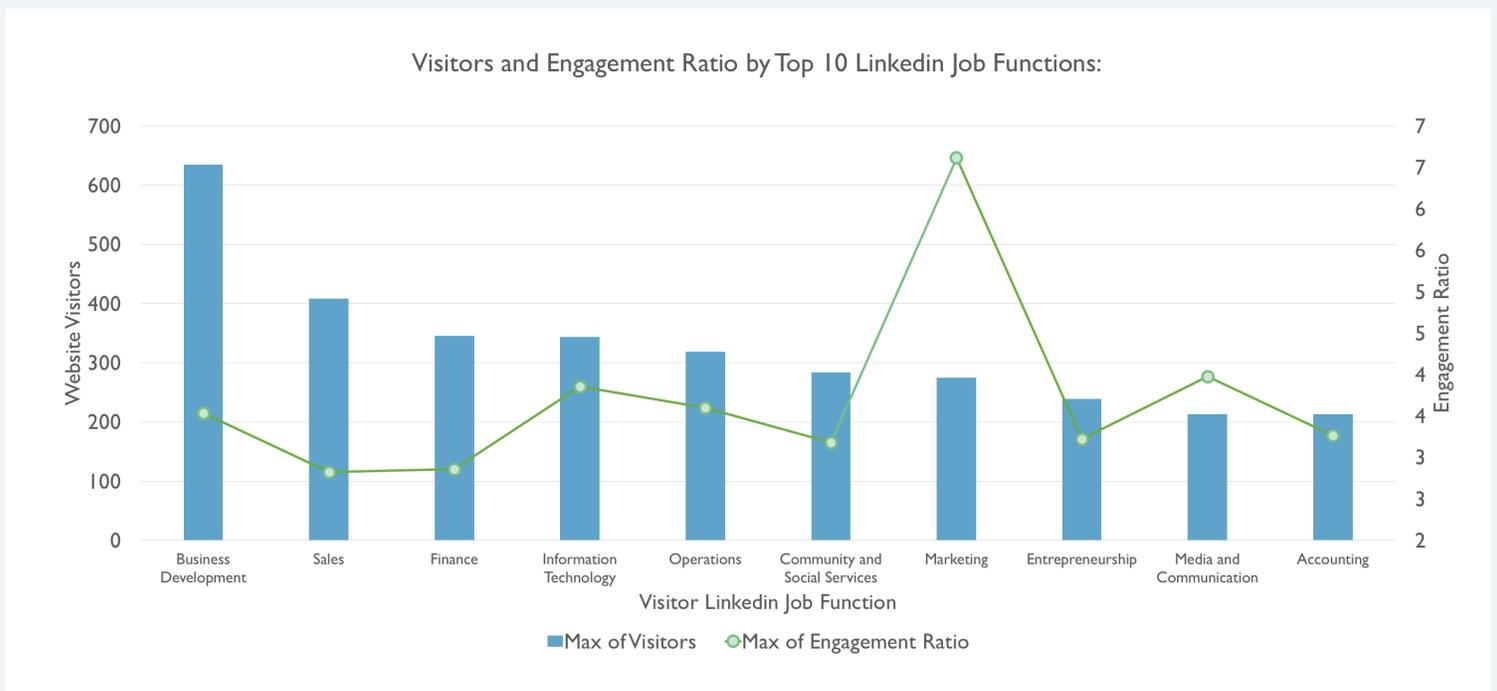
Demographic

- Job function (sales, finance ops, etc.)
- Seniority (VP, Director, manager, etc.)
- Occupation (Salesperson, consultant, etc.)
- Geo-location

Firmographic

- Industry (high-tech, medical, etc.)
- Sub-industry
- Company Size

Sample Audience Insights - LinkedIn Data



- *Marketing* job function is showing high engagement; should we drive more relevant traffic? Should we run a paid campaign focused on marketers?
- What content can we show the *Business Development* audience that appeals to them? How can we get them to be more engaged?



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Part 2: Audience Insights using Bombora data

Buyer purchase decisions are influenced by a broad range of content sources. Bombora compiles visitor data acquired from a co-operative of hundreds of such content sources - which provides valuable insight on purchase intent for your products, based on the visitor's consumption patterns, for segmentation and targeting.

Get Smart Content's partnership with Bombora reveals buying intent of your anonymous audience for focused segmentation and targeting.

Reporting Attributes

Topics

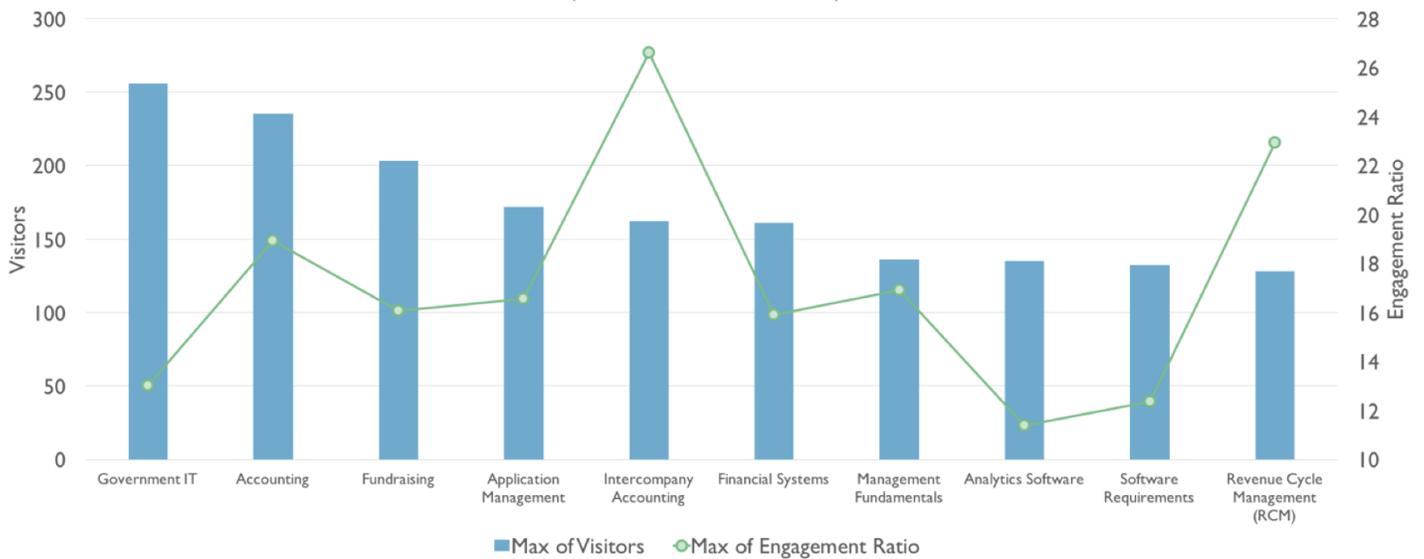
Key topics that a visitor has historically been engaged with digitally

Predictive Category

Topics that a visitor will likely engage with digitally

Sample Audience Insights - Bombora Data

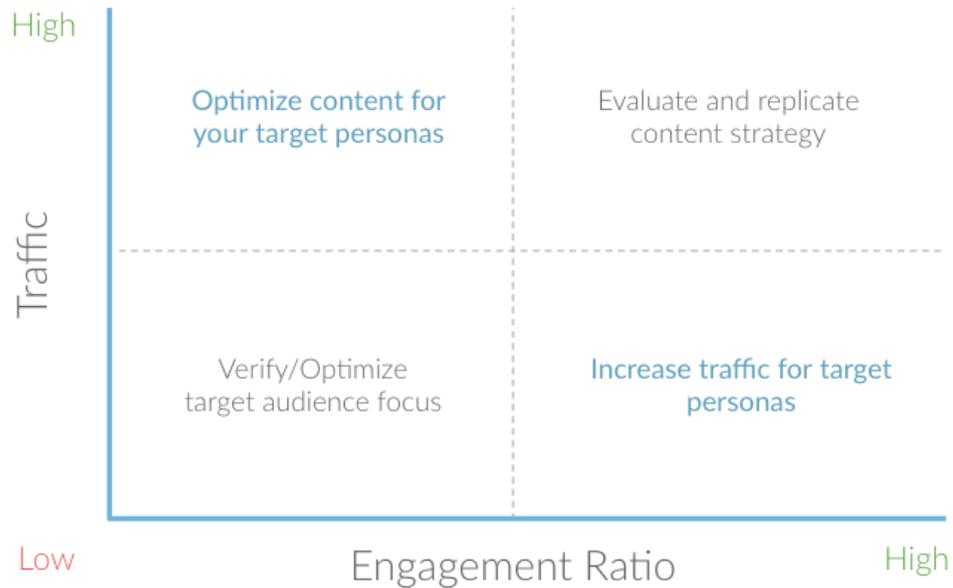
Visitors and Engagement Ratio by Top 10 Bombora Topics:
(Feb 10, 2017 to Feb 25, 2017)



Bombora *Topics* are content topics visitors have shown interest in, based on their browsing behavior prior to visiting your website.

So what can you do with this information?

Visitor Engagement Quadrant



Your Custom Audience Insights

We continue to see great outcomes with many customers just like you, who leverage *Audience Insights* to inform their marketing strategy. We are confident that we can uncover powerful insights on your web audience with the data we have access to.

Please reach out to us if you would like to take advantage of this free offer, for which customers currently pay a premium to acquire. We can immediately begin capturing visitor data (for a minimum of 15 days) by adding a simple JavaScript code on your website. For additional information, contact us via email or phone listed below.

A few brands that trust Get Smart Content

