

Account-Based Marketing

PROVABLE ROI WITH ELTORO.COM



Account Based Marketing is an advertising technique that targets a single location or group of potential clients (a whole company, a college campus, a demographic segment), as opposed to traditional inbound marketing that focuses on individual sales leads.

Account Based Marketing is successful for growing B2B and B2C clientele while reaching a wider range of prospects more efficiently.

Target a company's headquarters to catch the eyes of their decision-makers and staff with **IP TARGETING!**

We analyze large amounts of data, add our own data points, and map the physical address to that associated IP address.

STEP #1



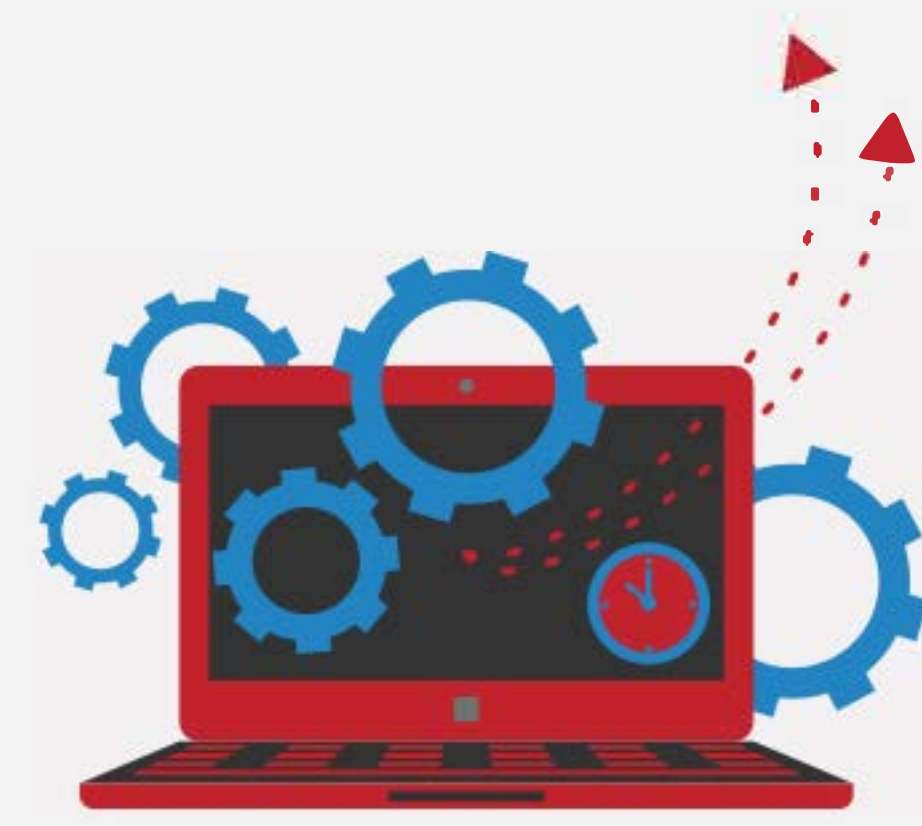
You provide us a list of accounts that you'd like us to market to in the form of banner or video ads.

STEP #2



We look through our system to see accounts that we have mapped.

STEP #3



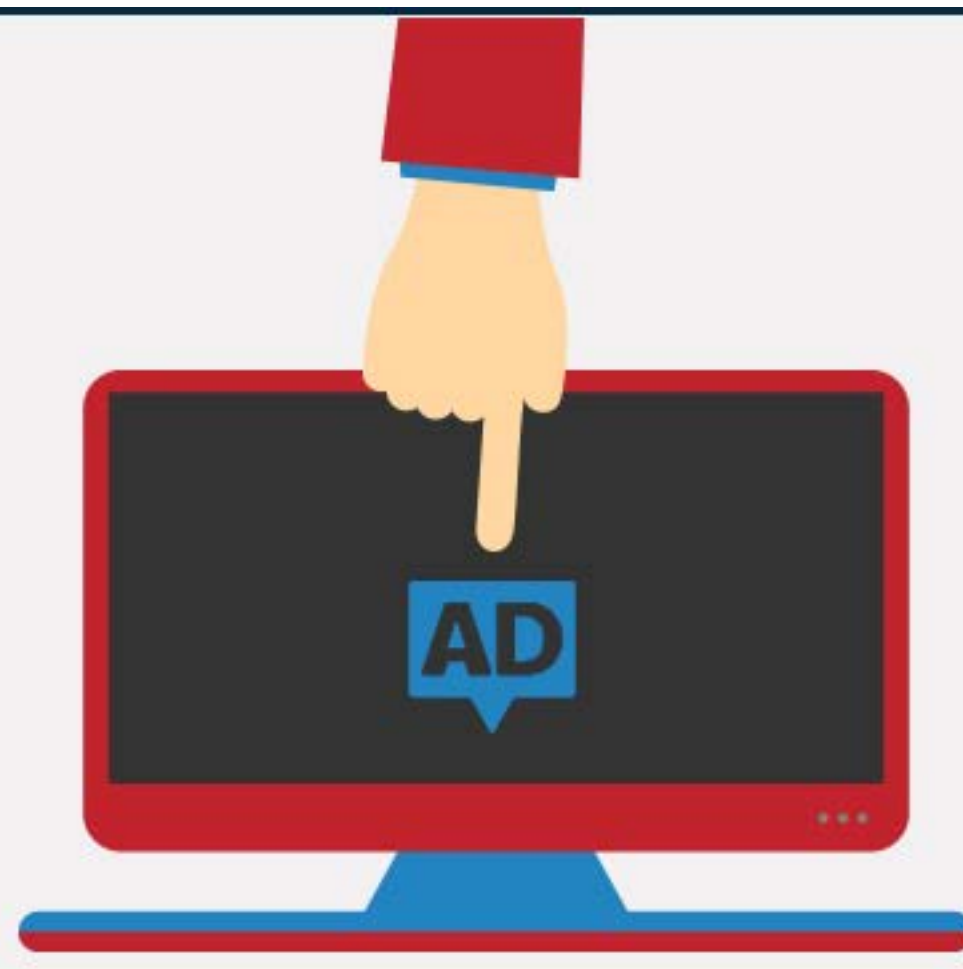
We provide you a list of matched accounts, or as we say, the appended list, so you know which accounts we're targeting before the campaign starts.

STEP #4



The campaign begins and we start placing your banner or video ads on the target's computers.

STEP #5



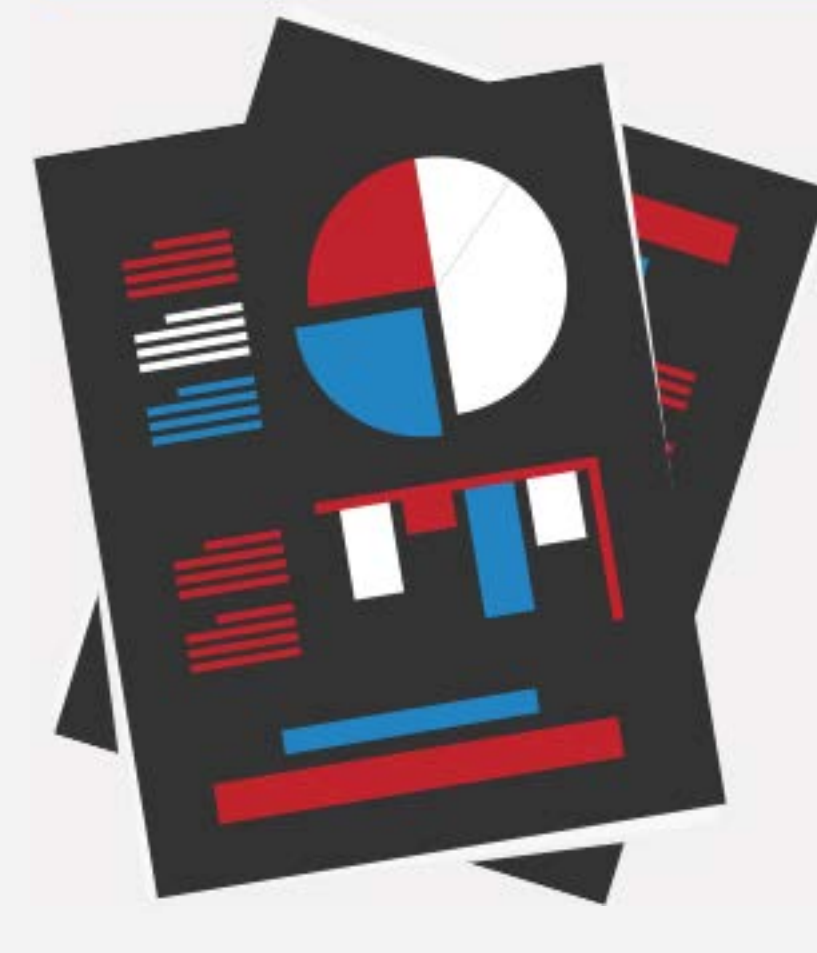
Since we're targeting your lists IP address, the ads will follow your prospects around the Internet on the pages they view. You don't have to select specific sites!

STEP #6



Once the campaign is over, we provide a report that shows the daily impressions served, the CTR, the websites that your ads were displayed on, and more.

STEP #7



Once your sales cycle is over, you can provide us a list of clients who converted during the time of campaign in order to run our "MatchBack Analysis."

STEP #8



The MatchBack Analysis gives you a definitive ROI.

STEP #9

