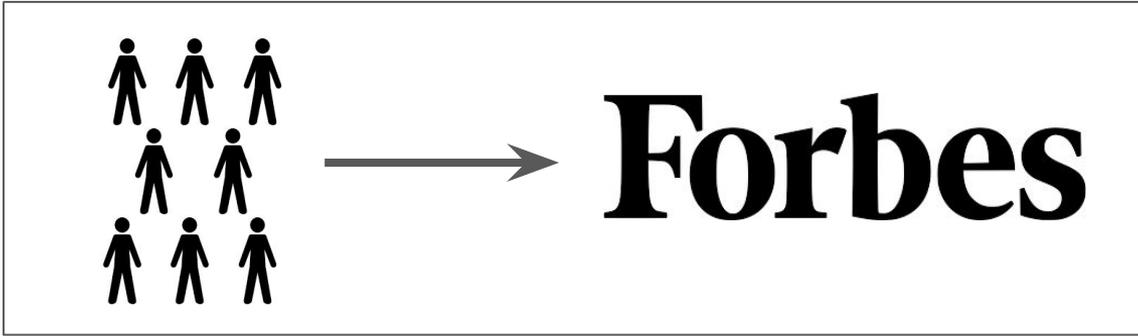




# Introduction to ad distribution using programmatic ABM

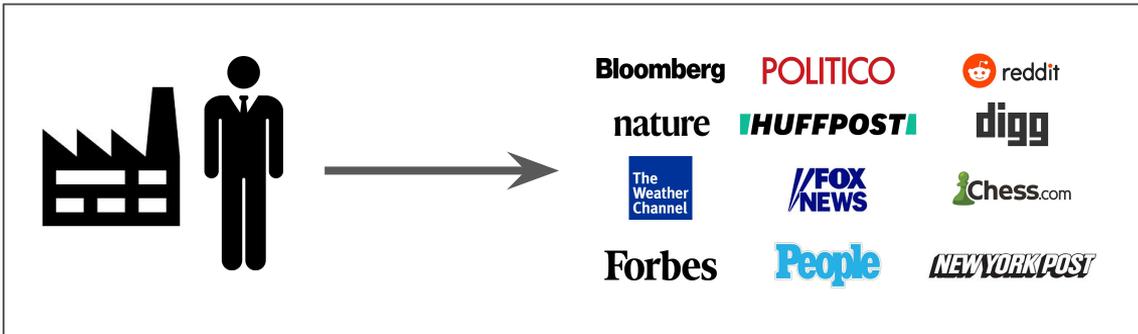
# How is ABM different from standard digital media?

## Standard media-based targeting



Ads are placed to selected websites and **everybody** visiting the site will see them

## Account-based targeting



Ads are shown **ONLY** to target accounts, regardless of which website they visit

# N.Rich ABM Advertising distribution

## N.Rich ABM on Programmatic display: all ad formats

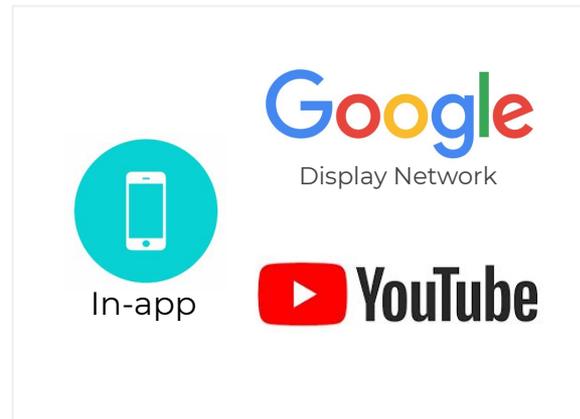


*A few examples of 1M+ ad distribution channels when targeting US accounts*



*N.Rich "Demand Side Platform" enables detecting the relevant account-based traffic from millions of websites. Distribution is optimised using dozens of variables that maximise engagement.*

## N.Rich ABM on Google Responsive Display: Cross-channel ads



*N.Rich passes account-level cookies to Google, optimising distribution to maximise clicks.*

ABM ads are shown only on those channels that your target accounts visit

# N.Rich “Cookie estimate” reveals the total reach

## Example accounts from around the world with the daily cookie estimate

	Account name	Domains	Industry	Employees	Cookie estimate
	 Société Générale	societegenerale.com	Banking	10001 to more	1953/day
	 Petrobras	petrobras.com.br	Oil & Energy	10001 to more	1545/day
	 Malmö stad	malmo.se	Government Administration	10001 to more	1256/day
	 Deutsche Post	deutschepost.de	Logistics and Supply Chain	10001 to more	1089/day
	 Power Grid Corporation of India Limited	powergridindia.com	Utilities	5001 to 10000	845/day
	 El Corte Inglés	elcorteingles.es	Retail	10001 to more	526/day
	 FNB South Africa	fnb.co.za	Banking	10001 to more	446/day
	 Poste Italiane	posteitaliane.it	Package/Freight Delivery	10001 to more	319/day
	 Commonwealth Bank	commbank.com.au	Financial Services	10001 to more	266/day
	 Fujikura Ltd.	fujikura.co.jp	Electrical/Electronic Manufacturing	10001 to more	179/day
	 WuXi AppTec	wuxiapptec.com	Pharmaceuticals	10001 to more	131/day
	 Russian Railways	rzd.ru	Transportation/Trucking/Railroad	10001 to more	78/day
	 Saudi Electricity Company	se.com.sa	Utilities	10001 to more	38/day

**Cookie estimate** is a real-time indication of the local and international reach for the account. It is an average of past 30 days unique cookies detected by the N.Rich system.

A non-zero cookie estimate means there are local and/or international websites in N.Rich distribution system that enable reaching the account.

N.Rich **does not report the specific websites on which the ads are appearing.** This data is used in the back-end to optimise distribution.

# N.Rich ABM advertising distribution FAQ (1/2)

**1**

## How does N.Rich determine the websites in which it will show the ads?

N.Rich “listens” to 1000s of target account impressions every second to identify the optimal website, page and time to show the ad to the specific person.

Website is just one of the dozens of factors used automatically for optimising the engagement.

**2**

## How does N.Rich ensure the ads will be shown in “brand-safe” websites?

Brand safety is one of top priorities for N.Rich. Websites with dubious content, like betting or violence, are categorically excluded from the distribution.

There are also various safeguards in place to ensure ads won't be shown on pages with non-brand safe content.

**3**

## Wouldn't it increase conversion if ads were shown on relevant industry sites?

Based on the data it would not. Industry websites are full of industry content, so it will be harder for your ads to stand out.

When your ads are relevant for the targeted account and persona, engagement is often more likely when the ads are shown out of context placements like consumer websites.

# N.Rich ABM advertising distribution FAQ (2/2)

**4**

**Can I choose the ads to appear / not appear on specific sites?**

No you can't. Allowing only selected sites would mean reducing chances of reaching your target accounts to < 1% compared to using the programmatic distribution of millions of websites.

Blocking certain sites would affect the optimisation and also lead to significant reduction of performance.

**5**

**Why are there so many consumer websites included?**

ABM is about targeting decision makers and influencers who are consumers, too.

ABM ads are shown to people from the target accounts to optimise the engagement, during- and outside the working hours, at the optimal time and place, regardless of the website they visit, consumer-, or business-focused

**6**

**Why doesn't N.Rich report ad impressions and the sites on which the ads were placed?**

Impressions measure distribution to the entire account, including plenty of irrelevant people, who most likely didn't even notice the ad. Engagement is a key metric reflecting the actual interest.

Reporting the websites would be misleading, since it is one of dozens of variables used for optimisation.