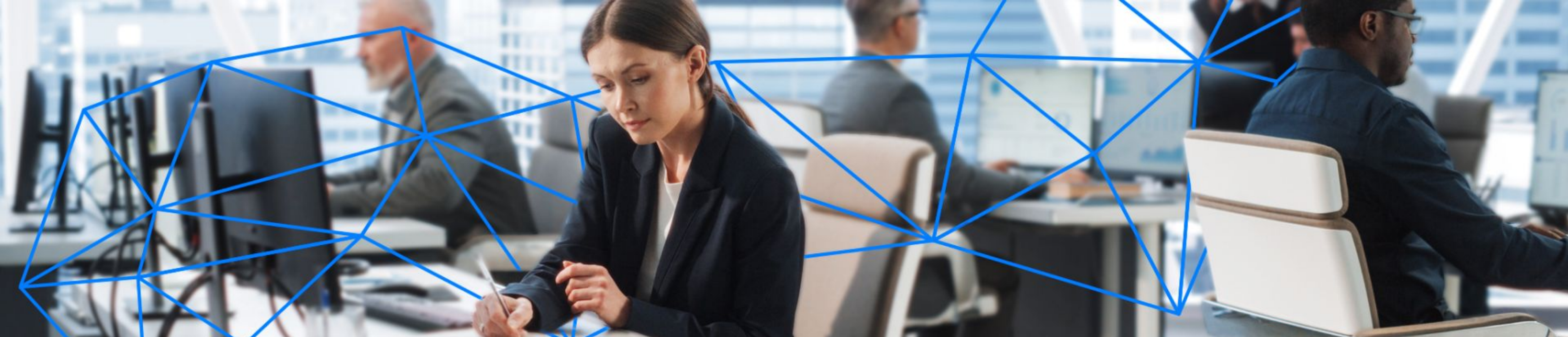




People-Based Ads

Transforming Enterprise ABX Programs with Precision Targeting and Multi-Channel Orchestration



Ignitium's People-Based Ads

Reaching the right decision-makers requires more than just advertising—it demands a precise, personalized, multi-channel strategy that turns impressions into connections.

We go beyond basic targeting to create strategic, data-backed engagements with the individuals who matter most within your accounts. Ignitium's People-Based Ads (PBA) are designed specifically for enterprise-level B2B organizations with complex buying committees and long sales cycles. Our PBAs provide a strategic edge, enabling you to reach key decision-makers across channels with unparalleled precision and personalization.

The Power of People-Based Ads

Solving Complex Enterprise-Level ABX Challenges

01

Identify High-Intent Accounts

Pinpoint key accounts with predictive analytics and intent data, ensuring you're focusing on high-value prospects.

02

Engage Decision-Makers Directly

Reach influential buyers directly via LinkedIn social ads, native ads, CTV, email, direct mail, and more, creating a consistent, multi-channel journey.

03

Capture Individual Interactions

Gain visibility into every engagement at the contact level, enabling actionable follow-ups.

04

Consistent Multi-Channel Presence

Deliver 1:1 content experiences, **even for anonymous ad engagement**, ensuring personalized follow-ups across platforms.

Precision Targeting at Every Level

Target the Right People, Every Time



↑99% Match Rate

Achieve unmatched accuracy in targeting, with an up to 99% match rate ensuring your ads reach the exact people you want to engage.



Advanced Analytics

Ignitium's account scoring and predictive analytics focus on reaching the right people with the right message.



1:1 Personalization

Tailor ads to each decision-maker, creating a memorable experience that fosters brand affinity.



Multi-Channel Outreach

Go beyond display ads with email, direct mail, content syndication, and web personalization for a true omnichannel strategy.

The PBA Engine

Ignitium's Composable Account-Based CDP: Flexibility & Real-Time Data for Scalability

- **Unified Customer Profiles:** Real-time data on each contact, buying group, and account intent signals.
- **Modular & Scalable:** Adapts to your evolving tech stack and ABM needs.
- **Real-Time Activation:** Instantly deploy enriched data to campaign channels for hyper-targeted engagement.



Empowering Sales to Drive 2X Conversations

Sales reps receive enriched data on each contact’s engagement level, enabling faster, more personalized outreach that aligns with their buying journey.

	Account-Based Ads (ABA)	Persona-Based Ads	Buyer Group Ads (BGA)	People-Based Ads (PBA)
Targeting	Account	Contact Level	Contact Level	Contact Level
Persona	Standard Job Title, Department, Seniority, Skill, Intent Level	Niche Job Title, Intent Level	Niche Job Title, Seniority Level	Niche Job Title, Intent Level
Experience	Lead Gen and Ungated Experiences	Gated and Ungated Experiences	Ungated Experiences	Ungated Experiences
Reporting	Account Level within 90-Day Period	Account and Personal Level Over 90-Day Period	Account with Creative Level on a Daily Basis	Contact with Creative Level on a Daily Basis
Goal	Drive Broad Awareness with Demand-Gen Focus	Drive Targeted Awareness with a Demand-Gen Focus	Accurate Account Level Tracking, Personalization, and Intent	Accurate Contact Level Targeting, Tracking, Personalization, & Intent

Sales Enablement Through PBAs

With PBAs, Sales Teams Don't Just Receive Data — They Receive a Roadmap to Accelerating Conversations



Daily Alerts

Notify sales teams when key contacts engage.



Prioritized Follow-Ups

Focus on leads with high engagement signals.



Sales Playbooks

Step-by-step guidance based on individual behaviors.

Smarter Scheduling. Efficient Spend.

Optimize People-Based Ad Performance with the Ignitium's LinkedIn Ad Scheduler Tool

1

Peak-Time Engagement

Focus your budget during business hours when decision-makers are most active and ready to engage.

2

Budget Rotation

Use LinkedIn's \$10/day minimum by rotating campaigns to maintain a \$10/day spend while maximizing exposure and impact.

3

Strategic Ad Drop-Off

Cut spend on cold campaigns after peak hours and keep light retargeting ads active to sustain brand awareness cost-effectively.

4

Competitive Advantage

Delay ads to avoid peak competition, entering when costs and competition are lower for greater efficiency.

5

Tailored Ad Messaging

Customize ad messaging for the context—business-focused during work hours and more relaxed, engaging content for nights and weekends.

Targeted Efficiency & Cost Savings

Ignitium's People-Based Ads reduce LinkedIn's native 1:1 campaign costs by targeting only the most relevant contacts which typically include 15-50 contacts per account. While LinkedIn requires 300+ contacts and a minimum \$900- \$2300 monthly spend commitment to reach VPs within enterprise accounts like Citi, Ignitium's PBA solution can keep your 1:1 campaign budget below \$100/account without compromising engagement impact.

Target audience size

1,100+

Segment breakdown ?

Seniority ▾

VP

100%

Manager

10%

Director

3%

Bidding

Optimization goal ?

Landing page clicks [Change](#)

Bidding strategy ?

☐ Maximum delivery - Get the most results possible with your full budget

☐ Cost cap - Get as many results as possible while staying under your desired maximum cost per result

☒ Manual bidding - Control your bids in the auction

☐ Enable bid adjustment for high-value clicks ?

\$71.00

per landing page click ?

We recommend bidding \$41.96. Similar advertisers are bidding between \$29.72 - \$75.14 per landing page click

Using the recommended bid helps you effectively spend your campaign budget.

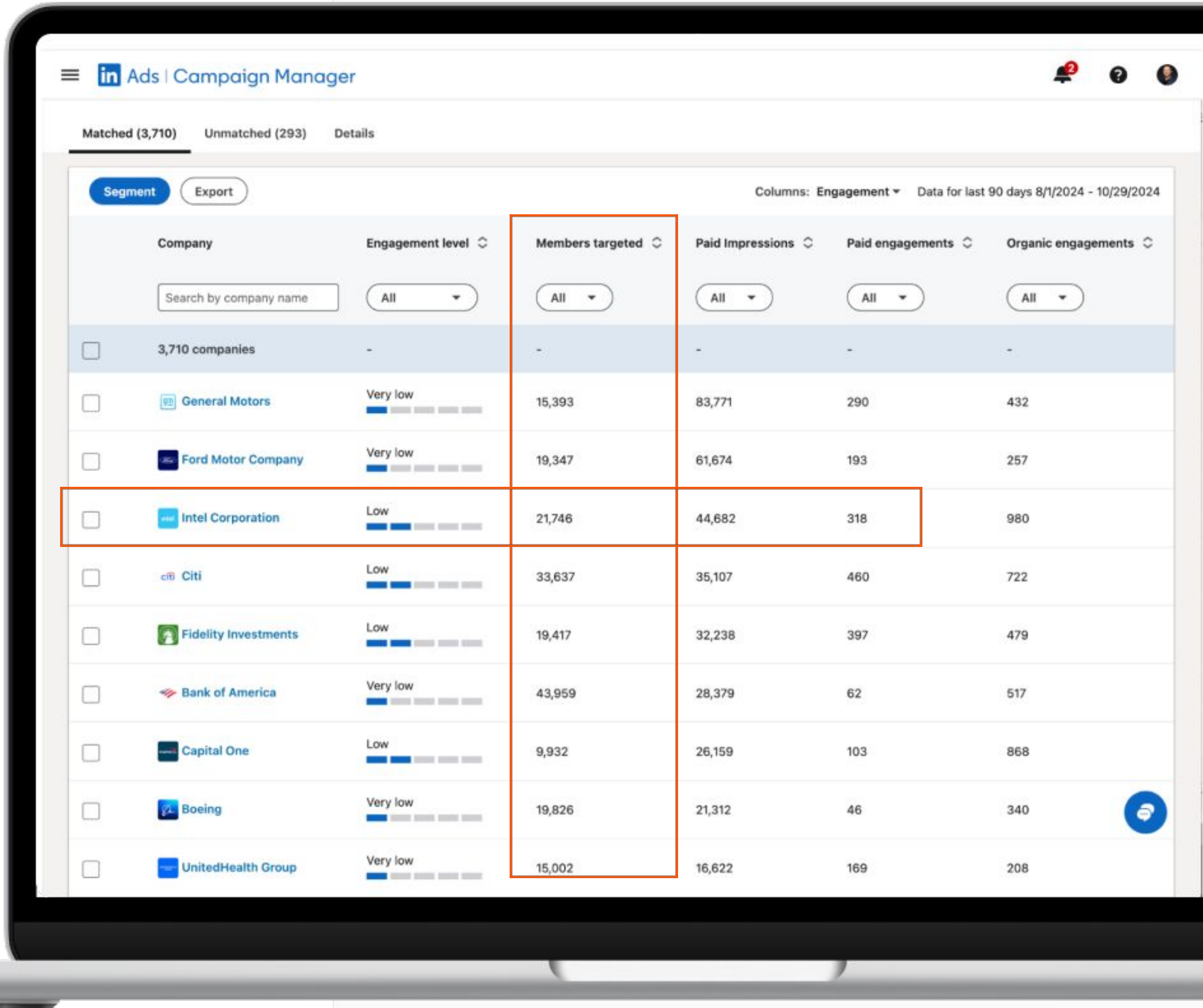
Optimize LinkedIn Ad Spend

Achieve Precision and Cost-Efficiency with Targeted Engagement

Traditional LinkedIn demand generation campaigns often target up to 21,000 contacts from a single enterprise account, delivering generic messaging up to twice per contact over 90 days. This broad approach can be inefficient and costly.

Ignitium's Advantage:

- **90% Media Spend Savings:** Focus on 50-100 key contacts per enterprise account to optimize budget.
- **Higher Engagement:** Reach decision-makers 180+ times, verses two times, over 90 days with personalized messaging.
- **Strategic Personalization:** Tailor content to each contact's role and buying stage for maximum impact.

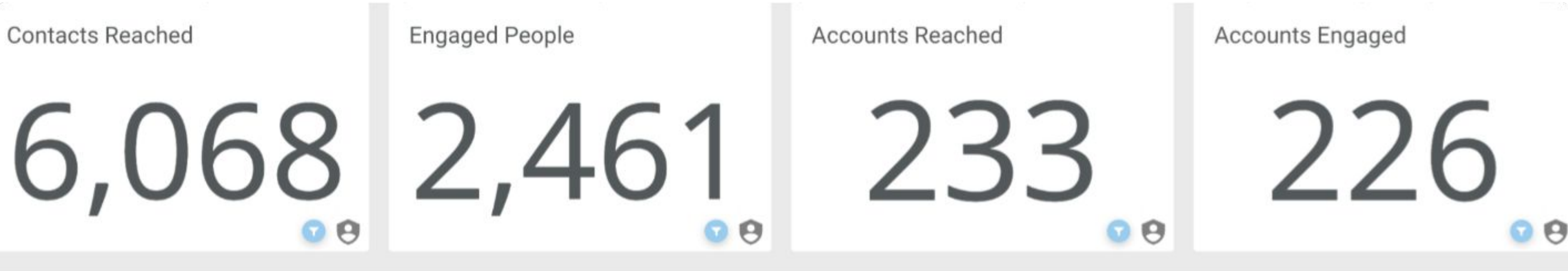


The screenshot displays the LinkedIn Ads Campaign Manager interface. At the top, it shows 'Matched (3,710)' and 'Unmatched (293)' counts. Below this, there are tabs for 'Segment' and 'Export'. The main table lists companies with columns for 'Company', 'Engagement level', 'Members targeted', 'Paid Impressions', 'Paid engagements', and 'Organic engagements'. The data is for the last 90 days (8/1/2024 - 10/29/2024). The Intel Corporation row is highlighted with a red box.

Company	Engagement level	Members targeted	Paid Impressions	Paid engagements	Organic engagements
3,710 companies	-	-	-	-	-
General Motors	Very low	15,393	83,771	290	432
Ford Motor Company	Very low	19,347	61,674	193	257
Intel Corporation	Low	21,746	44,682	318	980
Citi	Low	33,637	35,107	460	722
Fidelity Investments	Low	19,417	32,238	397	479
Bank of America	Very low	43,959	28,379	62	517
Capital One	Low	9,932	26,159	103	868
Boeing	Very low	19,826	21,312	46	340
UnitedHealth Group	Very low	15,002	16,622	169	208

100% Media Transparency

Optimize Spend by Channel, Account, and Contact



PBA Campaign Type Summary

PBA Campaign Type	# Contacts Reached	# Contacts Engaged	% Contacts Engaged	Cost / Contact Reached	Cost / Contact Engaged	Ad Spend	Impressions
LinkedIn Audience Network CPM	4,929	1,815	37%	\$2.14	\$5.82	\$10,555.27	392,471
LinkedIn Newsfeed CPC	3,721	345	9%	\$3.33	\$35.94	\$12,397.64	61,235
LinkedIn Audience Network CPC	4,762	1,236	26%	\$1.17	\$4.50	\$5,557.79	169,427
GRAND TOTAL	6,068	2,461	41%	\$4.70	\$11.59	\$28,510.71	623,133

PBA Campaign Summary by Domain

Domain	# Contacts Reached	# Contacts Engaged	% Contacts Engaged	Cost / Contact Reached	Cost / Contact Engaged	Ad Spend ↓	CTR	Impressions
fpl.com	45	14	31%	\$5.64	\$18.13	\$253.81	0.73%	3,026
petsmart.com	59	30	51%	\$4.23	\$8.33	\$249.82	1.04%	4,901
southwest.com	56	21	38%	\$4.43	\$11.82	\$248.15	0.39%	8,720
bbrown.com	41	20	49%	\$6.02	\$12.34	\$246.80	0.95%	5,077

Proactive Buying Committee Mapping

Using LinkedIn Navigator, Salesforce, ZoomInfo, and Apollo

Most Accurate Database

Utilize the most accurate database for identifying decision makers and influencers within target accounts using complex boolean logic (nich titles, skills, tech experience, job changes, LinkedIn activity, company followers, etc.)

1B

LinkedIn Members Worldwide

180M+

Senior-Level Influencers

65M+

Decision-Makers

10M

C-Level Executives

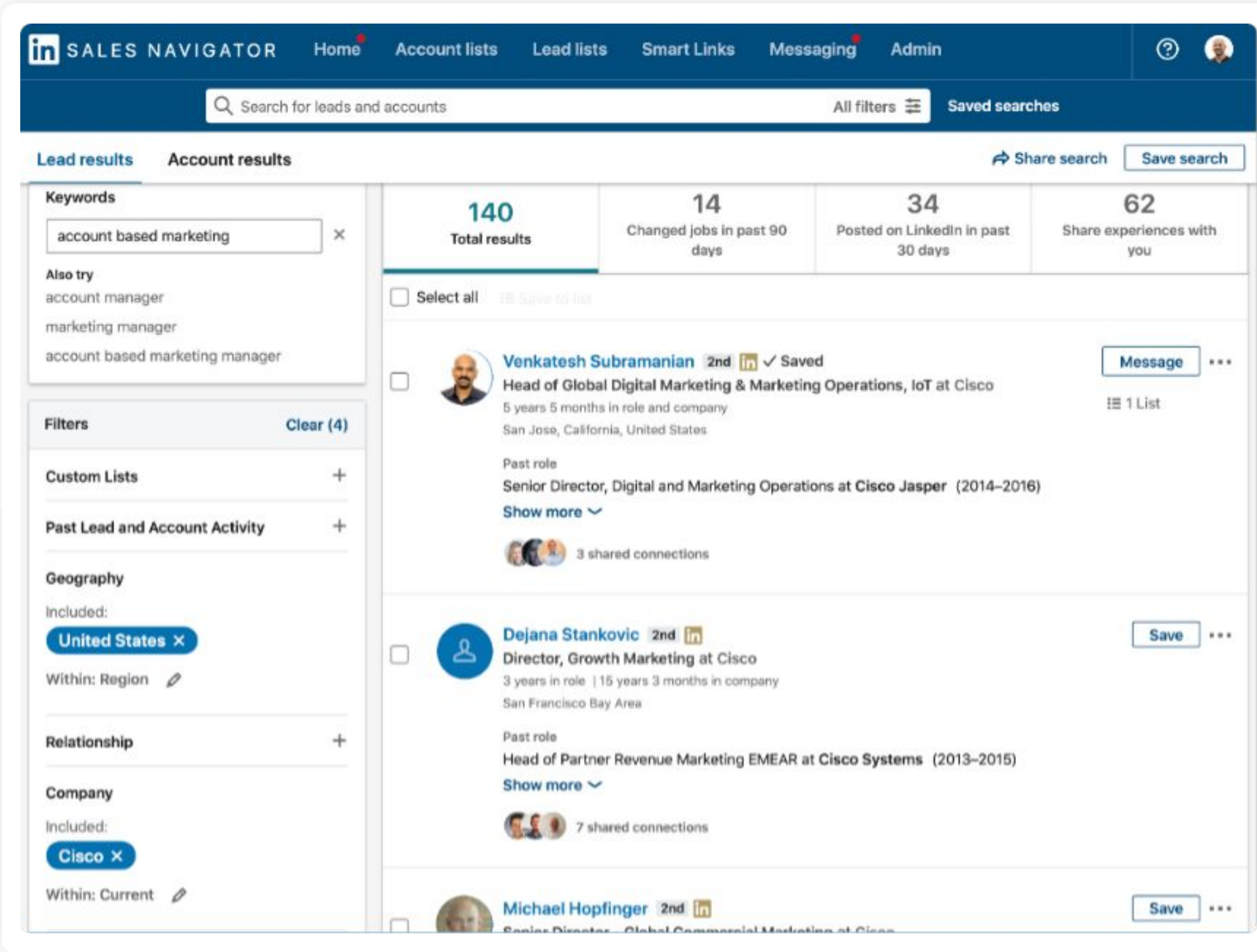
4 OUT OF 5

LinkedIn Members Drive Business Decisions

LinkedIn Audience has

2X

the Buying Power of the Average Web Audience



How Many Contacts Should We Target?

15 People Per In-Market Account On Average

People.ai Report

People.ai studied more than 50 million anonymous customer sales activities across industries that were focused on selling to enterprise B2B customers in the US. Information in this report was collected from Q1, Q2, and Q3 of 2018 and included data on average deal size, deal status, and number of contacts involved in an opportunity.

Program Example:

- 100 In Market Accounts (MOFU Stage)
- Average of 15 People per Account (Prioritized by Seniority)
- \$500k+ ACV deals can have 50-100 contacts per accounts



Deals That Closed Between \$50k – \$100k Selling to Enterprise B2B Prospects

The average number of contacts involved in an opportunity that is lost:

6.36

The average number of contacts involved in an opportunity that is won:

11.09

Deals That Closed Over \$100k Selling to Enterprise B2B Prospects

The average number of contacts involved in an opportunity that is lost:

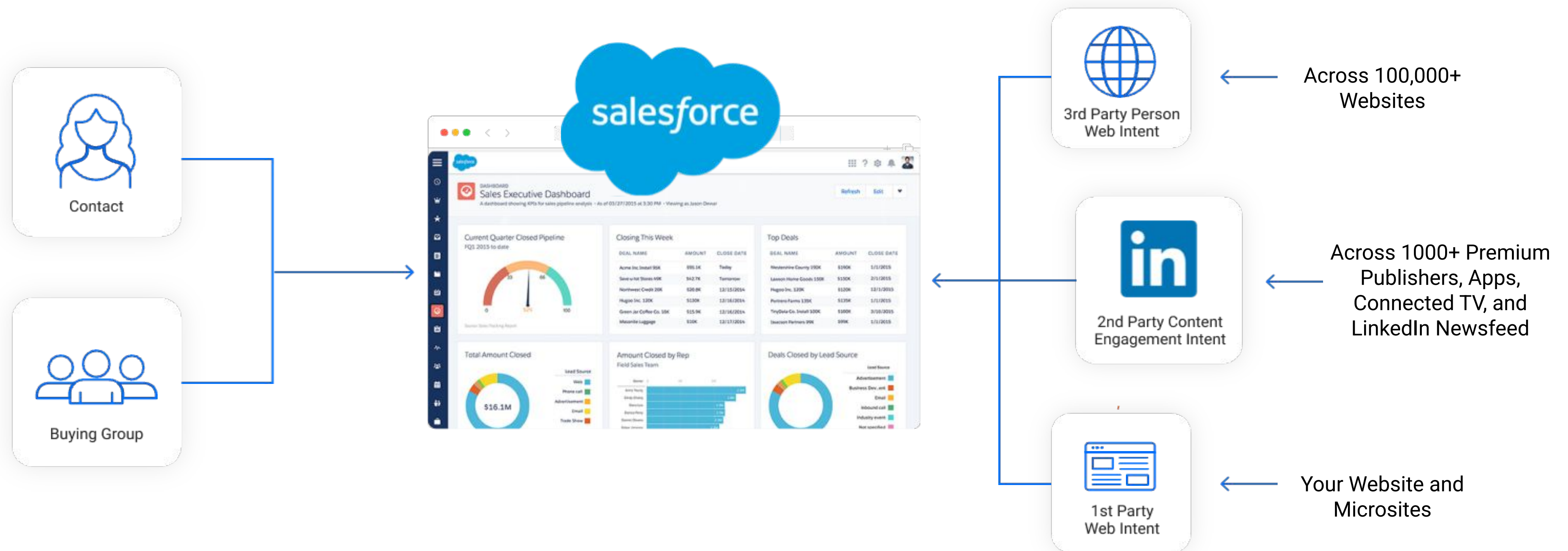
7.10

The average number of contacts involved in an opportunity that is won:

14.46

1st Party Data: Person Level Signals

Preload all mapped contacts and buying groups from your target accounts into Salesforce. Track their intent across 30,000 B2B topics, monitor engagement with ungated LinkedIn/native ads, and score anonymous website activity to help sales prioritize outreach.



Contact-Level Targeting

Leverage Anonymous Inferred LinkedIn Ad Engagement Signals Without Any Form Fill





ABX Orchestration
for Leading Revenue Teams

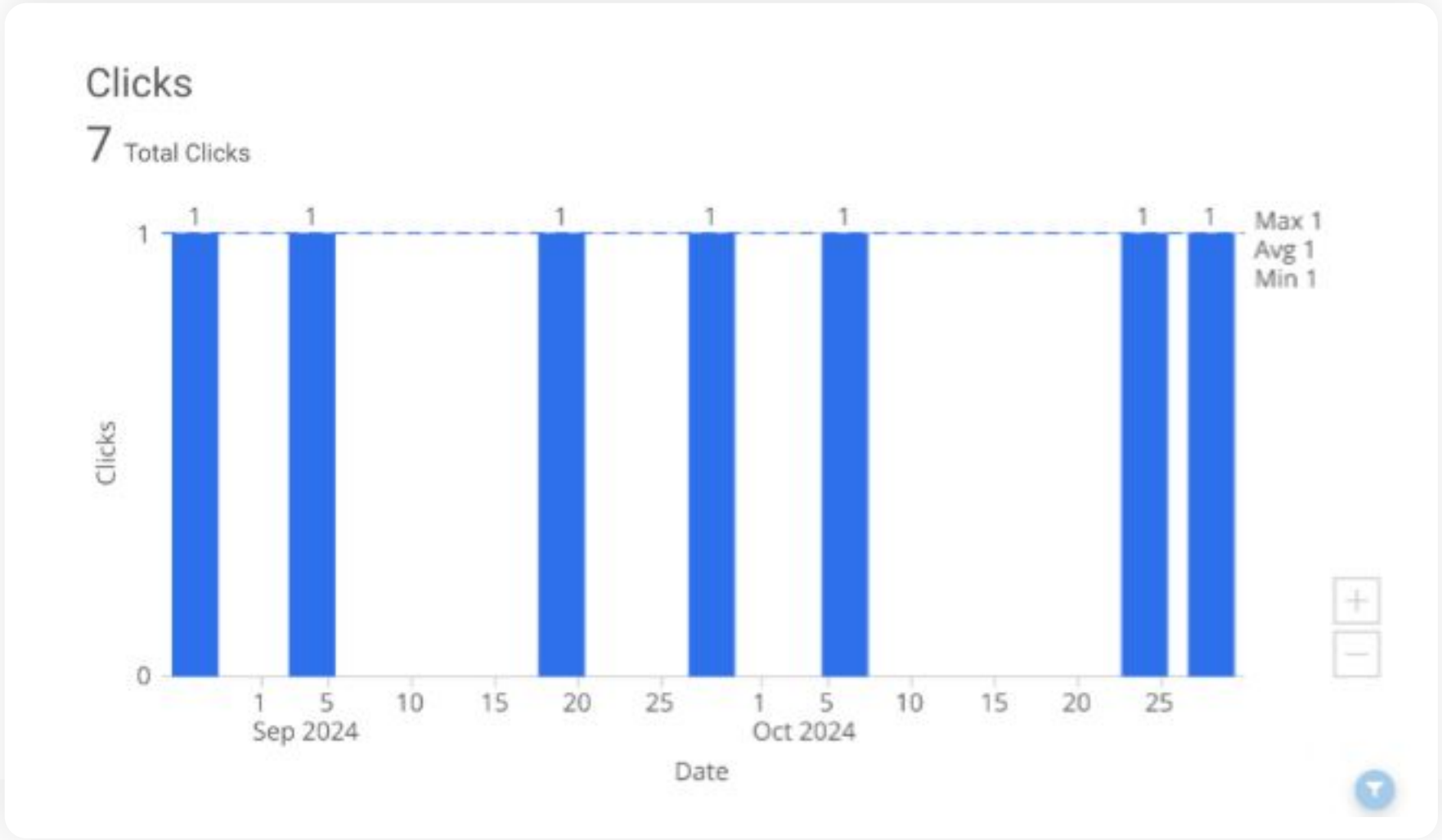
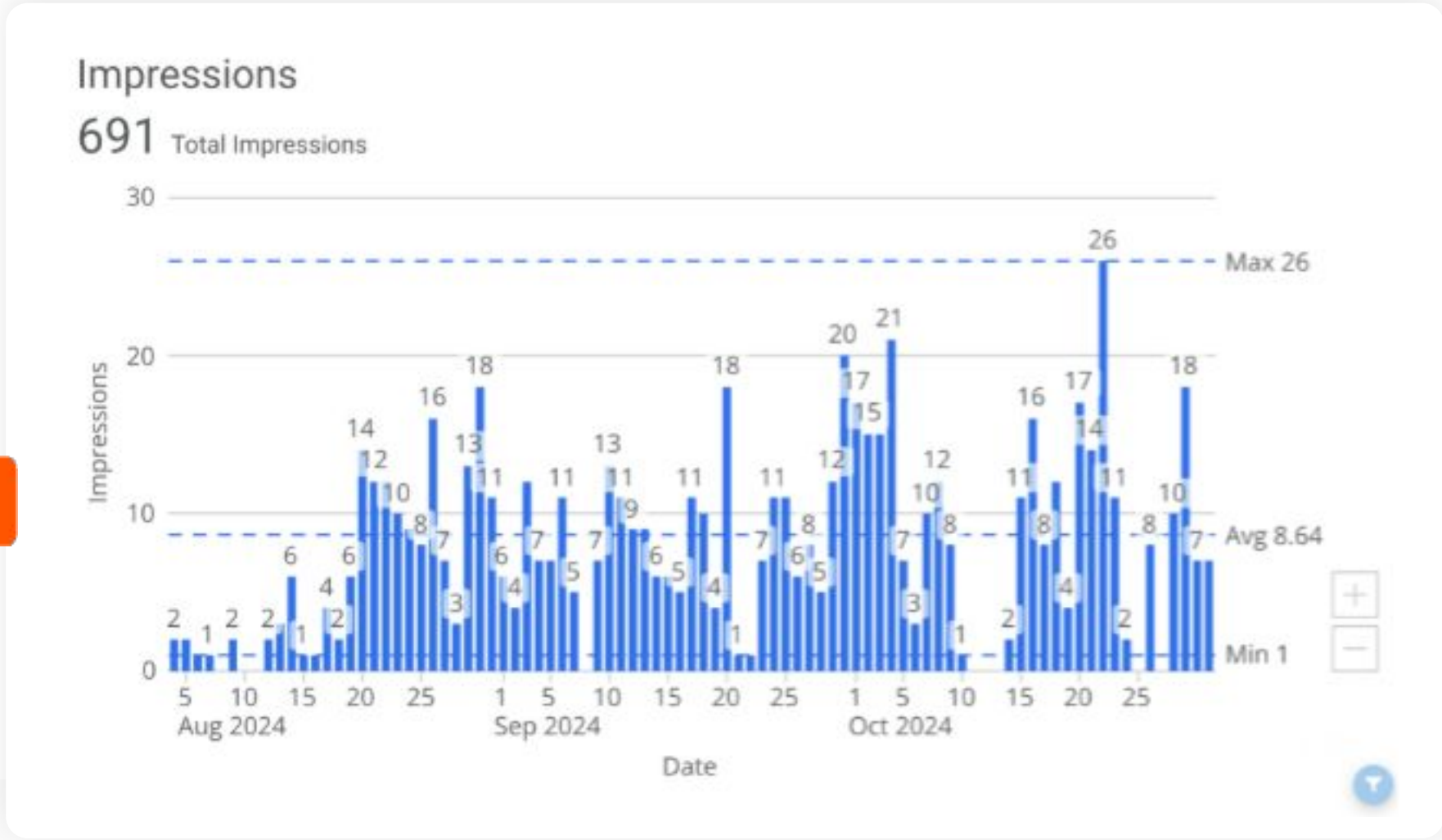
Oleg A. Solodyankin

CEO at Ignitium: ABX Orchestration

691 Impressions

7 Clicks

65 Seconds



Date	Impressions	Clicks	Creative Name	Time on Asset
10/28/24	1	0	ABX Buyer's Guide	
10/28/24	2	0	Case Study - Wiz	
10/28/24	1	1	LinkedIn Buyer Group Ads Best Practices	65 Seconds
10/26/24	1	0	Intent Activation Trends	
10/26/24	1	0	Case Study - Wiz	
10/26/24	3	0	ABX Buyer's Guide	

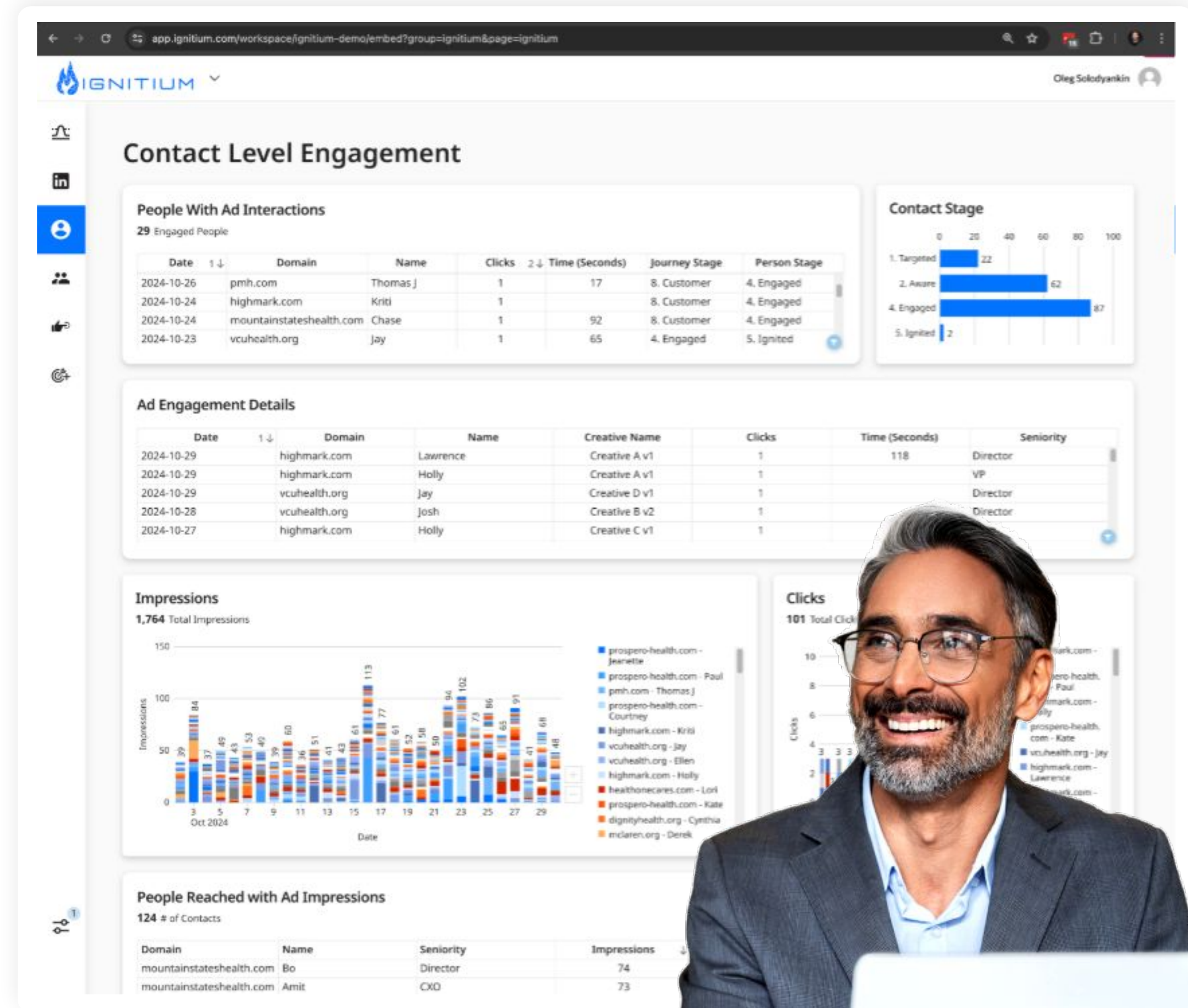
Custom App:

Track Account and Person-Level Engagement with Precision Utilizing Ignitium's Advanced Analytics

Ignitium's Custom App delivers a comprehensive view of contact, buyer group, and account-level engagement in your ABM campaigns, empowering your team with actionable insights. Branded with your logo, and theme, it turns data into strategic action for the various roles in your organization.

Key Features:

- Account & Contact Insights
- Custom Analytics Dashboards
- Real-Time Visibility
- SSO Integration



Automated Email Reports for Sales Activation

Ensure your sales team stays informed and ready to act with custom automated email reports at the right time, every week.



The image displays a user interface for scheduling and viewing automated email reports. The top section, titled "Schedule report for 'Demo - LinkedIn People Based Ads'", allows users to configure the report's subject, frequency, timing, and duration. Below this, a preview of the email report is shown, including a header with the Ignitium ABX logo, a subject line, and a list of recipients. The main body of the report contains a title, a brief description, and a table of contact-level engagement data.

Schedule report for "Demo - LinkedIn People Based Ads"

Subject: Demo - LinkedIn People Based Ads Report

Send report: WEEKLY, S, M, T, W, T, F, S, 10:45AM PDT

Start date: 10/31/2024, End date: 01/31/2025

Occurs every Monday at 10:45AM PDT. Actual delivery times will vary.

1 recipient

Report - Demo - LinkedIn People Based Ads

Ignitium ABX
To: Oleg Solodyankin
Thu 10/31/2024 10:56 AM

Demo - LinkedIn People Based Ads
Includes 35 Cards
Sent by Oleg Solodyankin

The following controls & filters were applied:
Last 30 Days

Contact Level Engagement

People With Ad Interactions
29 unique people

Date	Domain	Name	Clicks	Time (seconds)	Journey Stage	Person Stage	Contact Stage
2024-10-29	highmark.com	Lewerke	1	118	8. Customer	4. Engaged	1. Ignited
2024-10-29	highmark.com	Holly	1		8. Customer	5. Ignited	2. Ignited
2024-10-29	youhealth.org	Jay	1		4. Engaged	5. Ignited	4. Ignited
2024-10-29	youhealth.org	John	1		4. Engaged	5. Ignited	4. Ignited
2024-10-27	highmark.com	Holly	1	303	8. Customer	5. Ignited	5. Ignited
2024-10-27	prospero.health.com	Sophia	1	275	8. Customer	4. Engaged	5. Ignited
2024-10-26	highmark.com	John	1		8. Customer	4. Engaged	5. Ignited

Power Sales with Real-Time Engagement Alerts

Seamless Integration of Marketing and Sales for Timely, Personalized Outreach

- Daily Notifications:** Ignitium's Slack integration alerts sales when a contact engages, prioritizing high-interest leads for immediate follow-up.
- Salesforce Integration:** Ad engagement data flows directly into Salesforce, giving sales a clear view of which messaging resonates most.
- Email Alerts:** Customized email alerts keep the sales team updated on engagement in real-time, ready to respond instantly.



Marketing

Home

Getting Started

Campaigns

Leads

Contacts

Accounts

Reports

Dashboards

Chatter

Files

Employee

Search...

Contact

John Smith

Title

Sr. Manager Integrated Marketing/Global Campaign Strategy

Account Name

Phone (2)

Email

john.smith@company.com

Details

Ignitium

LinkedIn

Related

Section

PBA Program Enrolled

✓

LinkedIn Clicks (30 days)

3

LinkedIn Impressions (30 days)

248

LinkedIn Video Views at 25%

0

LinkedIn Video Completions

0

LinkedIn Last Ad Clicked Date

12/22/2023

LinkedIn Last Ad Clicked

PBA_ABX Orchestration Image_V3_C1

LinkedIn Last Ad Clicked URL

<https://www.linkedin.com/feed/update/urn:li:share:7105329219982815233?urn:li:sponsoredCreative:309833016>

LinkedIn Ad Destination URL

Profile

John Smith

Tags

No tags

Personal info

First name

John

Last name

Smith

Employment

Title

Sr. Manager Integrated Marketing/Global Campaign Strategy

Company

Company Name (demo)

Custom fields

Engagement Minutes (3 months)

1

Sense Contact Intent Score

0

LinkedIn Impressions (30 days)

248

LinkedIn Clicks (30 days)

3

LinkedIn Last Ad Clicked

PBA_ABX Orchestration_Solution Page_Image_V3_C1

LinkedIn Last Ad Clicked URL

<https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:urn:li:share:7105329219982815233?urn:li:sponsoredCreative:309833016>

Salesforce

John Smith

Sr. Manager

7 Clicks

691 Impressions

65 Seconds

ignitium-ad-engagement

Ignitium

6:45 AM

Account Name: Company

Contact name: John Smith

Contact Title: Sr. Manager

Contact LinkedIn: [linkedin.com/in/johnsmith](https://www.linkedin.com/in/johnsmith)

Campaign Name: Q1 2024 ABX Campaign

Ad Clicked: https://www.linkedin.com/content/Q1_2024_ABX_Campaign

Landing Page URL: <http://engage.company.com/assetname>

Time Spent On Asset: 9:44

Salesforce Link: <https://ignitium.lightning.force.com/lightning/r/contact/>

Capture Leads with Ungated Experiences

Capturing interest through ungated experiences allows Ignitium to build a pool of engaged leads seamlessly, increasing early engagement with high-potential contacts.

Social Engaged Leads

Target contacts who liked your LinkedIn ads.



Ignitium: ABX Orchestration

2,115 followers

Promoted

Drive more MQL's, meetings & opportunities by operationalizing account based marketing enterprise wide. Access our blueprint to review the tech and channels needed for each stage of the funnel.

Journey Orchestration

Customized journey stages trigger manual and automated activities across channels.

Journey Stages

No Engagement

Intent Surge

Aware

MQA

Meetings

Open Opp.

Customer

Play Owners

Marketing

Mktg + SDR

Mktg + SDR

Mktg + SDR

Mktg + AE

Mktg + AE

Mktg + CSM

LinkedIn Lead Gen

LinkedIn Sponsored Job

LinkedIn Sponsored Job

LinkedIn Sponsored Job

LinkedIn Sponsored Job

LinkedIn Sponsored Job

LinkedIn Sponsored Job

LinkedIn Sponsored Job

LinkedIn Sponsored Job

LinkedIn Sponsored Job

LinkedIn Field	Metric
Company Name	Gong
Engagement	Very High
Members Targeted	9
Job Function	Marketing
Job Seniority	Dir, VP, CXO
Impressions	4,498
Ad Engagement	28
Sales Navigator Contacts	Link

Engaged Qualified Leads

Preselected target contacts that engaged with your social and native people based ads anonymously.

LinkedIn Field	Metric
Company Name	VMWare
Contact Name	John Smith
Job Title	ABM Director
Impressions	59
Clicks	2
Video Completions	1
Last Ad Clicked	2022 Planning Blueprint - v1
Last Video Watched	Wiz Case Study - 90 Seconds

Inferred Web Leads

Recommended contacts with a LinkedIn Profile that visited your website anonymously.

LinkedIn Field	Metric
Company Name	Nutanix
Contact Name	Eric (A Rank)
Buying Group Based on Visit Location	Rachel, Zach, Isaac (B Rank)
Global Buying Group	Andi, Gena, Beau (C Rank)
Page Views	7
Date	2/8/2024
Last Page Visited	Link

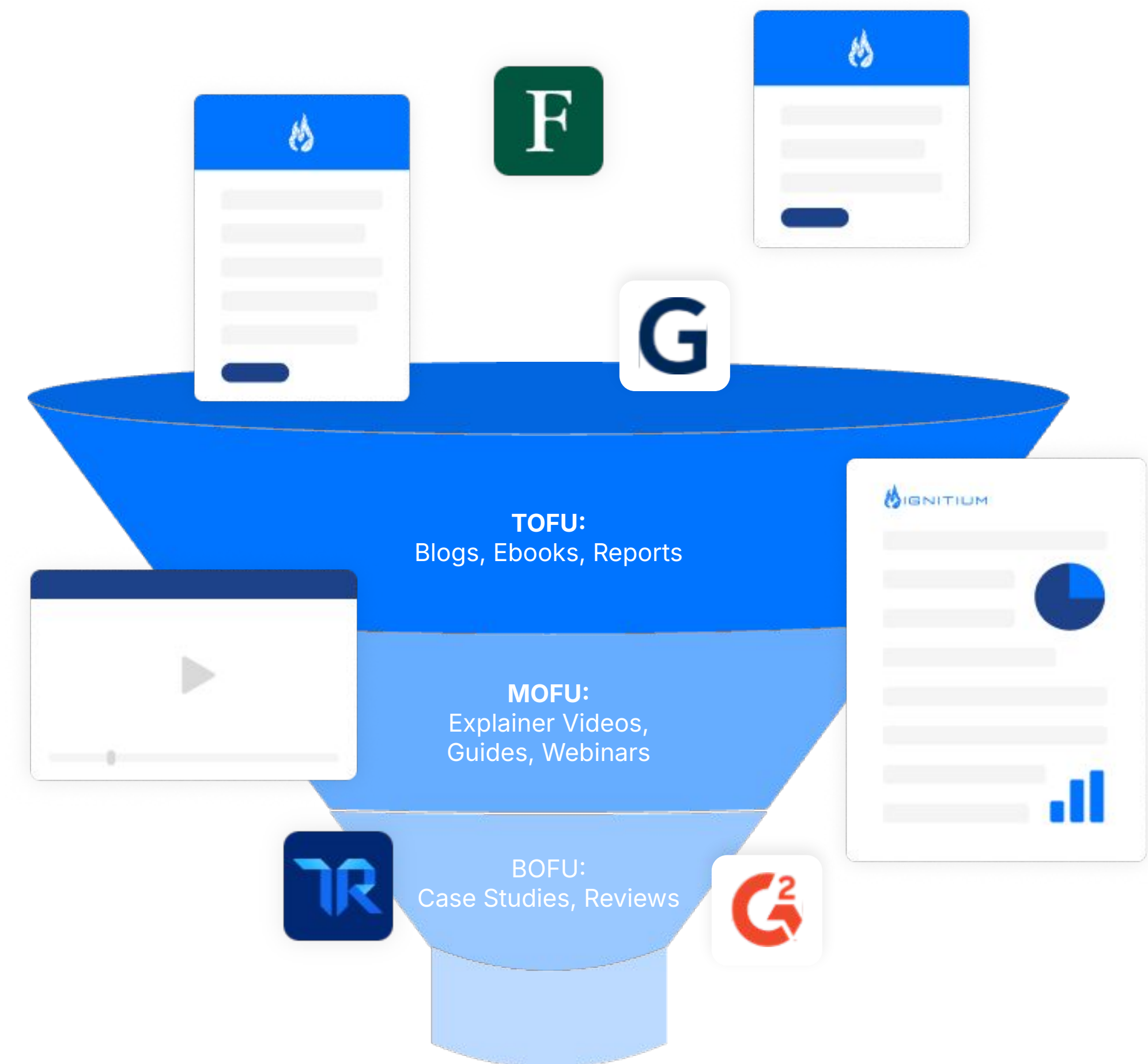
Intent-Driven, Journey-Based Personalized Ads

Delivering the Right Message at Every Stage of the Buyer Journey

Full-Funnel Personalization: Align Ignitium's PBAs with each buyer journey stage, from awareness to decision, ensuring relevance at every touch point.

Use-Case Segmentation: Tailor ads by product solution, driving new revenue and cross-sell opportunities.

Account-Level Intent: Leverage intent data to deliver ads that resonate, boosting engagement and conversions.



Case Study

The Client

A global enterprise software company based in North America with over 5,000 employees.

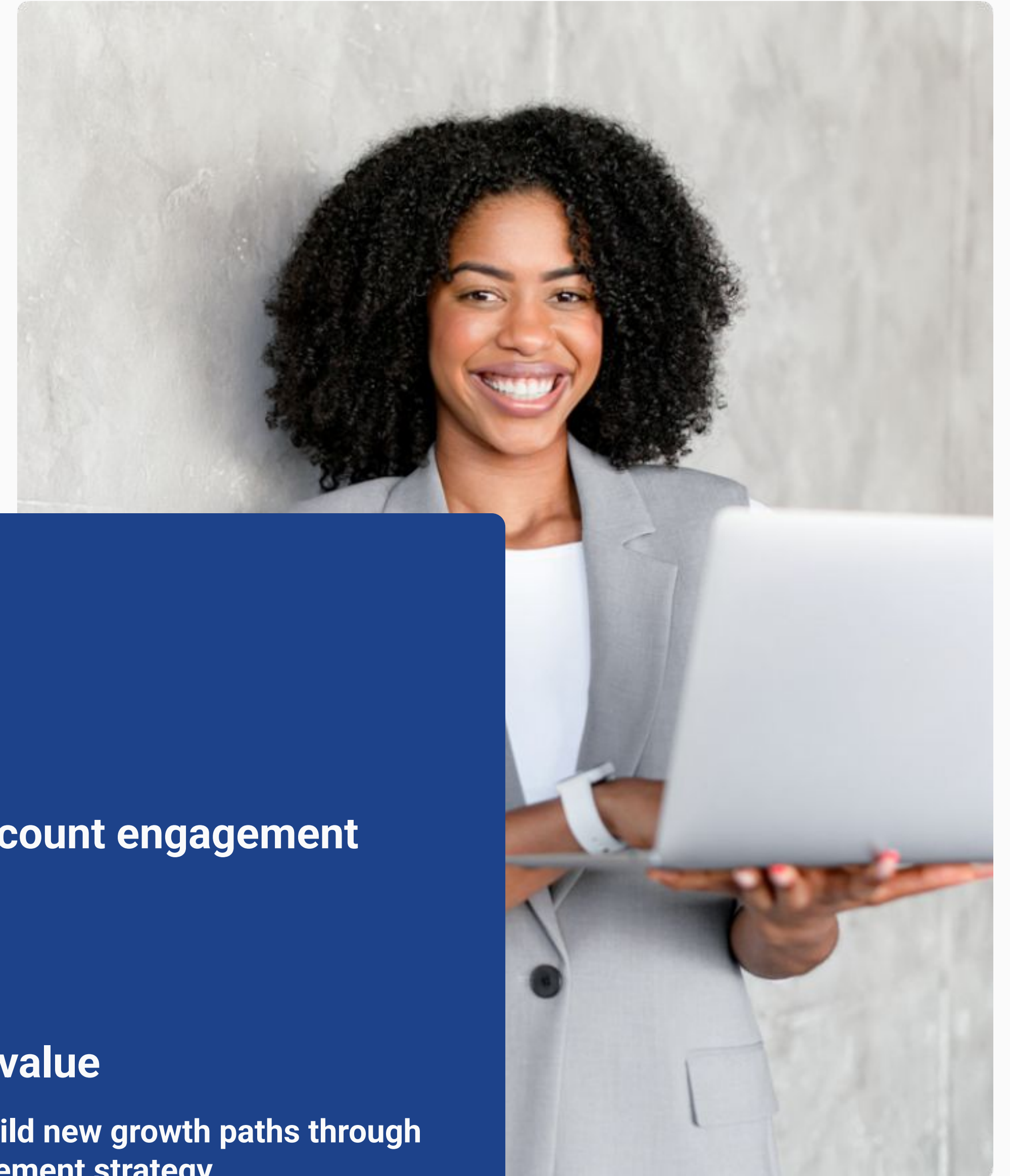
The Challenge

Increase ARR from \$3m to \$10m across 30 business units within a global media and entertainment conglomerate.

The Solution

Hyper-personalized ABX at scale through:

- 1:1 Personalized Web Experiences
- 1:1 Social and Display Ads
- LinkedIn People-Based Ads
- Sales Enablement
- Content Personalization
- Direct Mail
- 5 Custom Events



The Results:

40%

YoY Increase in account engagement

\$8m

Lift in opportunity value

Identify champions to build new growth paths through 1:1 multi-channel engagement strategy.

Case Study

The Client

A global visual collaboration software company based in North America with 1,200 employees.

The Challenge

The SaaS client identified must-win accounts with the goal of increasing average deal size among large enterprises. They wanted to boost stakeholder engagement and drive product adoption to drive momentum before renewals.

The Solution

Ignitium's micro-segmentation ensured the right message reached decision makers, targeting them with relevant content. The first tactic used hyper-personalized 1:1 campaigns highlighting the product suite's economic impact. The second focused on messaging tailored to specific functions, showcasing features that improve team collaboration and productivity.



The Results:

+197%

In Deal Size

Drive product adoption for expanded deals at renewal.

Case Study

The Client

A Fortune 500 financial services company targeted for strategic engagement and high-value opportunity creation.

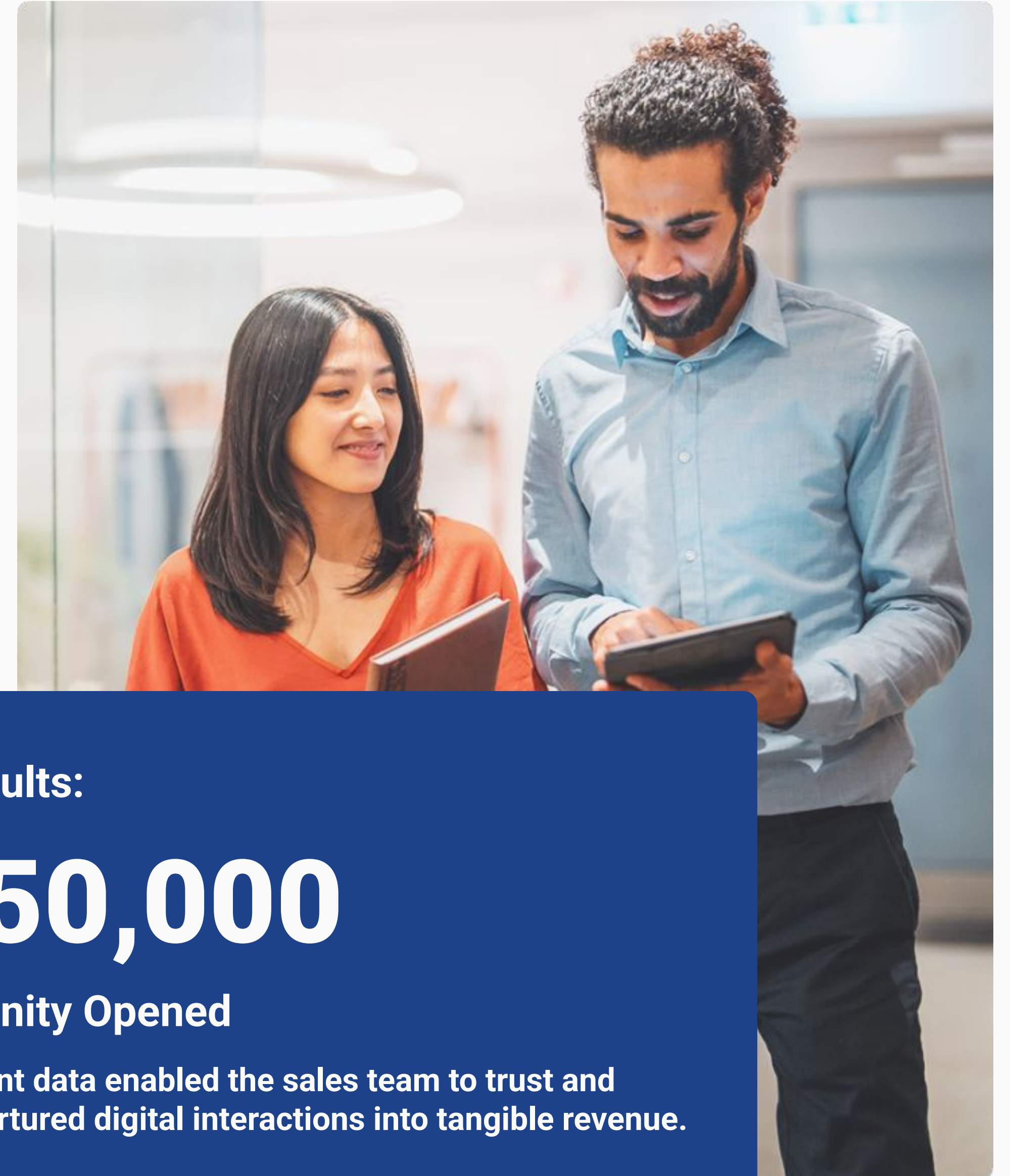
The Challenge

The financial services client was difficult to engage through traditional methods, requiring highly personalized and targeted outreach. The goal was to nurture key personas effectively and provide actionable insights for sales to convert interest into a substantial opportunity.

The Solution

Ignitium's PBAs deployed a long-term engagement strategy:

- Precision Targeting: Leveraged advanced data analytics to identify and nurture 193 high-value contacts within the company.
- Tailored Nurturing: Delivered personalized messaging that resonated with key decision-makers, building interest and trust over time.
- Sales Activation: Engagement data was seamlessly integrated into Salesforce, allowing the sales rep to act on high engagement signals and make an informed, timely outreach.



The Results:

\$650,000

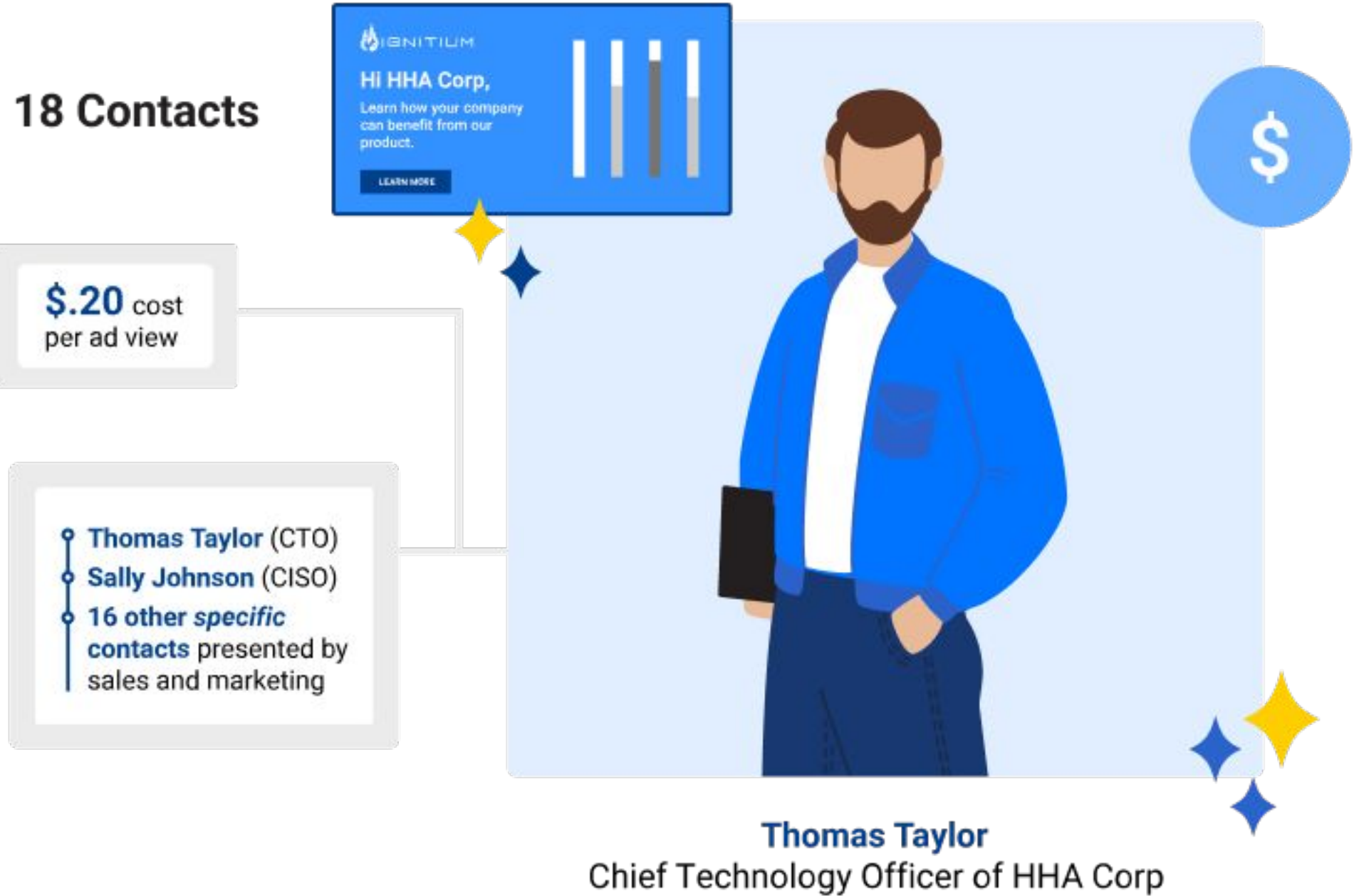
Opportunity Opened

Engagement data enabled the sales team to trust and convert nurtured digital interactions into tangible revenue.

PBA vs. ABA

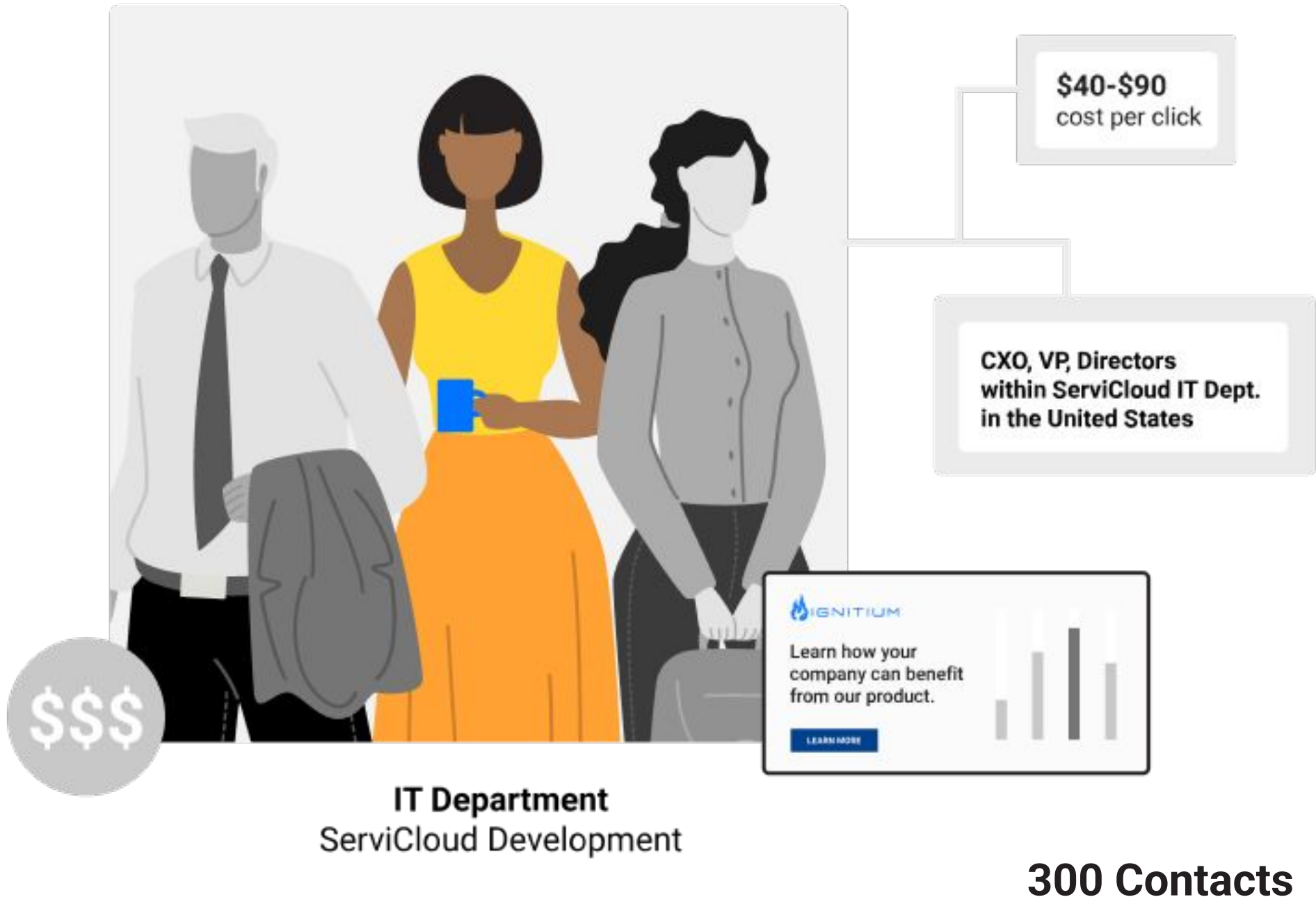
People-Based Ads

KNOW that the right contacts are seeing your personalized account or person-based ads daily



Account-Based Ads

Use LinkedIn standard ad targeting capabilities and **HOPE** the right people are seeing your personalized account based ads





**Precision
Targeting**



**Multi-Channel
Integration**



**Unified Data &
Insights**



**Sales
Enablement**



**Scalability &
Flexibility**

Why Choose Ignitium for PBAs?

We are your full-service ABM partner for enterprise success. Ignitium's People-Based Ads (PBA) go beyond basic targeting to create strategic, data-backed engagements with the individuals who matter most within your accounts. Unlock the full power of people-based engagement with a solution tailored to enterprise demands.

What Makes Ignitium Unique?

Transparency, Customization, and Control.

- ✓ **Transparent Contact-Level Reporting by Ad Channel**
- ✓ **Up to 99% Contact Match and Reach Rate**
- ✓ **Customize Media Bid Control in the LNF and LAN**
- ✓ **Advanced Business Intelligence Dashboard Customization**
- ✓ **Incorporate Additional Intent Signals to Boost Targeting Accuracy**
- ✓ **10-30% Contact Engagement Rate**
- ✓ **Flexible Licensing Models (Contacts Reached, Engaged, Targeted)**
- ✓ **Full Control of Media Cost by Contact and Ad Channel**
- ✓ **Fully Managed Program Provider**
- ✓ **Advanced Reporting (Acct, Seniority, Buying Group, Person-Level)**
- ✓ **Single Sign On with Custom Domain**
- ✓ **Embedding Ignitium App within Salesforce**

Proven Success

Don't just take our word for it—see how other enterprises have transformed their ABX program with Ignitium's PBAs.

I've loved working with Ignitium. Ignitium is THE authority on ABM/ABX and brings a level of knowledge around cutting-edge strategies that I haven't found elsewhere.



Laura V.
Director, Enterprise Marketing & ABM at Gong

"Their ABX dashboard, contact-based ad targeting, and their team's ability to be an extension of the Okta marketing team from program enablement to digital execution has helped us really penetrate and engage our target account with a best-in-class ABX strategy. There is no way we could have built a program like this internally."



Erica B.
Senior ABM Practice Manager at Okta

Their level of expertise and tech stack to support the program is truly unmatched. Ignitium is the best partner for ABX/ABM for B2B.



Kristin J.
Marketing Strategy Manager at Kenco

I love the team we work with — and they are always quick to turn around requests. They are an extension of the team and we couldn't do it without them.



Cyndee Pelino
Marketing Director at Verizon Connect



Are You Ready to Elevate Your ABX Strategy with PBAs?

Join leading enterprises in redefining ABX excellence.





Thank You

Questions?