JONATHAN LACOSTE
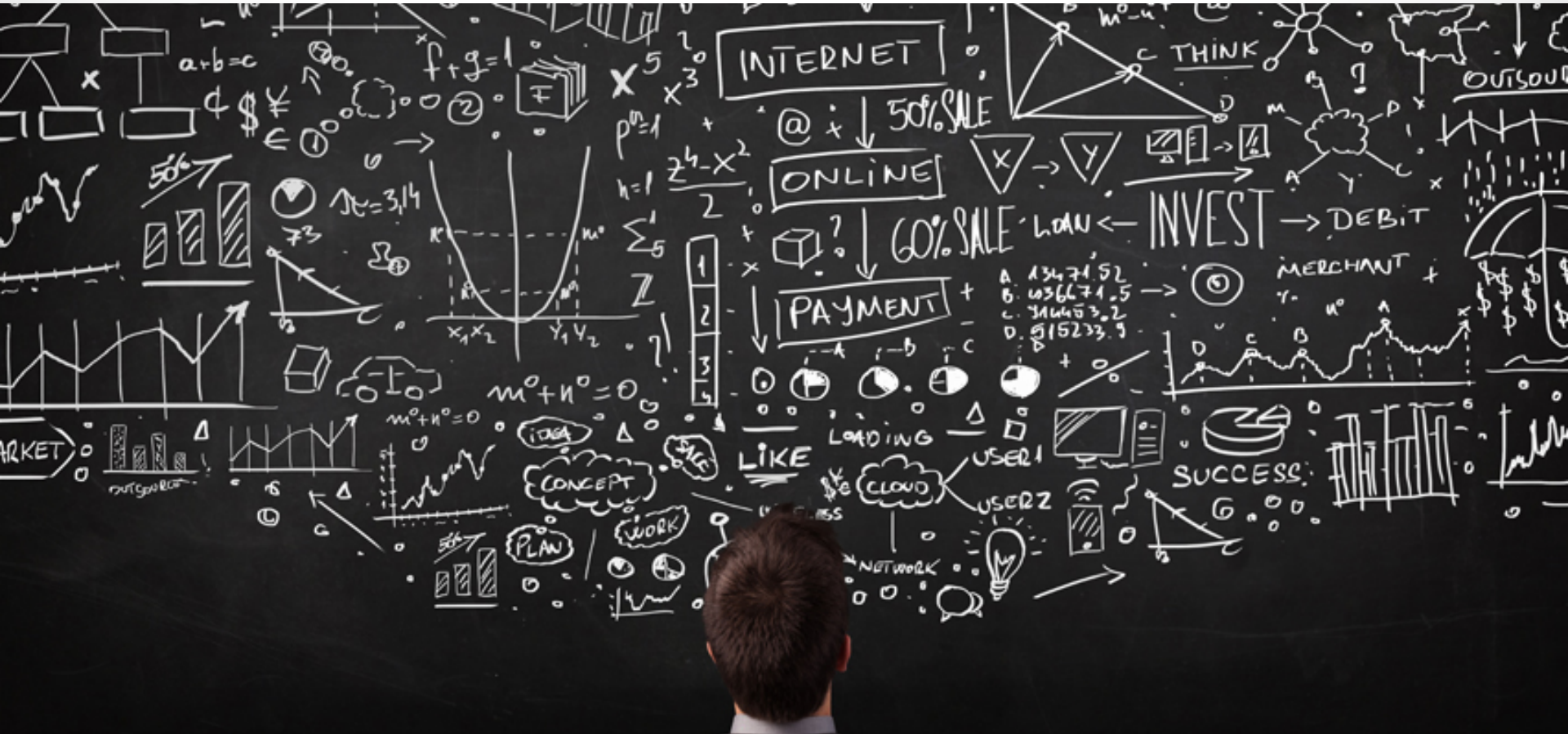
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Co-Founder/COO at Jebbit

What's Next – B2B Marketing Innovation

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jebbit.

About Jebbit

Jebbit is the leading digital marketing platform to customize, measure, and optimize Post-Click Engagement™.

✓ Founded in 2011 by BC grads at Highland Capital's

Summer@Highland Accelerator Program

✓ Spring 2013, TechStars Accelerator Program

✓ Raised angel round and venture Series A round

✓ [Intro Video](#)

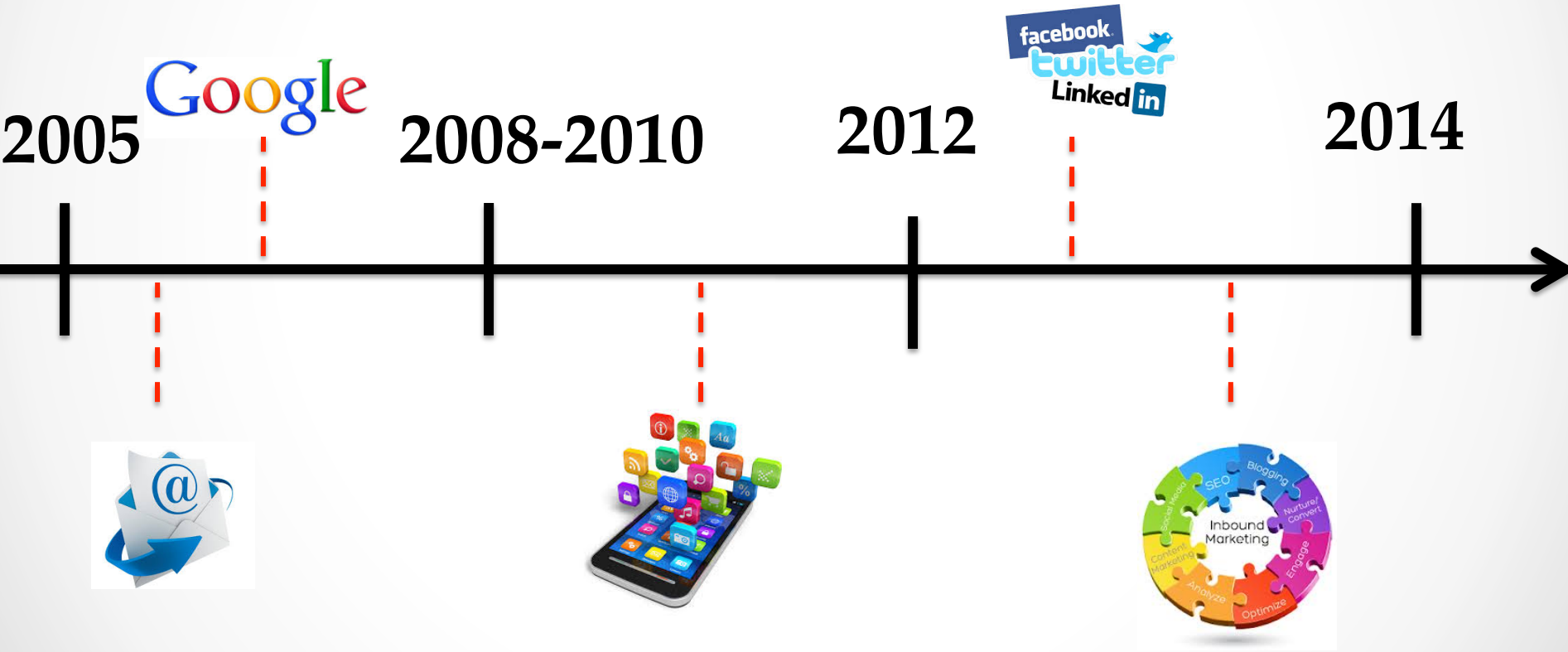**"Top 25 most promising company in the world."**

"#1 Startup at 2014 SXSW"

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IT'S ALL **MARKETING**

1000+ Campaigns

Marketing Innovation – Moving Fast

2005   2008-2010   2012   2014

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#1 Challenge

Leading Online Marketing Challenges According to US B2B Marketers, 2012 & 2013
% of respondents

Generating more leads
- 2012: 61%
- 2013: 60%

Reaching more of our target audience
- 2012: 48%
- 2013: 55%

Accurately measuring and attributing online conversions to the correct marketing channels
- 2012: 39%
- 2013: 36%

Elevating our brand online
- 2012: 34%
- 2013: 39%

Better incorporating targeting throughout our marketing mix
- 2012: 28%
- 2013: 34%

Customer retention/loyalty
- 2012: 24%
- 2013: 33%

■ 2012 ■ 2013

Note: 2012 n=326; 2013 n=243
Source: BtoB Magazine, "The Evolving B2B Purchase Process: Attribution across the Sales Funnel" in conjunction with Bizo, April 8, 2013
155478   www.eMarketer.com

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60-70% of buying decisions are made **before** a customer approaches the seller
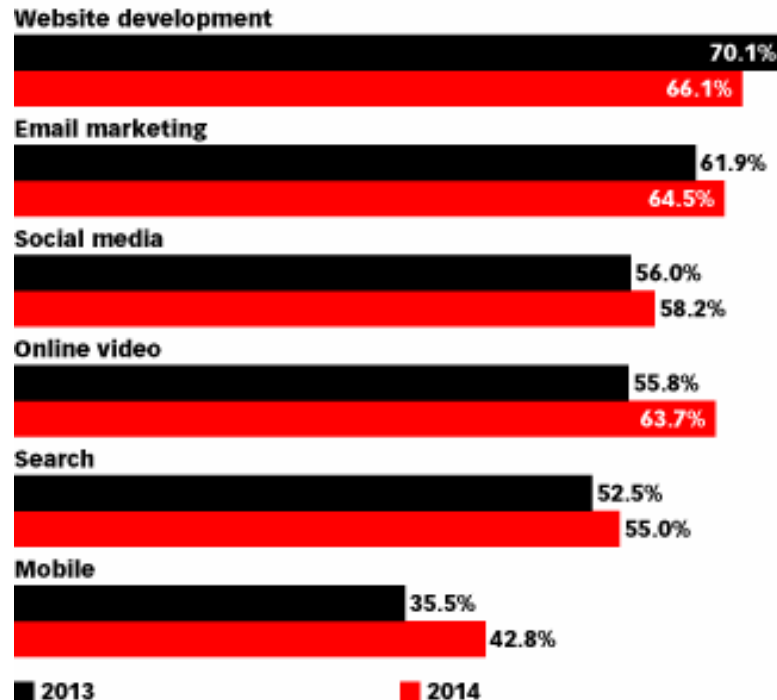
#1 Strategy - Content Marketing

93%

The Winners are Those Who Deliver the Most Relevant Content

Top Digital Marketing Tactics

Digital Marketing Tactics on Which US B2B Marketers Plan to Increase Spending, 2013 & 2014

% of respondents

Website development
- 70.1%
- 66.1%

Email marketing
- 61.9%
- 64.5%

Social media
- 56.0%
- 58.2%

Online video
- 55.8%
- 63.7%

Search
- 52.5%
- 55.0%

Mobile
- 35.5%
- 42.8%

■ 2013 ■ 2014

Source: Advertising Age, "2014 BtoB Outlook: Marketing Priorities and Plans"; eMarketer calculations, Jan 6, 2014

150198 www.**eMarketer**.com

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7 Deadly Sins of B2B Marketing

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1. Not understanding the customer

2. Failure to practice flexibility and constantly adapt

3. Not understanding if their message has been heard

4. Failure to stop and test
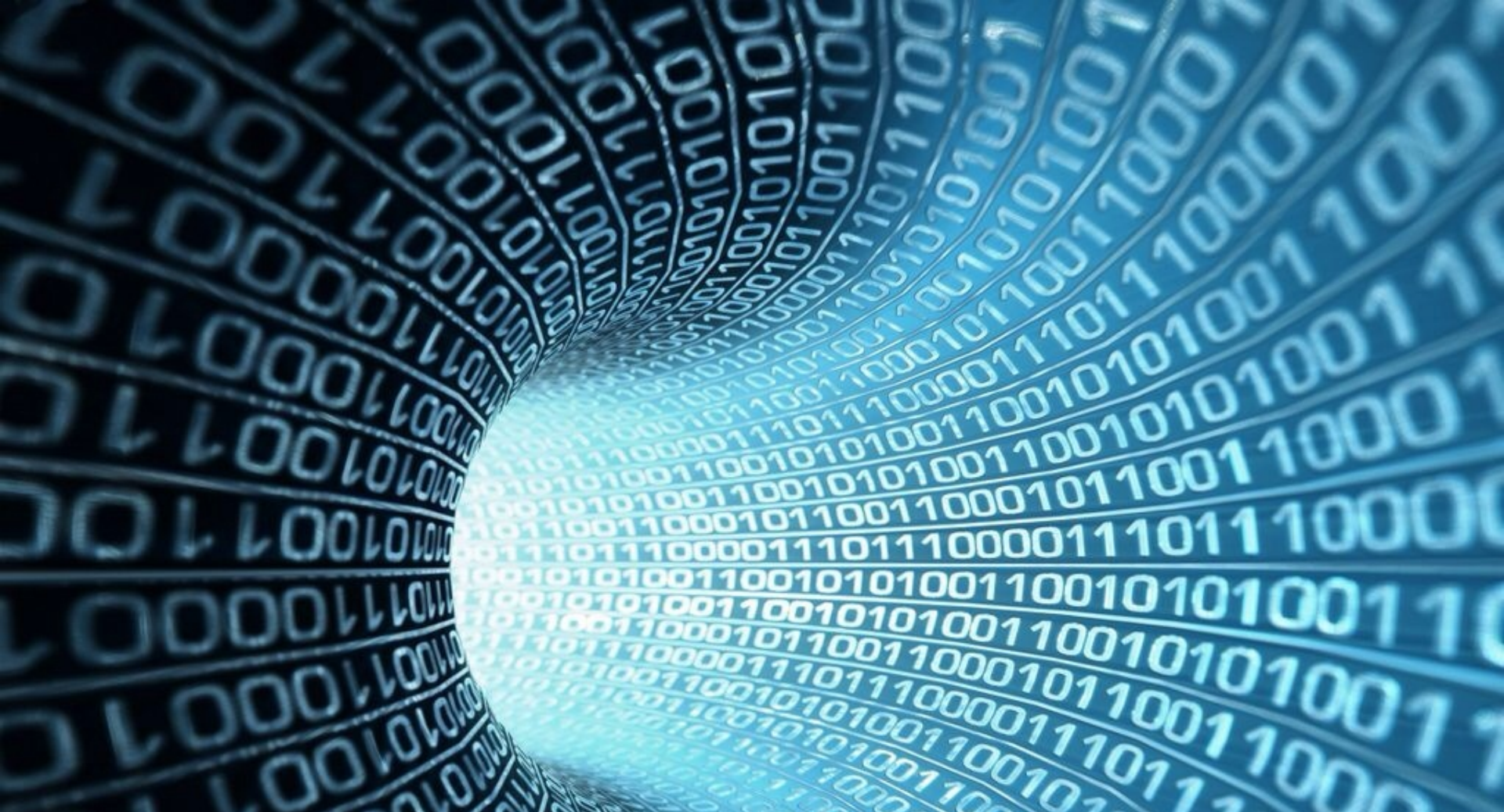
5. Not measuring data/insights

6. Failure to optimize campaigns

7. Wasting ad spend

How should we avoid all these pitfalls?

1. Diversify your media channels

2. Leverage Dynamic Creative

3. More Programmatic Buying

4. Utilize Post-Click Engagement

How it Works

2. Answer questions on landing/website pages.

1. See an ad/ email/post.

3. Enter email to get reward.

Post Click Engagement -
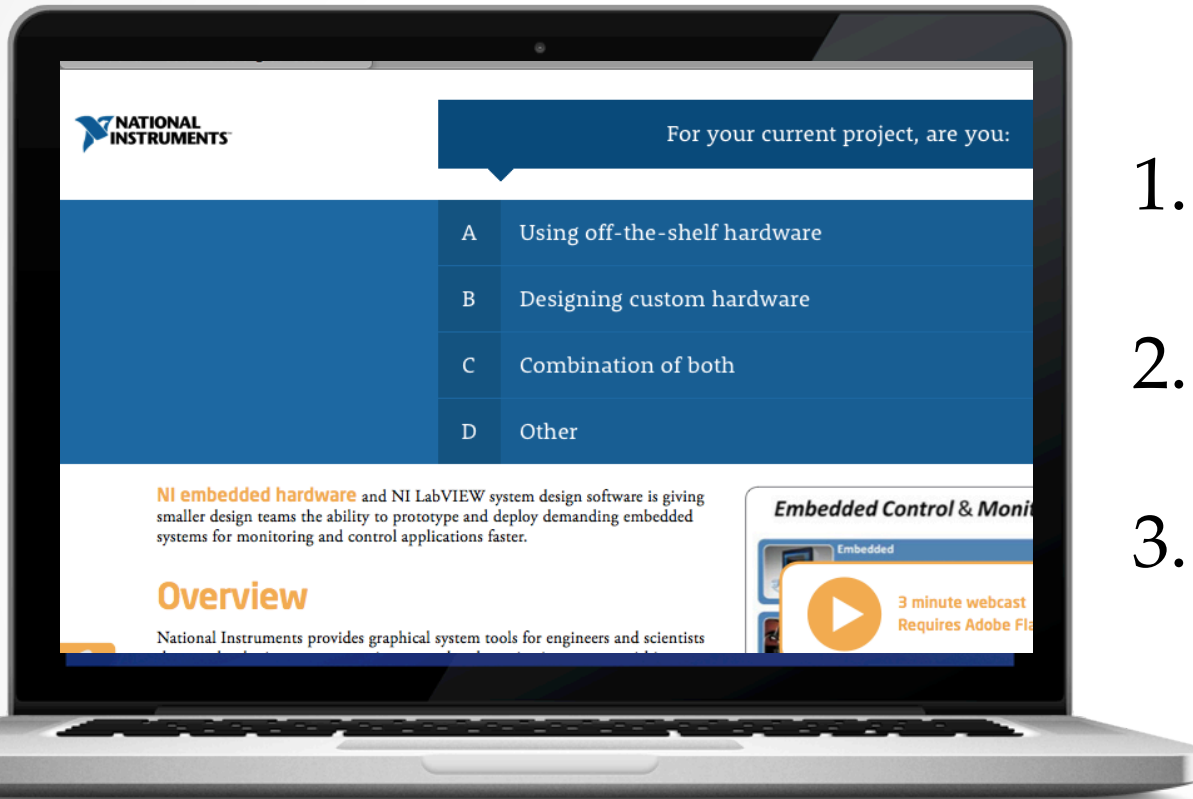
1. Product/Brand Education
2. Pre-qualify leads
3. Personalization

Post Click Engagement Experience

Post Click Engagement Experience

Solving Real Digital Marketing Challenges

✓Boost lead generation (display, email, social, search, video)

✓Lower bounce rates

✓Increase time of engagement on site

✓Increase conversions

✓More control over landing pages/website

✓No coding required

✓Capability to prove digital ROI

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National Instruments – Email Results

57% 'Hook' or 'Engagement Rate'

1:48 Time of Engagement

43% conversion rate

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National Instruments – Display Results

31% 'Hook' or 'Engagement Rate'

1:12 Time of Engagement

18% conversion rate

Works across native, display, email, social, video, mobile, search

B2B Marketing - Checklist

- ✓ Focus on people by creating content that makes your target audience's job easier
- ✓ Uncover the why and how buyers make decisions
- ✓ Have a KPI for each campaign
- ✓ Ensure your landing pages have a tailored, meaningful post-click experience
- ✓ Track where and how you find your best leads

Thank you!

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