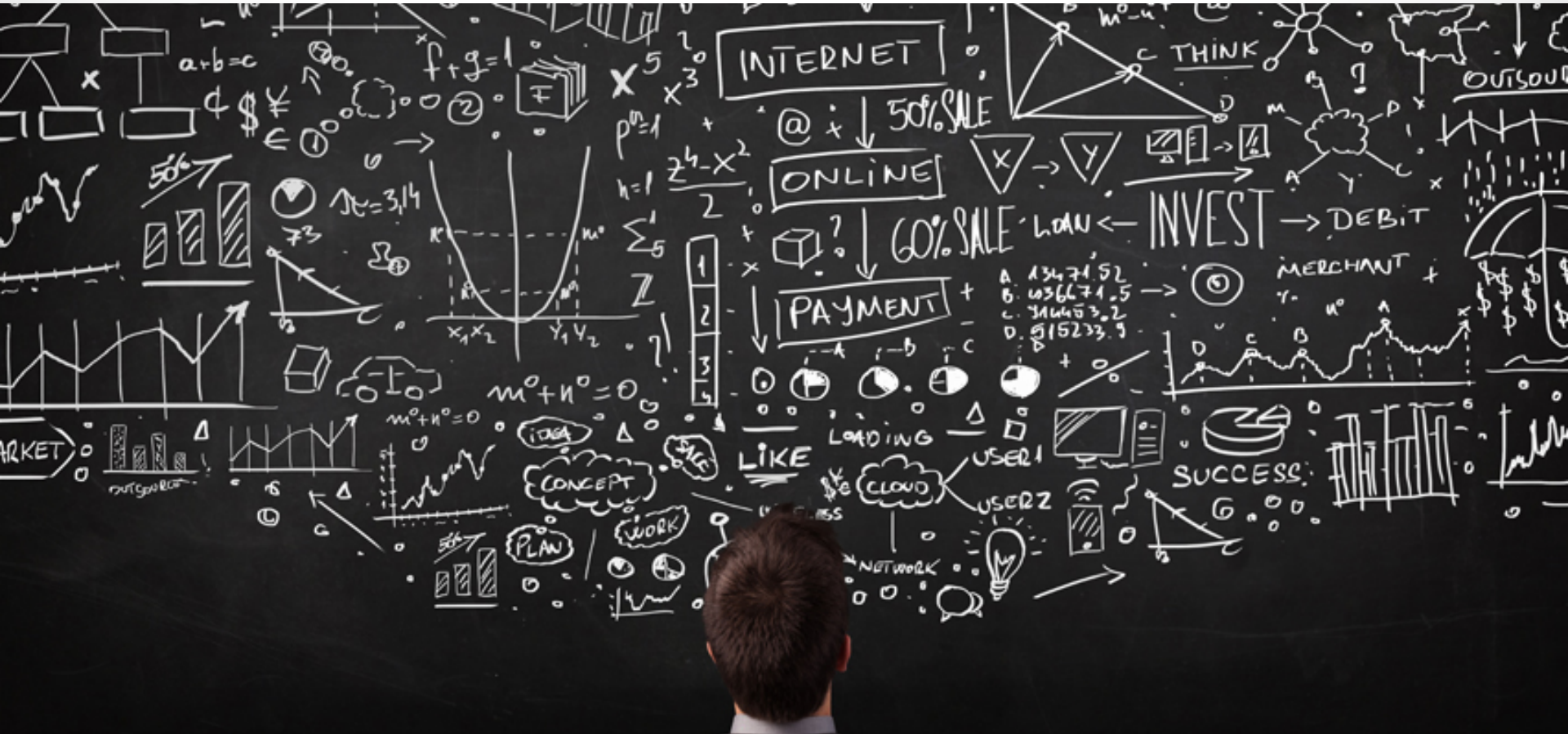


JONATHAN LACOSTE



Co-Founder/COO at Jebbit

What's Next – B2B Marketing Innovation



jebbit.

IT'S
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MARKETING

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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"

jebbit.

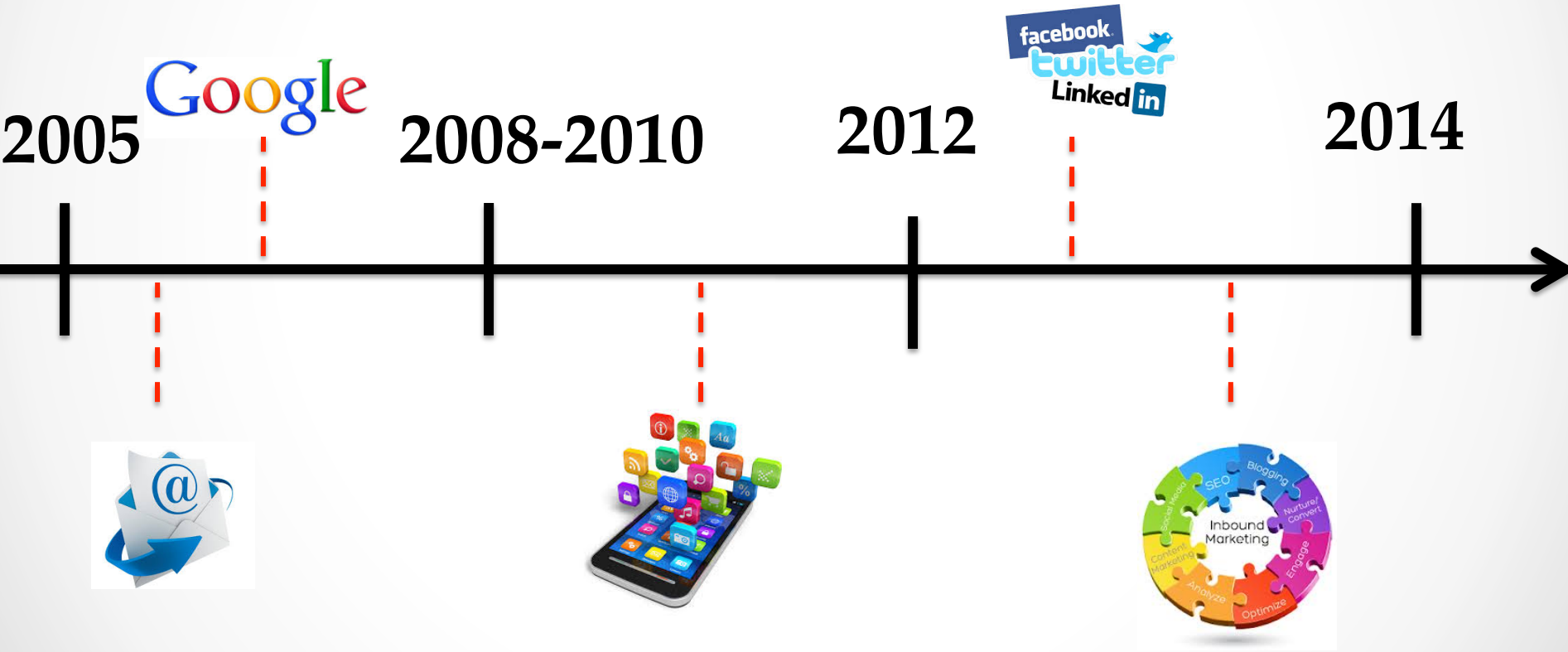
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MARKETING

1000+ Campaigns



Marketing Innovation – Moving Fast



#1 Challenge

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

% of respondents

Generating more leads



Reaching more of our target audience



Accurately measuring and attributing online conversions to the correct marketing channels



Elevating our brand online



Better incorporating targeting throughout our marketing mix



Customer retention/loyalty



■ 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



**60-70% of buying decisions are made before
a customer approaches the seller**

#1 Strategy - Content Marketing

93%

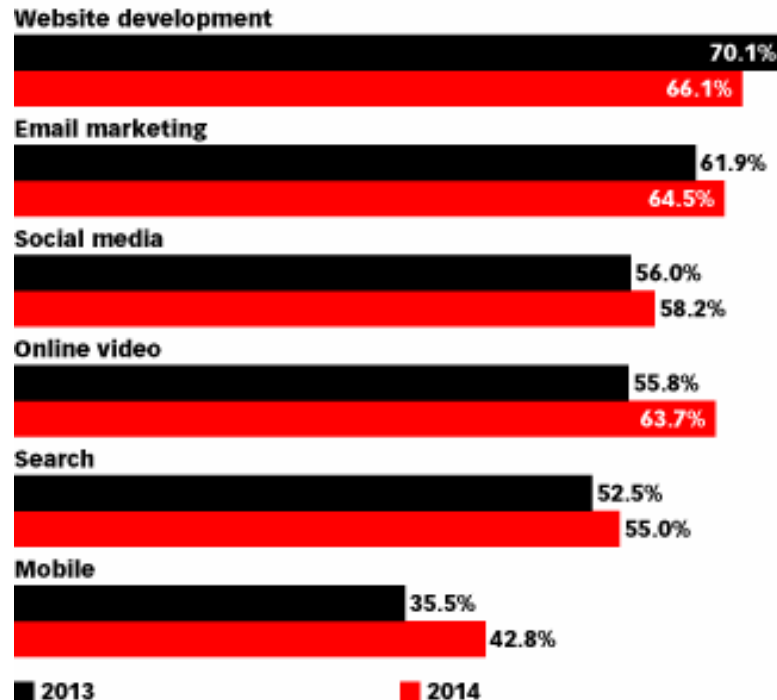


**The Winners are Those Who Deliver
the Most Relevant Content**

Top Digital Marketing Tactics

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

% of respondents



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

150198

www.eMarketer.com



7 Deadly Sins of B2B Marketing



1. Not understanding the customer



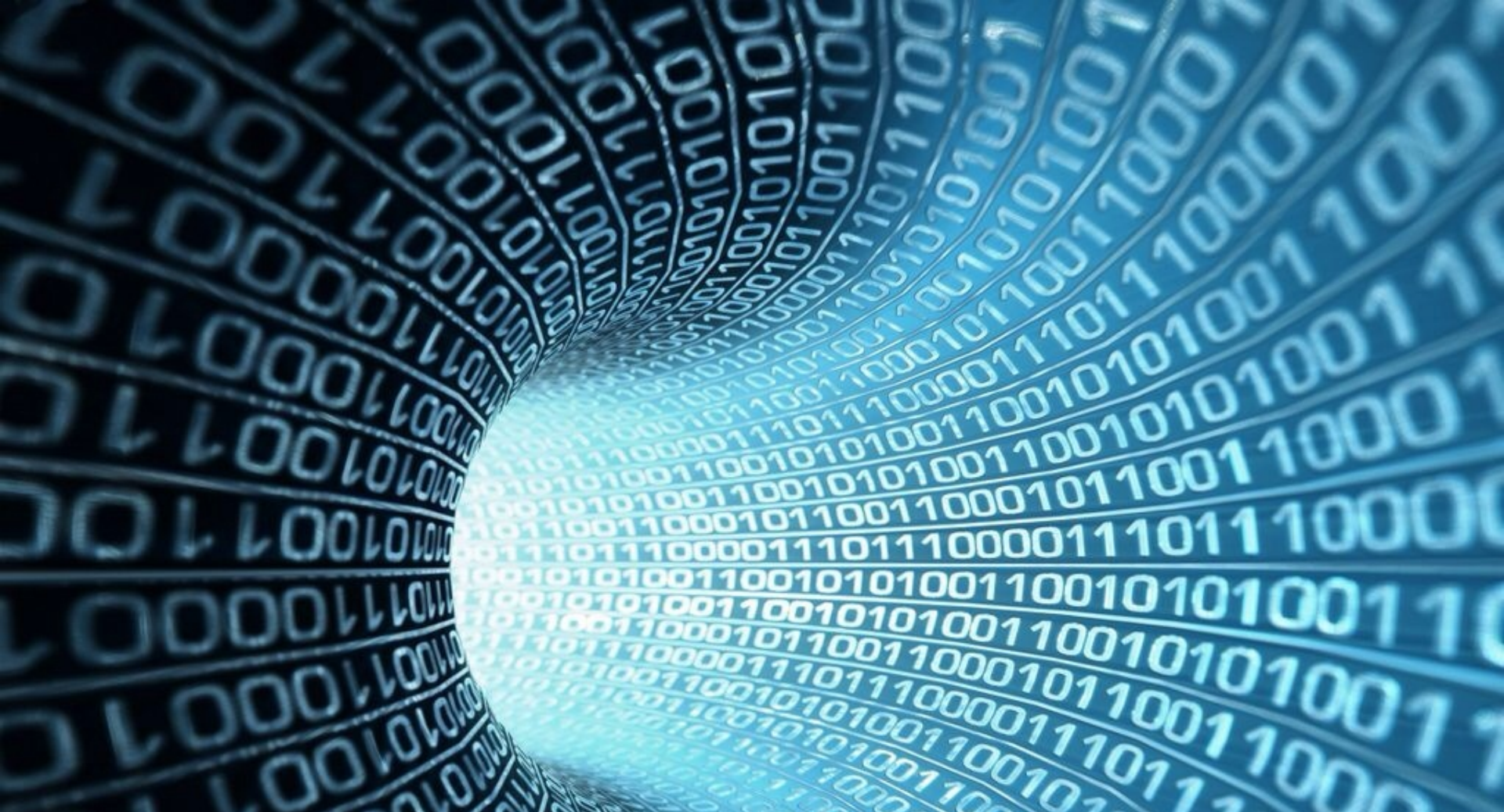
2. Failure to practice flexibility and constantly adapt

A close-up photograph of a person's face and hand. On the left, the back of the person's head and ear are visible. On the right, the person's hand is raised near their mouth, with fingers spread. The person's lips are slightly open, and their tongue is visible. The background is plain white.

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

1. See an ad/
email/post.



2. Answer questions on
landing/website pages.

NATIONAL INSTRUMENTS

For your current project, are you:

A	Using off-the-shelf hardware
B	Designing custom hardware
C	Combination of both
D	Other

NI embedded hardware and NI LabVIEW system design software is giving smaller design teams the ability to prototype and deploy demanding embedded systems for monitoring and control applications faster.

Overview

National Instruments provides graphical system tools for engineers and scientists

Embedded Control & Moni

3 minute webcast
Requires Adobe Fl

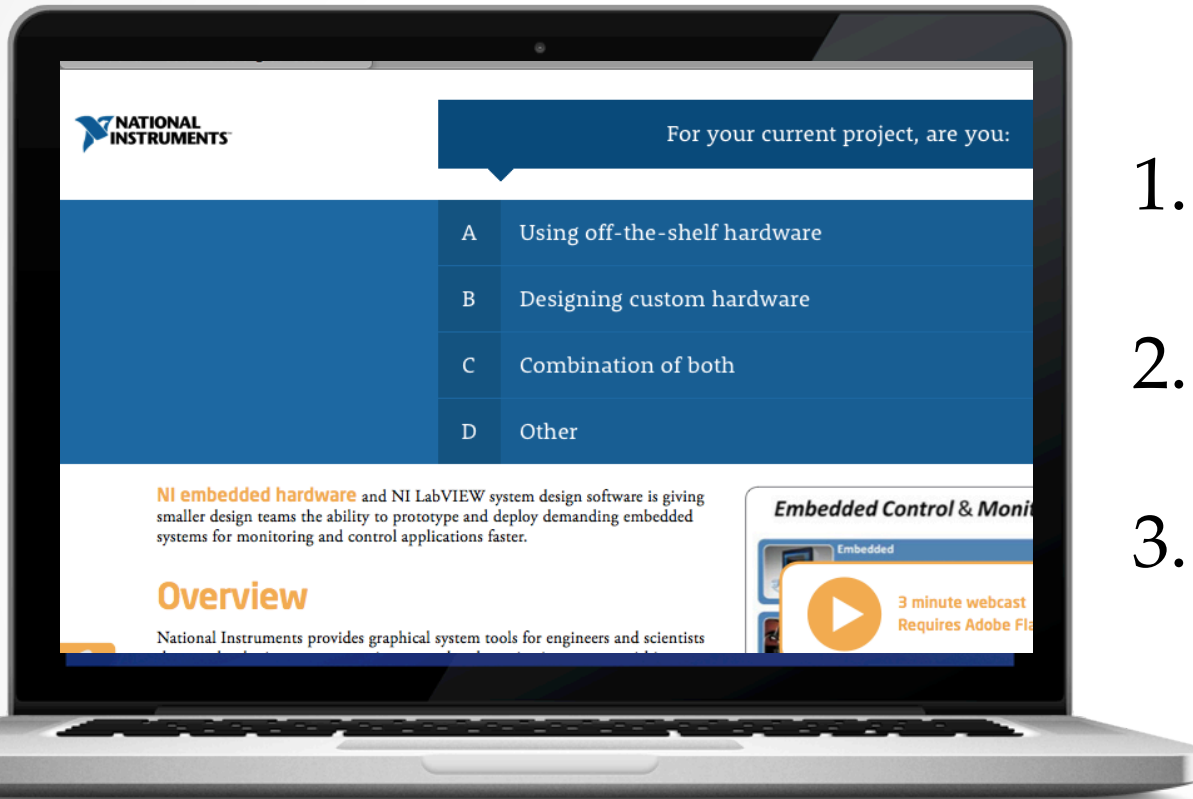
3. Enter email
to get reward.

📁 Thank You!

Enter your email below for access to the TechTips Digital eBook sponsored by National Instruments

@ Email

Post Click Engagement -



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

Post Click Engagement Experience



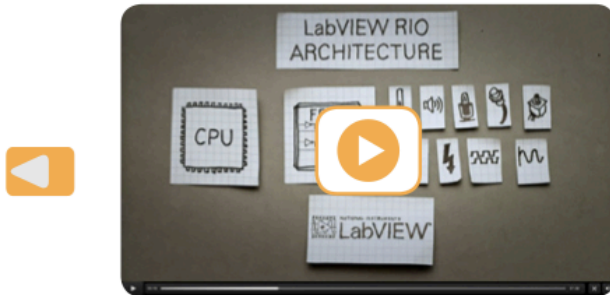
Are you familiar with NI LabVIEW graphical programming software?



Technical Resources

NI LabVIEW RIO Architecture

The **LabVIEW** reconfigurable I/O (RIO) architecture combines LabVIEW system design software with reconfigurable off-the-shelf hardware. This architecture is based on four components: a processor, a reconfigurable FPGA, measurement I/O hardware, and LabVIEW. Using an integrated hardware and software platform built on the LabVIEW RIO architecture, you can simplify system development across a variety of industries and applications.



>> [View video.](#)

An Integrated Approach to System Design

In an increasing complex world, an integrated hardware and software platform is critical to equip you with the tools to accelerate productivity, innovation, and

What the LabVIEW RIO Architecture Can Do:

Automated Test

Build test systems based on flexible hardware and scalable software to meet today's test challenges while reducing the total cost of test.

- Explore test hardware targets
- Build a better automated test system

Embedded Control and Monitoring

Develop next-generation control and monitoring systems within industries such as energy, industrial control, life sciences, and transportation.

- Explore embedded hardware targets
- See how you can double your productivity with NI embedded systems

RF and Wireless Test

Address the most challenging RF applications with cutting-edge hardware and maximum programming flexibility.

- Explore RF hardware targets
- Learn how NI is redefining RF and microwave instrumentation

Student Design

Prepare students to solve tomorrow's challenges by giving them the ability to design real, complex engineering systems more quickly and affordably than ever before.

Post Click Engagement Experience



Are you familiar with NI LabVIEW graphical programming software?



- A Yes
- B No
- C I am currently a user!

and LabVIEW. Using an integrated hardware and software platform built on the LabVIEW RIO architecture, you can simplify system development across a variety of industries and applications.



>> [View video.](#)

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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

National Instruments – Email Results



57% 'Hook' or 'Engagement Rate'



1:48 Time of Engagement



43% conversion rate

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!

Jonathan@Jebbit.com

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