

By Executives, For Executives

JUST **MEDIA** 

“A View From the Top”



Featuring Dave Hills, CEO of Twelfefold



Insight into B2B marketing trends, key insights for marketers and predictions for 2014

Briefly describe Twelvifold and how it fits into the B2B Marketing eco system?

Response: Through our technology platform we provide brands and their agencies the ability to target B2B audiences without the use of cookies. Essentially Spectrum, our platform, successfully derives mindset from the content that a user is engaged with. Simply, this means we understand not only what the page is about, we actually understand why someone is reading the page using very advanced language processing. Then we provide the ability to place ads at the page and not site level.

We do well with B2B-oriented brands and campaigns due to our precision in targeting. While an entire site might be somewhat relevant, we find the exact pages in that site that your customers are going to read. We also enable our customers to place ads in the long tail of content that their prospective customers might be reading

Over the last 12 months how has your business needed to transform to stay ahead of developments in B2B marketing?

Response: In the last 12 months we've made many adjustments to our platform that really benefit B2B marketing. Our platform can now be used on a self serve basis, allowing forward thinking agencies like Just Media to seamlessly leverage our platform, Spectrum, in conjunction with other products they use to serve their clients. We've also continued to develop our proprietary algorithms to better understand content and process it faster. As of today we see 8 billion pieces of content on a daily basis, which is incredible scale. And just recently we introduced Spectrum for Video which B2B accounts can use to target specific videos, just like we do with pages.

Have you seen a shift in client campaign strategies and types?

Response: We've seen clients continue to test and evaluate in B2B marketing. We see more mobile being used, more content from the brand being distributed and advancement in the understanding and tracking of KPI's. We encourage our customers to experiment with Spectrum and try different things, measure them closely and then repeat what works.

The smartest advertisers see the value in integrating our technology platform's capabilities into their marketing programs and testing to find performance sweet spots.



What is the biggest challenge working with B2B clients?

Response: B2B clients generally share one common denominator and that is their audiences, regardless of category, tend to be discreet and difficult for them to find in any concentration or scale. Our biggest focus in being productive with B2B marketing is really understanding the audience and the content they like to consume so we can take the inputs and put them into our platform, Spectrum. Once we understand the audience target in detail we can let our platform do the work and find the audience based solely on what they're consuming at that moment. We don't use cookies so the more we understand about the target the better job we can do for the brand.

What changes are you expecting in B2B for 2014 and how are you preparing?

Response: We're focusing on some new analytics that we think brands will find valuable. Since we're able to "listen" to the web in real time we understand content trends and can also see consumption spikes based on news, an announcement or other triggering factors. We'll be introducing an analytic service that will allow brands to look at the content of their site in relationship to what is being consumed. Being able to see the difference between what's on a brand's site and what's being consumed generally, brands can then adjust the content they display to their customers. We think this will be valuable to brands and will offer it as a service, not connected to the media part of our platform.

Finally if you have advice for a B2B CMO for 2014 what would it be?

Response: We'd likely tell the CMO to continue to experiment with different ways to reach their audience. That has two pieces to it. First is the targeting piece. Continue to try new ways to reach your audience and do it by testing with discipline. Once something works then scale it as fast as possible. The other part is creative. We think there's much to do in order to better match the right creative to the right placement. Be sure your creative fits the environment you're running in so it provides value to the experience of content consumption. Once size fits all creative is no longer true and it is important marketers think about this in function of the KPI's they hope to hit.

FULL DISCLOSURE – Just Media has adopted and integrated the Twelvelfold Spectrum platform into our in-house managed technology stack. This enables Just Media clients to simply implement the solution into the media mix



ABOUT DAVE HILLS



A digital media veteran, Dave brings more than 30 of experience industry experience to Twelfefold and its clients. His extensive expertise in online advertising, search marketing, audience, technology development and subscription services provides him with a relevant, useful perspective and practical insight in all strategic and operational areas. Prior to joining Twelfefold, Dave was a General Partner with KPG Ventures, a venture capital firm specializing in seed-stage, consumer Internet technology companies. Dave also served as President, Chief Executive Officer and Director of LookSmart, Ltd, (NASD – LOOK), where he rebuilt the company’s ad network, quadrupled audience to LookSmart sites and licensed the company’s ad center to sites such as ask.com. Before that, Dave served as President of Media Solutions for 24/7 Real Media, as well as Chief Operating Officer and President of Sales for About, Inc. Dave also leverages his experiences from serving as an executive in multiple positions at Cox Enterprises, including Vice President of Sales for Cox Interactive Media, Vice President and Director of Cox Interactive Sales, as well as Vice President for Telerep.

ABOUT TWELVEFOLD

Twelfefold is rewriting the “rules” as the first and only digital media company to offer agencies and brands emotive-based targeting based on an understanding of a page’s content and its effect on audience. We understand the power of online advertising and the importance of connecting with consumers by having the right ad in the right place at the right time. Formerly called BuzzLogic, Twelfefold offers an entirely new suite of products and services to help agencies and brands optimize their online advertising campaigns. As our new name implies, we have taken a huge leap forward.

www.twelfefold.com

ABOUT JUST MEDIA

Founded in 1996 and based out the San Francisco Bay Area, Just Media, Inc., is an 18-year old media agency specializing in all aspects of campaign management for search, lead generation, demand generation and branding with a focus on advanced analytics, performance tracking and optimization. Media agnostic, the agency’s campaigns will be found across a full range of media platforms including TV, radio, out of home, and print as well as every conceivable web and mobile form from rich media campaigns, web events, content programs, virtual shows, content syndication and data driven, real time. The agency also services clients in verticals and other B2B segments including financial services, HR resource management and green technology. www.justmedia.com