


Give Your SMB Customer Acquisition Strategy a Lift with Audience Extension



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Mitch Ratcliffe

Senior Analyst & Digital Media Strategist

Joey Glowacki

VP of Sales & Business Development

Today's Speakers



Mitch Ratcliffe
Sr. Analyst
BIA/Kelsey



Joey Glowacki
VP, Sales & Business
Development, Manta

Agenda

1. BIA/Kelsey Analysis & Insights
2. Manta: Audience Extension Case Study
3. Q&A
4. Special Report Offer for Attendees

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Definition: Just What Exactly is Audience Extension?

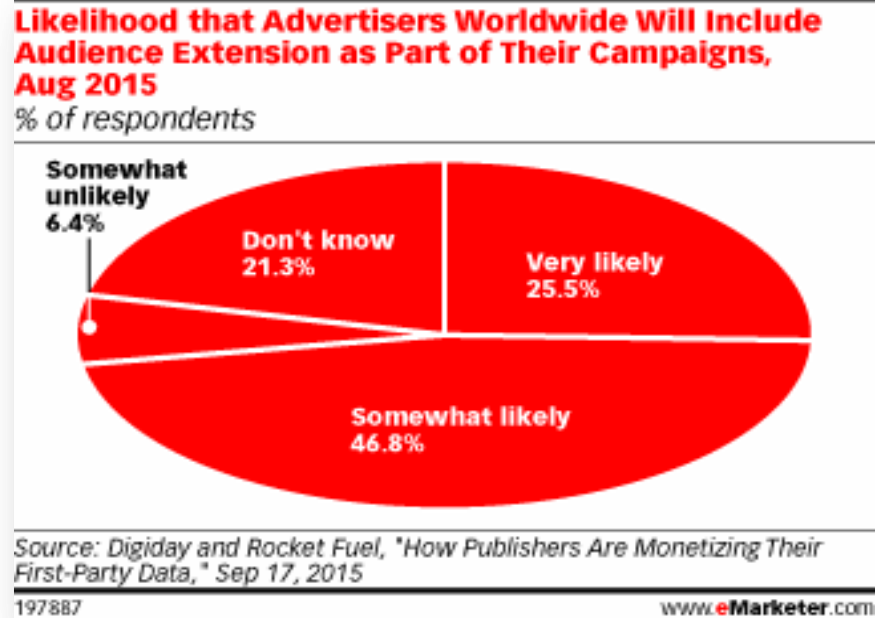
“Audience extension is a data-driven targeting technique that enables publishers to find sources of traffic outside their direct domain, expanding the reach and frequency of impressions for advertisers.”



How Widespread is Audience Extension?

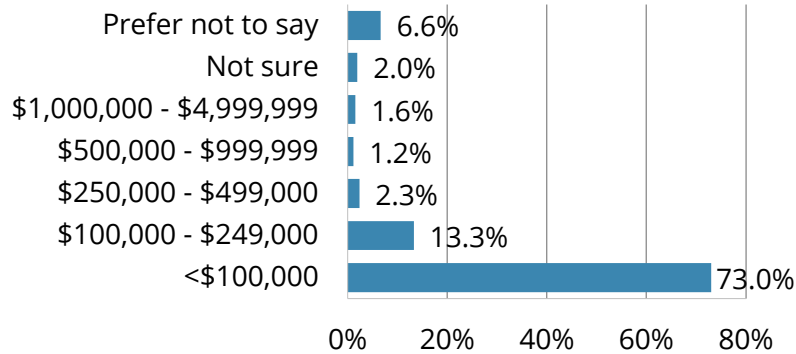
Audience extension's popularity has been growing.

More than 70% of advertisers worldwide plan on including audience extension in upcoming campaigns.

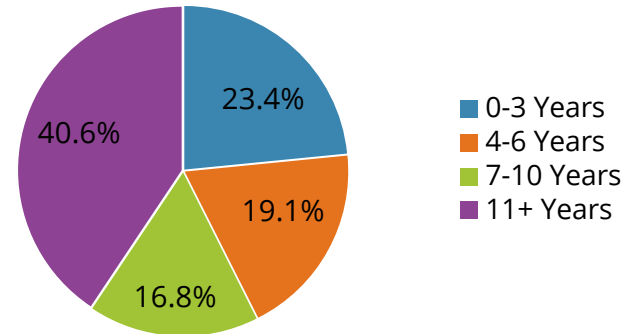


About Very Small Businesses

Annual Revenue



Business Age (Years)



- VSBs tend to be young and hungry – many plan to grow vs. just “maintain” business size
- VSBs are not big earners – at least not yet
- VSBs are more than likely not franchisees compared with the full sample, 3.5% vs. 11.8%, respectively.
- VSBs tend to be located in the suburbs of a city.

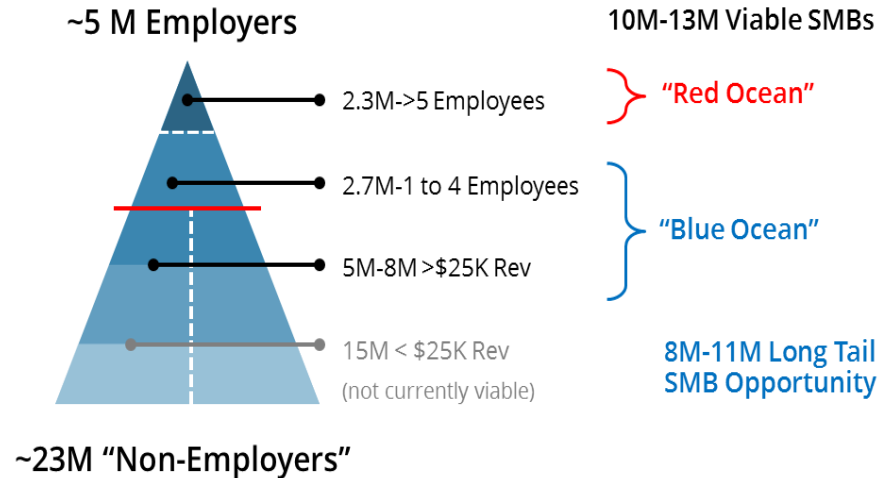
The SMB Long Tail Opportunity

The “Red Ocean” includes larger SMBs that most SMB channels address.

The “Blue Ocean” includes SMBs that have generally been considered too small to address – the customer acquisition cost (CAC) is seen as too high to justify.

Long Tail SMB Potential

28 Million SMBs



Source: Peter Hutto, based on U.S. Census Bureau data for 2013 & 2014

Myth-busting: Is It Possible to Address the VSB Market?

Advances in technology and business process has made it more possible than ever to address the bottom end of the SMB market. Some of these developments include:

- Cloud based software & rapid development processes
- Changes in digital consumption behavior (more app usage, etc.)
- Access to data on large audience platforms like Facebook & Google (via APIs)



How Does Audience Extension Address the VSB Market?

“Those selling products and services to SMBs struggle to attract them at a viable customer acquisition cost (CAC). Using sophisticated audience extension techniques, which can improve over time through refinement, business-to-business marketers can address the longer tail of SMBs at a lower CAC.”



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About Manta

Manta is one of the largest online resources dedicated to small business, delivering products, services and educational opportunities geared to help business owners become more competitive.

The Manta directory boasts millions of unique visitors every month who search its comprehensive database for individual businesses, industry segments and geographic-specific listings.



Case Study: Manta's Audience Extension Program

OBJECTIVE

Reduce customer acquisition costs for Manta advertisers by combining first and second party data into an audience extension program.

OUTCOME

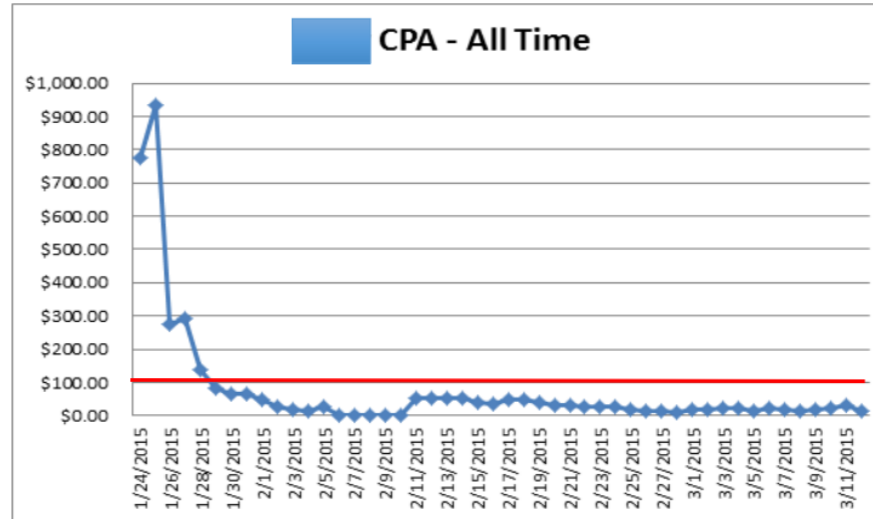
CAC's dropped – in many cases below clients' thresholds – making it very attractive to go after long tail SMBs.



Case Study: Manta's Audience Extension Program

- One banking industry advertiser had a model based on a **\$500 CAC**.
- It required a \$100 CAC from Manta, given it hadn't tried the program before.
- **Manta delivered a \$23.94 CAC.**

Bank Client



manta

Common Audience Extension Pitfalls

- **IMPROPER SETUP** - Audience extension fails when campaign's operational setup isn't handled properly, e.g., failing to establish appropriate tracking on the advertiser's conversion path and website.
- **LACK OF PATIENCE** - Audience extension programs take time to develop and generate results, often four weeks.
- **MISALIGNED KPIS** - Changing KPIs midstream or focusing on secondary KPIs, trying to optimize the campaign differently or veering from the original plan.



Conclusions: Takeaways for Publishers

- **Be Patient.** Clients must turn up the campaign over time, as its performance improves, to get the full impact at a low CAC.
- **Focus on the Data.** Starting from the wrong data or insufficient quantities of data can kill a campaign before it begins.
- **Button Up Operations.** Planning, coordination and execution based on clearly defined metrics make or break campaigns.
- **A/B Test and Iterate.** The performance of audience extension improves over time through testing and refinement.



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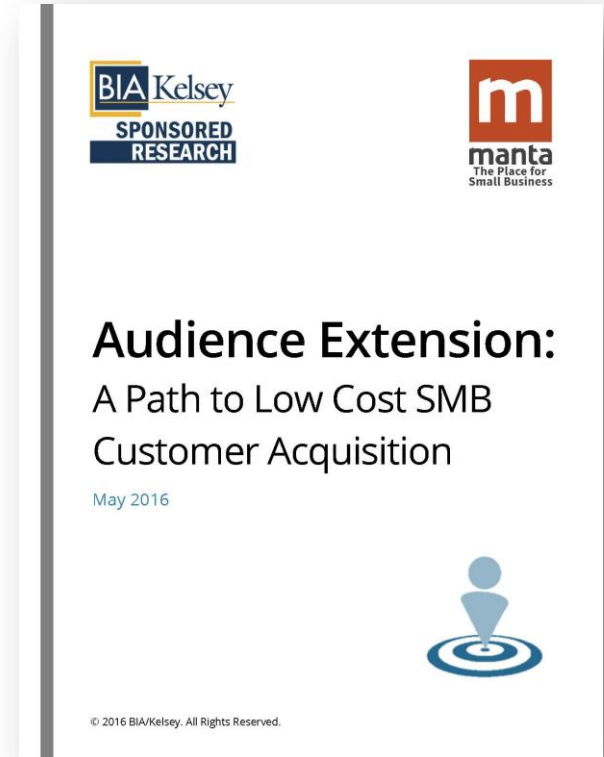
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Free Download: Audience Extension White Paper

When you registered for this webinar, you received access to a report on audience extension. *You can also access it here:*

<http://www.biakelsey.com/webinar-registration-manta/>

“The audience extension model has particular relevance in the small and medium-sized business (SMB) space. Using sophisticated audience extension techniques, business-to-business marketers can address the longer tail of SMBs at a lower customer acquisition cost.”



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Questions & Comments:

Mitch Ratcliffe

Senior Analyst

BIA/Kelsey

mratcliffe@biakelsey.com

Joey Glowacki

VP of Sales & Business

Development

Manta

jglowacki@manta.com

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