# The truth about digital advertising and B2B lead generation

Discover why vanity metrics are harming your results, how changes to third-party cookies will impact your marketing, and why advanced tech will transform your business.



WebInsights

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# Why vanity metrics are harming results

In a recent **Forbes** article, Dr. Augustine Fou discussed what happened when a number of big-name brands and small businesses alike turned off their digital advertising. According to Fou, there were no changes to the bottom line. While the number of clicks, impressions, and website visitors plummeted, conversion-rates and sales stayed exactly the same. Similarly, his research found that while advertising reach is high, the quality and content of the sites were often not up to scratch.

Of course, no two businesses are the same — and what works for one company may not work for another. However, due to the events of 2020 and our **industry pivot** to an entirely digital strategy, it has never been more important to assess where you're seeing ROI. We've proven our ability to be agile: so let's pivot to what works, and stop investing budget in tactics that don't.

This doesn't mean marketers should say goodbye to digital advertising entirely. In fact, it should still form a critical part of your strategy — especially since global spending is predicted to reach almost $4 billion this year, according to eMarketer. Instead, it poses an opportunity to make **smarter spending decisions**, outline the metrics that matter to your business outcomes, and conduct experiments to see what works for you.

**"You have to generate revenue as efficiently as possible. And to do that, you must create a data-driven sales culture. Data trumps intuition."**

**Dave Elkington**, CEO and Founder of InsideSales.com

According to HubSpot, **only 61% of marketers think their strategy is effective.**

As many as **58% of marketers are challenged with targeting or segmenting their audience**, according to Forrester.

ClickZ found that **omnichannel campaigns produce a 250% higher rate of purchase frequency** than single-channel campaigns.

**No matter which marketing channels you opt to use, each will have its own set of channel-specific metrics.**

## Vanity metrics vs. business outcomes

Whether this is email open-rates, click-throughs, social media engagements, or even audience size. These measurements provide a helpful overview of how engaged your audience is, whether you're sharing the right content, and will even help you make pipeline predictions. But, it's the metrics that affect the bottom line that are most important.

Consider the following when it comes to making digital ad decisions:

- Number of leads generated

- **Marketing Qualified Leads** (MQLs) to sales-ready opportunities

- Sales-ready opportunities to customers

- Cost Per Lead (CPL)

- Customer Acquisition Cost (CAC)

**"The best marketing doesn't feel like marketing."**

Tom Fishburne, Founder of Marketoonist

# What the phasing out of third-party cookies means for your business

Upcoming changes to the EU ePrivacy regulations mean the way we use third-party cookies is likely to change. Google has been hinting about a future without third-party cookies since last year, but the search engine giant's most recent announcement refers to Google Ads, YouTube and DV360, which is what could really impact marketeers and the digital landscape. With only a year to go until Google starts phasing out third-party cookies, B2B marketers need to assess how to restructure their digital marketing efforts to yield the best results.

## First Party vs Third Party Cookies: What's the Difference?

Let's take it back to basics. First-party cookies are created by your company's site to help track user behavior and create a better user experience for visitors.

This includes remembering usernames, passwords, and your language preferences. Even in 2022, these will be considered vital, and aren't going anywhere.

"The future of marketing isn't big data. It's big understanding."

Jay Bear, speaker and author

It's third-party cookies we'll all be saying goodbye to. These are set by websites to help track user behavior for advertising purposes. We'll use Facebook's 'like' button as our example here.

When a user clicks this button on your website, a cookie will be stored on the visitor's computer that can later be accessed by Facebook to identify the visitor and see which websites they've visited.

In turn, this information will help Facebook inform retargeting campaigns and allows the platform to deliver customized ads to the user. Similarly, advertisers use third-party cookies to build unique behavior profiles, targeting users with relevant ads based on their web activity.

The phasing out of third-party cookies means profiles created by these cookies will include less accurate information about users. This is what has the B2B sales and marketing industry concerned. By limiting the information available, many will be spending more to access an audience that, by all accounts, may be less relevant than their current targeting setup.

## How can you adapt to the change?

You may be familiar with IP tracking: the technology that enables you to track your website visitor behavior. Website visitor automation software goes one step further by querying the domain name system (DNS) associated with that IP, revealing who owns it, and routing it to the right person or place in your business.

Users receive the name of the business hosting that IP, and the additional details of those who registered the IP. Once the business name is discovered; the hard work is done. This process is totally legal — the databases providing information carry public data. **You can read more about the changes here**.

# Website visitor automation: transforming digital success

**A staggering 80% of marketers report their lead generation efforts are only slightly or somewhat effective, according to BrightTalk.**

As 42% of B2B marketing professionals say a lack of quality data is the reason for this. So, how can marketers ensure their digital advertising efforts are generating leads — and that those leads are going to convert? Enter website visitor automation: the ultimate solution to maximizing ROI from your digital spend.

**Website visitor automation** takes website visitor tracking features to the next level, combining **automation and integration** to deliver results in an instant.

# Web Insights: the key to revolutionizing digital advertising

Digital advertising drives traffic to your website. But, what happens to that traffic when it gets there? When we consider metrics that relate to business outcomes — leads generated, conversion-rates, CPL — we can quickly see that unless we're **converting** digital advertising traffic into leads, it's hard to prove ROI.

According to Rakuten Marketing, even back in 2014, buyers were visiting a website as many as 9.5 times before making a purchase. This means there are hundreds — thousands, even — of unconverted visitors leaving your business website before making an inquiry. Website visitor automation eliminates the need for on-site conversion — providing users with the necessary data to place these visitors into their pipelines, ready to be nurtured, reassured, and eventually transformed into customers.

**Web Insights** owns the largest proprietary database of B2B IP data on a global scale. Using intelligent website visitor automation technology, the software identifies visitors in real-time. It then matches the visitor to its database and reveals the business's identity. Users receive the business name, contact details, firmographic data and on-site behavior.

This way, users gain the power to make quicker connections with customers and deliver instant results. Supercharge your CRO strategy, revolutionize your website, amplify results, and keep your sales pipeline topped with new opportunities.

**"Marketing and innovation make money. Everything else is a cost."**

Peter Drucker, management consultant

# Close **more business** than ever before, and drive business success with **Web Insights.**

## Real-time engagement; real-time success.

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