Terminus vs. Retargeting

Limitations of Retargeting
Retargeting engages individuals who have visited your website but doesn’t take into account the fact that they may not have decision-making power, or they may be one of a larger group of stakeholders. Retargeting often misses the key stakeholder.

Retargeting is reactive, meaning it cannot target potential customers who don’t visit your website, causing you to miss out on a large percentage of your potential buyers.

Retargeting targets everyone who comes to your site. As a result, you end up wasting ad spend on people who are not a fit for your solution, including competitors and job applicants.

How Terminus is Different
Terminus is proactive. It enables marketers to select the precise companies and job titles they want to engage with their ads, whether or not anyone at those accounts has visited your company’s website. No contact data is required.

Terminus allows marketers to automate campaigns based on criteria in their CRM, such as firmographics or stage in the sales cycle. Campaigns are easier to set up, more cost-efficient, and highly targeted.

Terminus does not charge a margin on media spend, so we’re not incentivized to drive up our customers’ ad spend. Our AdOps team is focused on delivering the highest quality impressions from your target accounts and personas at the lowest cost.

“We brought on Terminus because we had a gap in our digital strategy. We were doing Google paid search, we were doing retargeting, but we didn’t have a way to holistically cover our target accounts at scale. By implementing Terminus and creating different campaigns to target different personas and verticals, that’s just something we couldn’t do before with our traditional digital strategy.”

– Jenny Coupe, VP of Customer Acquisition at SOASTA

To sum it up...
Retargeting can be a useful tactic for B2B marketers as part of a larger digital strategy, but retargeting alone is largely ineffective because its reach is limited and unfocused. Terminus, on the other hand, allows marketers to proactively reach the right people at the right companies with hypertargeted display, mobile, video, and social media ads as part of a multichannel account-based marketing program.

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