

Clearbit Ads Use Case Playbook

FOR INTERNAL USE ONLY

Updated: May 2022

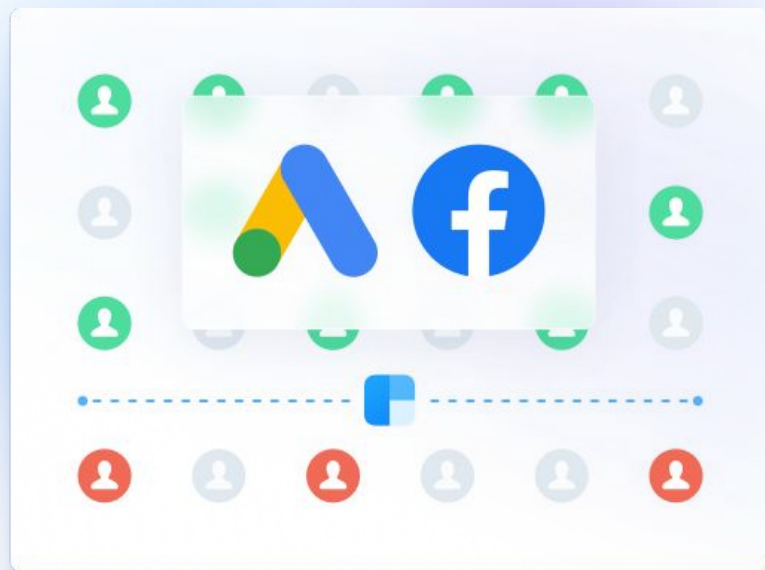
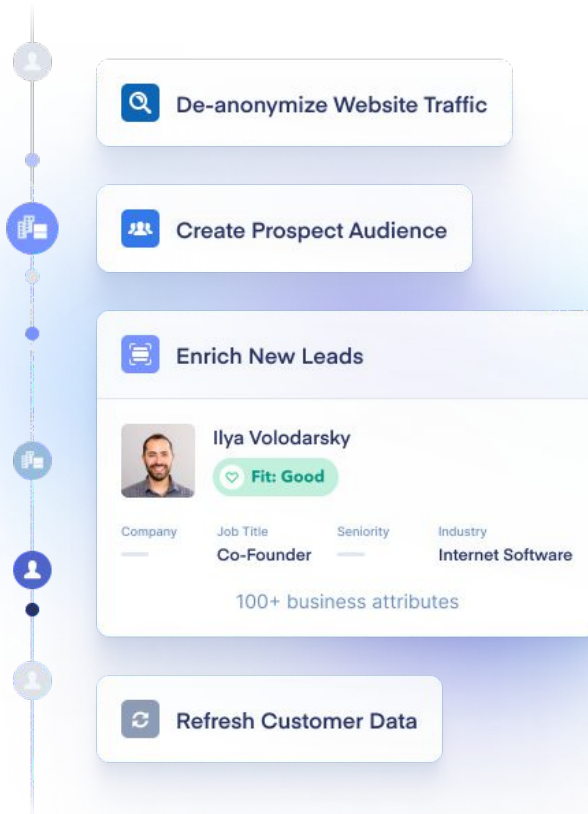


Table of Contents

1. [Intro to B2B advertising](#)
2. [Target buyers](#)
3. [Prep & qualification](#)
4. [Discovery](#)
5. [Pain we solve & our value](#)
6. [Managing the competition](#)
7. [FAQs & Additional Resources](#)
8. [Common Ad Terms](#)



Intro B2B Advertising



B2B advertisers need to attract and convert more new customers. They need to sift through a lot of noise to get their ads in front of high fit ICP audiences.



Struggle to find and target their ICPs on major ad networks like Facebook and Google



Waste ad spend on the poor fit leads



Unable to paint an accurate picture of which ads are effective with each audiences



B2B advertisers ultimately want to...



Target high fit ICP audiences and drive them to their website



Convert these leads into sales and find more like them



Reduce ad spend on people that are not a good fit



Acquire these leads in the most cost-effective way as possible



Target Buyers



The cast of buyers you might engage with along with way.

CEO / Founder

Grow the company and bring in revenue

CMO

Build company brand, generate awareness, convert intent and generate engagement to build pipeline

VP of Marketing

Generate engagement, convert intent, and generate engagement to build pipeline

VP of Growth

Generate leads via content, ads, and other and marketing campaigns focused on lead volume

Head of Acquisition

Generate awareness and leads (sign ups or demo requests) via advertising campaigns

Growth Marketing

Generate awareness and leads (sign ups or demo requests) via advertising campaigns

Performance Marketing

Increase awareness and lead volume (sign ups or demo requests) via advertising campaigns

Demand Gen

Deliver lead volume and increase conversion rates to fill the funnel for sales to convert to pipeline

Advertising Managers

Generate effective advertising campaigns for brand awareness and lead generation. Work with ad agency to manage campaigns

Learn more about [Target Buyers](#) in Notion.



Prep & Qualification





Review their website

- How is the website segmented?
- Do they have different personas?
- Brand vs Agency, SMB vs Enterprise?



Review their Facebook ads library

- What type of offers are they running?
- Learn more or request demo?
- Are they running any awareness / educational content ads?



Identify which acquisition strategies they are using

- Brand Marketing
- Lead Generation
- Account-Based Marketing
- Outbound Sales & Marketing
- Product-Led Growth

Prep work you should do before your first call.



Are they a good fit for our enrichment data?

Our ad targeting database is our enrichment database...

- B2B SaaS
- US, western EU, AU, NZ
- 25-1000 employees
- Global alexa rank < 1,000,000
- Well funded
- PLG (not a requirement)



Experienced B2B Facebook advertisers (and/or their agency)

Ensure they are running FB ads



Running lead generation or high-volume acquisition campaigns

Are they running lead generation ads to collect data about people who clicked on their ads (ads with CTAs: subscribe, enter to win)?

These are green flags and signs this could be a **good fit.**



Have attribution and fit-based scoring in place

If someone opts in they can tie it back to Facebook and a specific audience. They know what a good quality lead is vs a bad quality lead.



Spending (or committed to spend) \$10K+ per month on Facebook ads

If they are spending less than \$10k per month the amount they are paying for Clearbit is likely not worth it.



B2C businesses, companies doing 100% enterprise sales, or small-audience ABM

Small audiences on FB are inefficient leading to high cost per result, discourages advertisers to use FB.



Not advertising on Facebook or LinkedIn

If they are not currently spending money on this type of advertising it will be an uphill battle.



Spending Less than \$10K per month on FB and LinkedIn

Clearbit won't be worth their investment if their current spend is so little.

These are red flags and cues they are not a good fit.



Best-in-Class Disco & Demo Calls

Discovery Questions



What is their Paid Media Strategy?

Tell me about your paid media strategy today?

How do they measure their advertising?

What channels are you using?

What problems are they having?

What are you trying to accomplish on those channels?

What is the impact?

How does your budget breakdown across those channels?



What is their Paid Media Strategy?

How do they measure their advertising?

What problems are they having?

What is the impact?

How do you measure success for each of your channels?

What do those metrics look like per channel?

What is their Paid Media Strategy?

How do they measure their advertising?

What problems are they having?

What is the impact?

How effective is your targeting across these channels?

What problems are you experiencing with quality and conversion?

Expect most B2B advertisers to share that their ***lead to quality lead conversation is low on FB.***

What is their Paid Media Strategy?

Does you need FB to be effective in order for your marketing strategy to be successful?

How do they measure their advertising?

Why do you need to make FB an effective channel for your business?

What problems are they having?

What happens if you don't make this an effective channel?

What is the impact?

How does this impact your larger scale business initiatives?

Pain we solve & our value



#1 Native targeting on Facebook is not effective for B2B advertisers which leads to inefficient targeting & wasted ad spend.



**Core
Audiences**

Volume is good but native targeting options aren't great for B2B advertisers.



**Custom
Audiences**

Does a poor job of matching to business emails.

Typically match & target 10-20% of the people in advertiser's list.



**Lookalike
Audiences**

In most cases, **less than 10% of leads from Lookalike Audiences will fit advertiser's ICP.**



Reach large, highly qualified B2B audiences with your ads and convert qualified leads at scale

Use rich, always-fresh data to improve B2B social advertising



Dramatically increase your audience size, scale campaigns, and reach more ideal customers

Use Prospect Audiences to reach net new leads that aren't in your database yet. Drive high quality leads with 100+ firmographic, technographic, and person/title level filters and prospect into designated target accounts.

Available for Facebook



Retarget qualified accounts and increase your conversion rate

Retarget qualified good-fit accounts and exclude bad-fit accounts using Clearbit's Reveal data to identify and track anonymous website visitors on Facebook and Google.

Available for Facebook, Google



Reach more people in your database from a dynamic list of contacts and improve reach

Combine 1st party data with Clearbit's Enrichment and Reveal data to create precise audiences. Orchestrate person-level targeting, and improve reach across your campaigns.

Available for Facebook, Google



Senior Employees

Employment Role	is any of	Marketing
Employment Seniority	is any of	Executive Director

Working at companies that match...

Country	contains	United States
Tags	contains	B2B SaaS
Tech	contains	Salesforce

How Clearbit helps get precise B2B Targeting on Facebook

Prospects are refreshed daily by Clearbit

Create a Prospect Audience: Person & Company Criteria

Set up an audience of your ideal prospects from Clearbit's complete data of people and companies. Use Clearbit's attributes which includes 100+ firmographic, technographic, and person/title level filters.

Audiences > Create new audience
Build a highly targeted audience and sync it to an ads platform

Build your prospect audience

Name your audience, and set person and company criteria to find new people to advertise to, using Clearbit's complete data.

Prospect from companies in Clearbit's entire dataset
Create an audience of your ideal prospects from Clearbit's complete database of people and companies.

Prospect from an existing company segment
Create a dynamic audience of prospects that updates every time a company enters or exits one of your segments.

For every company matching...

- Company Tags: contains all of B2B, SAAS
- Company Country: is any of United States
- Technology: contains all of Facebook Advertiser

Buttons: Add condition, Add group

Prospect into Designated Target Accounts

Prospect into designated target accounts by defining prospect company criteria.

Build your prospect audience

Name your audience, and set person and company criteria to find new people to advertise to, using Clearbit's complete data.

Prospect from companies in Clearbit's entire dataset
Create an audience of your ideal prospects from Clearbit's complete database of people and companies.

Prospect from an existing company segment
Create a dynamic audience of prospects that updates every time a company enters or exits one of your segments.

For every company matching...

Filter attributes: Select a value: Enter a value

Buttons: Add condition, Add group

Prospect for people with any role, seniority, or location

Add search criteria

Buttons: Discard changes, Calculate audience size, Back, Next

Sync Prospect Audiences to Facebook Ads Manager

Choose the Facebook account that you want to sync this audience to and name your new Facebook Custom Audience.

Build your prospect audience

Name your audience, and set person and company criteria to find new people to advertise to, using Clearbit's complete data.

CB_SaaS_US_Marketing
New prospect audience

Facebook Custom Audience
Sync your audience to Facebook

Facebook account *

Choose a Facebook account

New Facebook Custom Audience name *

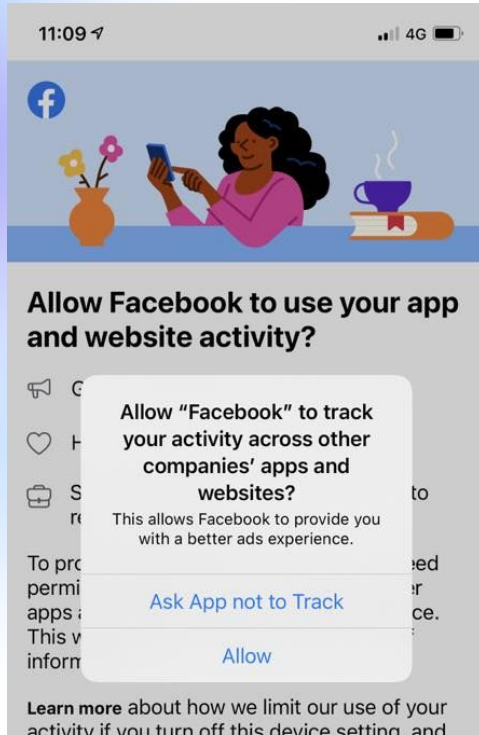
Name your Facebook Custom Audience

Buttons: Discard changes, Back, Create & sync audience



Technical Requirement: Access to Facebook Ads Manager Account

#2 iOS 14 update allows users to opt out of tracking which is bad news for advertisers.



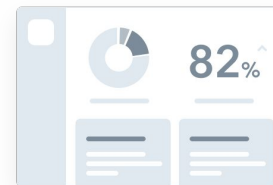
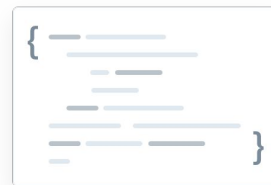
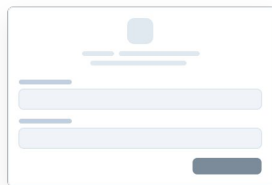
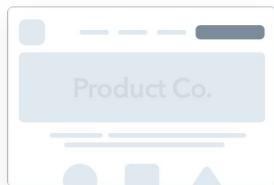
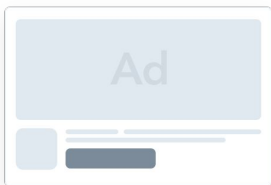
- Conversion data has gotten significantly lost since this release.
- Machine learning algorithm relies on data to determine how to optimize ads.
- Custom audiences have shrunk.
- Lookalike audience performance have suffered (since it relies on a custom audiences).
- There is less data to help optimize ads.



And the **world is becoming cookieless**, new privacy laws (i.e., GDPR, CCPA) are making it difficult for advertisers to use third party cookies for tracking users across sites.

Advertisers with strong first-party data will have an advantage in this new environment.





1

X

2

X

3

4

X

5

User clicks on an ad and arrives on your site.

User browses your site and reads about your product/solution.

User fills in a form on your site and becomes a lead.

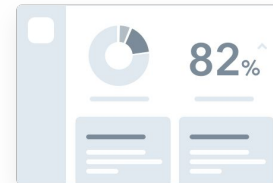
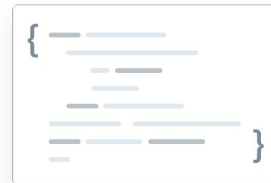
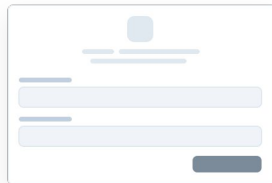
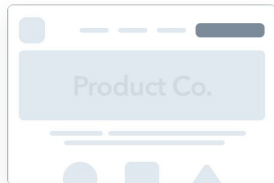
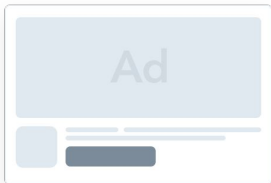
A 3rd party cookie records the lead event, and sends it to Facebook or Google.

Conversion is logged in Facebook or Google, fueling reporting, targeting, and budget optimization.

Advertisers are losing conversions. 40%+ of US internet browsers use adblock today.

Apple is blocking iOS conversions. Google will go cookieless by 2023.

Pixels track all leads, not good leads. Bad quality signals lead to **low quality results.**



1
User clicks on an ad and arrives on your site.

2
User browses your site and reads about your product/solution.

3
User fills in a form on your site and becomes a lead.

4
A 3rd party cookie records the lead event, and sends it to Facebook or Google.

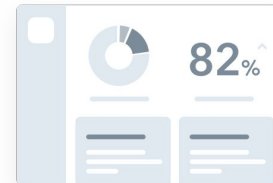
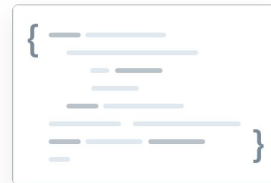
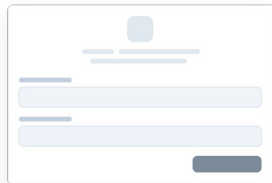
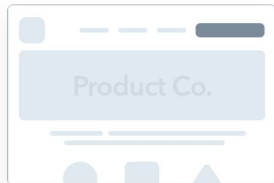
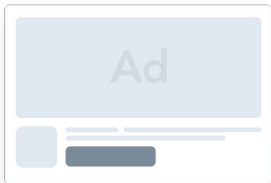
5
Conversion is logged in Facebook or Google, fueling reporting, targeting, and budget optimization.

65%+ fewer
conversions tracked

Conversion
quality ↓

Acquisition
Cost ↑

Inaccurate
Reporting



1

User clicks on an ad and **arrives on your site.**

2

User **browses your site** and reads about your product/solution.

3

User **fills in a form on your site** and becomes a lead.

4

A 3rd party cookie **records the lead event**, and sends it to Facebook or Google.

5

Conversion is logged in Facebook or Google, fueling **ROAS (Return on Ads Spend) reporting, quality targeting, and value-based bidding.**



4

Clearbit sends **quality conversion data, server-to server.** Bypasses ad blockers, browser limitations, and operating system restrictions.



Clearbit Conversion API bypasses ad blockers which leads to quality conversion data.

Convert qualified leads at scale by training Facebook & Google targeting algorithms with conversion data to maximize performance and minimize cost

Protect your conversions in a cookieless world



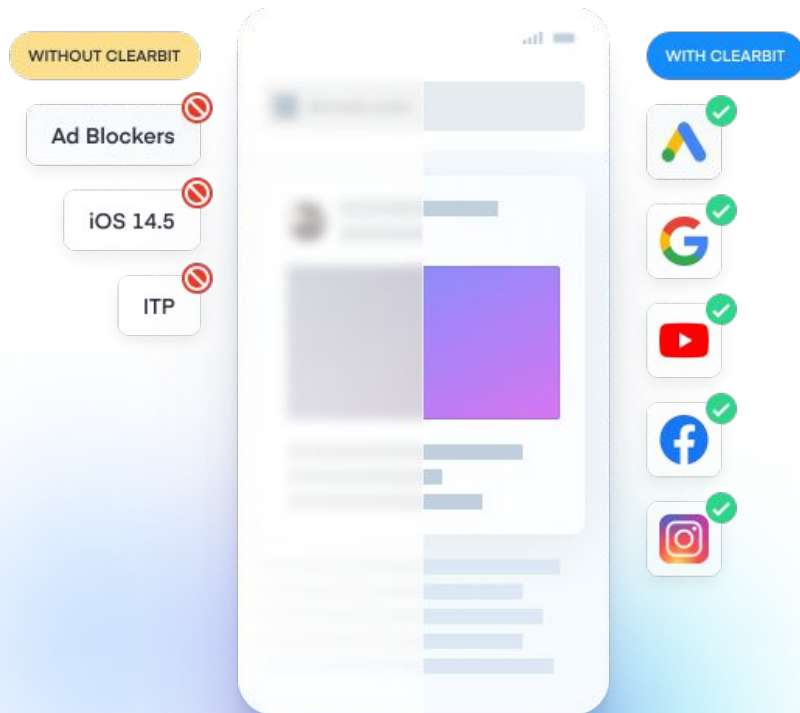
Improve conversion accuracy

Protect your conversion data from cookie-blocking technology (like iOS 14 updates). Clearbit provides offline conversion tracking methods that remove the need for cookies.



Maximize your pipeline with data designed to train your ads to convert qualified leads

Clearbit Conversions is a quick to set up, connecting directly to information like lead scoring from your marketing automation platform or CRM as well as Clearbit enrichment data in order to train Google and Facebook to reach and bring in more qualified leads.



How Clearbit's Conversion API optimizes ads performance



Conversion data sent server-side

Clearbit Conversions sends your conversion data server-side to Facebook and Google, bypassing cookie-blocking technology from ad blockers, browser limitations, or operating system restrictions like iOS 14.5.



Conversion event is enriched

Each conversion event is enriched with critical metadata that Facebook and Google use to match conversion events back to their users.



Train targeting algorithms

The improvement in data quality boosts Facebook and Google's machine learning capabilities, training their targeting algorithms to convert the leads that matter and avoid the ones that don't.

Technical Requirements: Clearbit Conversions for Facebook require high volume of attributed conversion events back into the platform to train the Machine Learning algorithms. *Recommendation for Facebook: 50 conversions per week per ad set. Recommendation for Google: 20 conversions per month per account Requires high volume of ads.*



Managing the Competition

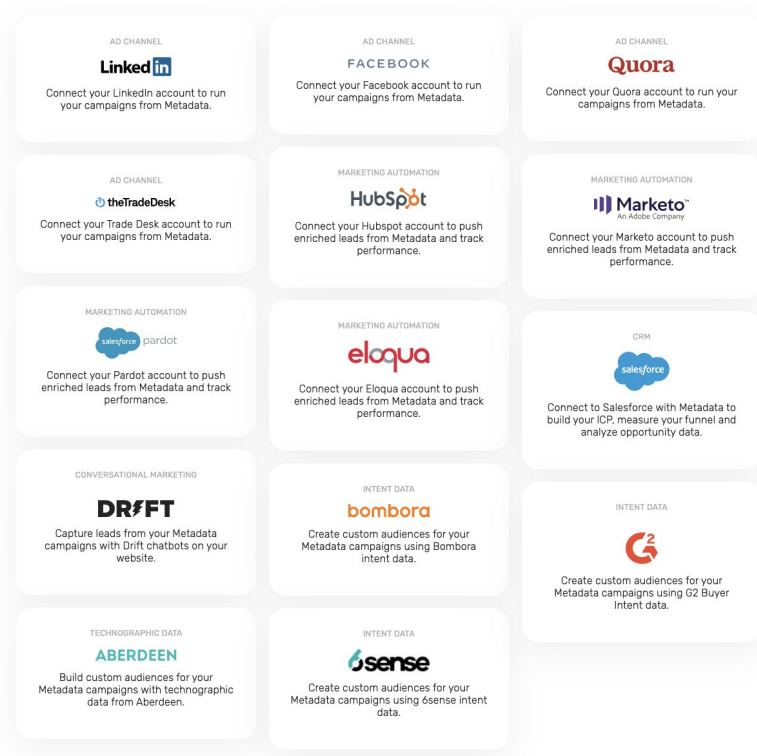


Overview

Demand generation platform, offers audience targeting, campaign automation, lead enrichment, along with managed services

Strengths

- Overall product maturity is advanced
- Metamatch matches personal emails with biz emails (database of 1.5B B2B Profiles)
- An array of integrations with LinkedIn, Facebook, Google, G2, and more
- Advanced end to end reporting with Salesforce



Metadata.io Partnerships

Where we win?

Our pricing is way more competitive.

They offer tech & services (significantly adds to cost of their offering); customers will pay a premium for services they may not need especially if they are working with an agency.

Our data quality is better.

Metadata.io licenses their ad targeting from ZoomInfo, explore if prospect is content with quality of ZoomInfo.

We win when we are working with advanced performance marketers.

If you are working with a mature performance marketer, they'll already have existing robust reporting tools they won't want to pay a premium for something they have.

Don't sweat their LinkedIn Integration

Even though they have an LI integration, remember that LI B2B targeting is already optimal for B2B.

Where we lose?

They offer flexible pricing Vs our annual contracts.

Has more features and integrations: their value is up for debate and not so easy to use (learning curve is steep.)

PRIMER

Overview

- Offer custom data projects to target bespoke ICP audiences
- (Small company, Series A with less than 30 employees)

Strengths

- Offer very detailed and precise firmographic targeting
- Ideal for customers looking to target very niche and specific ICPs

Where we win?

We have a well-engineered UI.

They don't currently have a UI, offer data services only; client dependent on Account Manager and can be timely.

Where we loose?

Primer doesn't seem to be coming up too much in conversations since they currently serve a very specific use case.

FAQs & Additional Resources



Managing Common Questions

Why don't you offer a trial first?

We can share an audience report analysis to showcase the value that you'll get with Clearbit.

Exactly how many companies are in this audience in our database?

We can generate an audience report.clearbit.io (reach out to Zach).

Can we leverage Clearbit for Instagram Ads?

Yes, we can work with both Facebook and Instagram Ads.

How do you match people's biz info to their FB profiles?

We have the PII that allows you to do this (we'll dive into this further in subsequent trainings).

Do we offer an integration with LinkedIn?

No, we don't. LinkedIn targeting is already very optimal for B2B advertisers.

Are you GDPR compliant?

Yes, we are and these terms are covered in our MSA. Most of the time your buyer just wants to check the box, ask what they are specifically looking for.



[Ads Enablement FAQ](#)



Ads Discovery & Demo Calls

[Check out this collection in Gong](#)



Clearbit Blog Posts

[Orchestrate B2B Facebook ads across the marketing funnel](#)

[Future of Advertising is Cookieless](#)

[Optimize Search with Search Retargeting Ad Spend](#)



Clearbit Webinars

[How to train Google to generate more qualified leads](#)

[How Clearbit Conversions protects your brand from iOS 14.5 \(and the end of third party cookies\)](#)



Enablement Materials

Acquisition Package Training
[Deck & Recording](#)

Ads Primer & How Clearbit helps B2B Advertisers
[Deck & Recording](#)

Conversion API & How Marketers Measure Success
[Deck & Recording](#)

Ads Discovery & Demo
[Deck & Recording \(Coming Soon!\)](#)

Common Ads Terms



How B2B advertisers measure their campaigns?

Cost per conversion

Amount you're spending on each desired action taken.

Conversion rate

The rate at which users are taking the desired action post-click.

ROAS (Return on Ad Spend)

ROAS = \$ spent on ads divided by \$ received from ads. In order to find a true ROAS number, you need to keep track of your deals and sales and track where these leads came from.

Pay Per Click (PPC)

Google Ads uses a PPC advertising solution which allows business to bid on keywords for a chance to show ads in Google search results. Pay only when someone clicks on your ad.

Cost Per Lead

Measures how cost-effective your marketing campaigns are when it comes to generating new leads for your sales team.

Cost Per Qualified Lead

Your total marketing spend divided by the total number of new leads.

Lead to Qualified Lead Conversion

The proportion of qualified leads of a company that result in actual sales.



How B2B advertisers measure their campaigns?

Engagement:

Engagement metrics measure how your audience interacts with a Facebook ad. Did they click on the link? React or comment on the post? Share it?

Reach:

Reach measures how many people see your ads across Facebook.

Impressions:

Similar to reach, impressions tell you how many times an ad was seen. The key difference is that multiple views by the same person count toward impressions but not toward reach.

Clicks

Clicks are just what they sound like—are people clicking on your CTA, your Facebook page, or other links on the ad?

Click-Through Rate (CTR)

Of those who see your ads, what percentage click through to the landing page or other linked pages? CTR is clicks divided by total reach, and many use it to gauge the *quality* of an ad.

Cost Per Action (CPA) and Cost Per Click (CPC)

How much does each click or other action cost you in ad spend? CPA and CPC are represented by total spend divided by total clicks or actions.

