



Why We Use Perfect Audience for B2B Retargeting with HubSpot



AGENDA

- Why We Use Retargeting
- Why Perfect Audience
- Results
- Perfect Audience v The Other Guys
- HubSpot Integration



Why We Use Retargeting

Why We Use Retargeting

**Make Every
Visit Count**



Image: Cavs



Why We Use Retargeting

Avoid Growing Channel Divergence

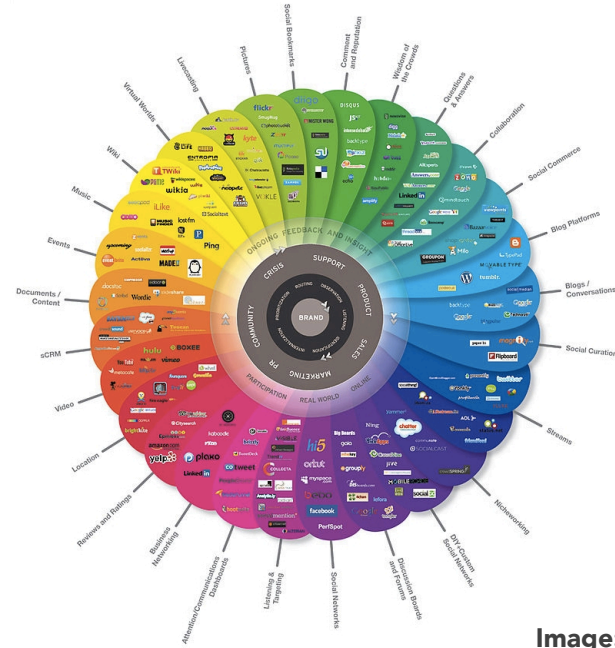


Image: Wikimedia Commons



Why Use Retargeting

**Connect with
Busy Buyers**

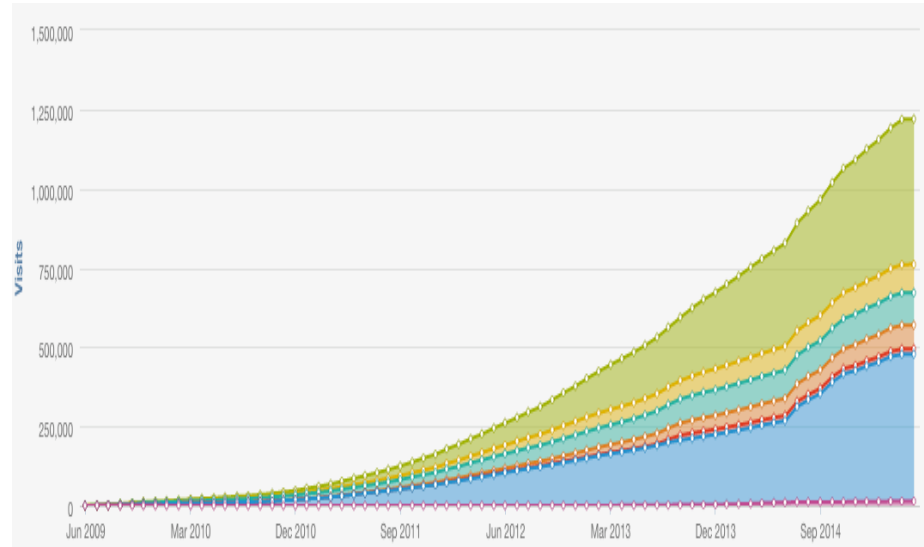


photo credit: Busy on Flickr - CC



Why Retargeting

Low Cost Barrier



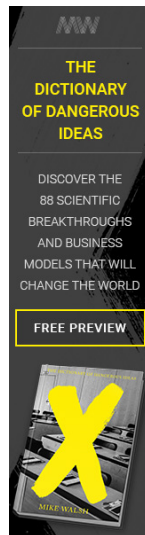
Why Perfect Audience

Why Perfect Audience

Cross-channel
retargeting in
one platform

facebook

twitter



Why Perfect Audience

**Forward thinking
platform updates**



Why Perfect Audience

Easy, sensible
ad buys

CAMPAIGNS Create and manage campaigns. [Learn more >](#)

All Campaigns ▾ Active (1) Inactive (0) All (1)

NAME	STATUS	BUDGET	UNSPENT FUNDS	START DATE	STOP DATE	ACTIONS
Web Campaign Trial Campaign	Active	\$25.00 /week	<div style="width: 98%; background-color: green;"></div> \$24.57	Apr 30, 2015	Open	<input type="button" value="⚙"/>

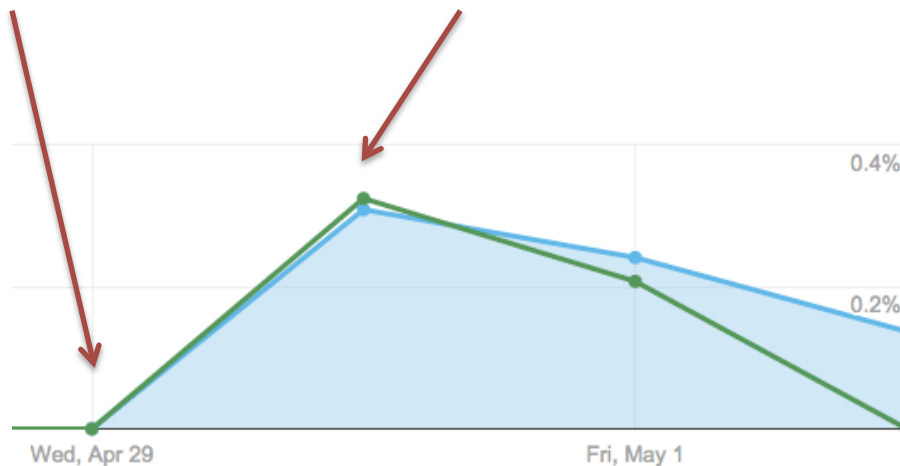


Why Perfect Audience

**Fast, no-nonsense
campaign
approvals:**

**Campaign
Submitted**

**Campaign
Live in 24 Hrs.**



Now for Some Results

Our Campaigns

HEALTHCARE COMPANIES

BUILD BRAND AWARENESS
While Navigating
Strict Regulations



OWNED,
EARNED &
PAID MEDIA
STRATEGY
for Healthcare
Companies

LEARN HOW

 SAAS MARKETING


**RISE TO THE
TOP & STAY
THERE**



SAAS
TOP OF THE
MARKET
and stay there

LEARN HOW

THE 21ST CENTURY
CMO PLAYBOOK



10 DECISIONS THAT
EVERY CMO NEEDS
TO MAKE TO SURVIVE
THE FUTURE



THE 21ST CENTURY
CMO PLAYBOOK

DOWNLOAD NOW

Platform: Web Banners & Facebook Newsfeed



Our Campaigns

- Highly Targeted, Based on Blog Post URLs and Pages Visited
- Cross-Channel, The Buyer Sees It Wherever they Go Online (We're Adding Twitter Next!)
- Top Funnel, Not Going Directly to Consultation Page.



Results

- Cost per conversion: \$9.19
- Cost per new contact: \$17.54
- Cost per MQL: TBD (still nurturing)

All Clients Cost-Per-Conversion Average: \$12



Perfect Audience v The Other Guys

The Other Guys

Self-Service Retargeting Platforms:

- Difficult Approvals
- Too Simple or Too Complex
- High Maintenance

Managed Programmatic Platforms:

- High Cost of Entry (\$3,000/month to Start)
- *Literally...* **0** Conversions Generated for One Client
- A Single Conversion for Another... After Months

Perfect Audience

Vs. Self-Service Retargeting Platforms:

- Quick Approvals
- Balances Complexity and Ease of Use (like HubSpot!)
- Low (to Medium) Maintenance

Vs. Managed Programmatic Platforms:

- Campaigns Start at \$25/Week
- Easy to Track Conversions and Prove Value



Perfect Audience's New HubSpot Integration

The HubSpot logo is centered within a white circle that has an orange border. This circle is part of a larger graphic consisting of several overlapping circles in shades of orange and red. The HubSpot logo itself consists of the word "HubSpot" in a dark grey sans-serif font, with a stylized orange robot head icon to its right.

HubSpot

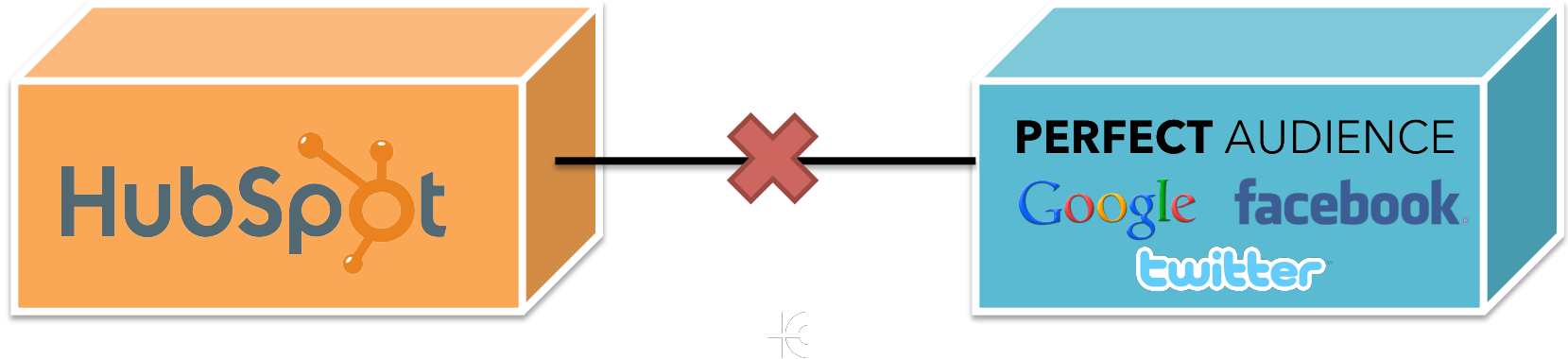
The Perfect Audience logo is centered within a white circle that has a light blue border. This circle is part of a larger graphic consisting of several overlapping circles in shades of blue and purple. The text "PERFECT AUDIENCE" is written in a blue, all-caps, sans-serif font.

PERFECT
AUDIENCE



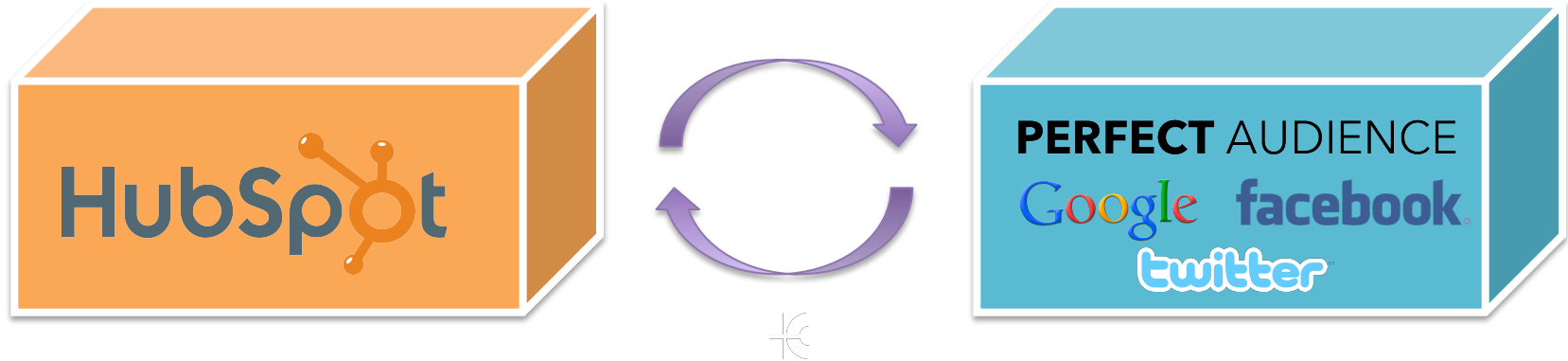
Problem

**Your Inbound Marketing is disconnected from
your paid advertising**



Solution

A new HubSpot integration that syncs your work with Perfect Audience





Launch new campaign ▾

All Campaigns ▾

Last 7 Days (5/12/15 - 5/18/15) ▾

1,561,246
IMPRESSIONS SERVED

eCPM
\$4.21

Impressions vs. CTR ▾

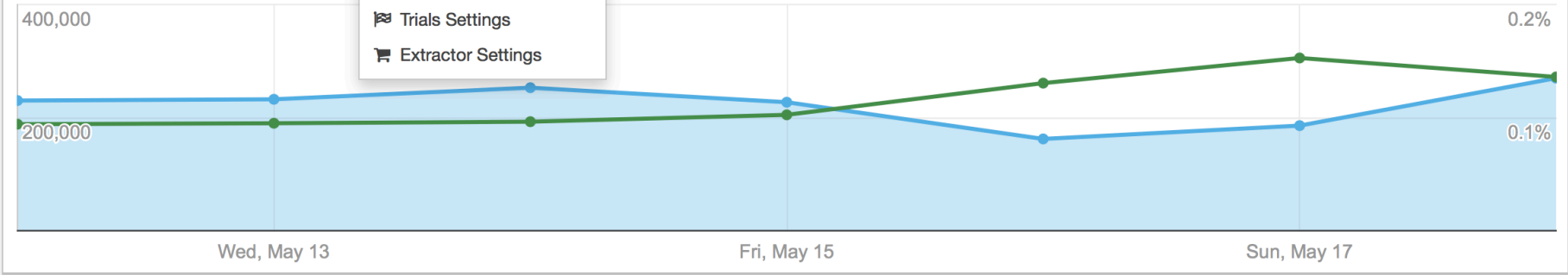
- General Settings
- Attribution Settings
- Domain Blacklist
- Facebook Settings
- Twitter Settings**
- HubSpot Settings**
- Marin Customer Settings
- Trials Settings
- Extractor Settings

879
CONVERSIONS

Conv. Value
\$58,041.00

\$6,572.77
COST

aCPA
\$7.48



Campaigns Ads Lists Conversions Placements

Export Reports ▾

CAMPAIGN	IMPR.	CLICKS	CTR	CPM	CPC	ACPA	CTC	CTC%	VTC	VTC%	CONV.	COST	BUDGET	REVENUE
FB NF - AV - 30days	4,374	5	0.114%	\$11.34	\$9.92	\$7.09	0	0.000%	7	0.160%	7	\$49.60	\$100/day	\$0.00
FB NF - Cart Abandon - 1-3days	1,169	16	1.369%	\$24.88	\$1.82	\$2.42	7	43.750%	5	0.428%	12	\$29.08	\$300/day	\$1,218.00

⚙️ SETTINGS

📘 General Settings

🕒 Attribution Settings

🚫 Domain Blacklist

📘 FB News Feed Set Up

🛒 Extractor Settings

🐦 Twitter Retargeting Set Up

🔗 HubSpot Set Up

🚀 Marin Customer Settings

🚩 Credits & Free Trial

🔗 HUBSPOT SET UP NOT CONNECTED

Authenticate with your HubSpot account

Enter the portal ID of the HubSpot account you'd like to use for this Perfect Audience advertiser. The portal ID can be found in the upper righthand corner of the HubSpot application.



Authenticate »

Authorize Perfect Audience to use your data?

This application **will be able to:**

- Modify and read your HubSpot data
- Access your HubSpot data when you are not using the application

Authorize

Cancel

This application **will not be able to:**

- See your HubSpot password



Perfect Audience

by

[Cancel and return to app](#)

⚙️ SETTINGS

📘 General Settings

🕒 Attribution Settings

🚫 Domain Blacklist

📘 FB News Feed Set Up

🛒 Extractor Settings

📌 Twitter Retargeting Set Up

HubSpot Set Up

➔ Marin Customer Settings

✉ Credits & Free Trial

HUBSPOT SET UP CONNECTED

Connected to HubSpot account 62515

21 HubSpot Pages and Smart Lists have been converted to Perfect Audience retargeting lists. [View lists »](#)

Last synced: May 8 2015, 7:50 PM (EDT)

“21 HubSpot Pages and Smart Lists have been converted to retargeting lists.”

Perfect Audience Integration

Turns Pages and Smart Lists into Ad Audiences

- Target them on Google, Facebook, Twitter, Mopub
- Target on desktop AND across mobile
- Save massive amounts of time!

Resyncs every night!

- Do work once, in one place.
- Line up your Inbound Marketing and Paid Advertising!



THE GOAL

Effortless Retargeting for Inbound Marketers

The HubSpot logo is centered within a white circle that has an orange border. This circle is part of a larger graphic consisting of several overlapping circles in shades of orange, red, and blue. The background of the entire slide features a pattern of these overlapping circles, creating a sense of depth and connectivity.

HubSpot

The text "PERFECT AUDIENCE" is centered within a white circle that has a light blue border. This circle is part of the same overlapping circle graphic as the HubSpot logo. The text is in a bold, blue, sans-serif font.

PERFECT
AUDIENCE

The Google logo, a white lowercase 'g' inside a blue square, is centered within a white circle that has a blue border. This circle is part of the overlapping circle graphic on the right side of the slide.

g

The Facebook logo, a white lowercase 'f' inside a blue square, is centered within a white circle that has a blue border. This circle is part of the overlapping circle graphic on the right side of the slide.

f

The Twitter logo, a blue bird silhouette, is centered within a white circle that has a blue border. This circle is part of the overlapping circle graphic on the right side of the slide.

Twitter



QUESTIONS?

For More on How To Use Perfect Audience
with HubSpot, Visit
www.kunocreative.com/perfectaudience

To get started with the Perfect Audience
HubSpot integration, head to
www.perfectaudience.com/hubspot

