



# IQengage:

## Level up your B2B display advertising game

Target valuable accounts, boost brand visibility, and generate top-notch leads. Our ABM Display Advertising hits the mark with sharp targeting and captivating ad content for enhanced engagement and conversions. Integrate seamlessly with pharosIQ's other outreach strategies to truly elevate your B2B advertising game.

### IQengage Key Benefits:

IQengage powers up your advertising with smart data use, delivering personalized, interactive, and chat-worthy experiences in various display formats. Elevate your game with data-driven strategies for unbeatable engagement.

#### Active engagement technology

Signal driven priority inventory leverages active engagement technology to reach the job titles consuming the most content in your target accounts.

#### Custom, conversation ad units

Push your display advertising beyond traditional click engagement with custom conversational ad units.

#### Deliver ad experiences across the entire buyer journey

IQengage integrates seamlessly with pharosIQ's other outreach strategies to truly elevate your lead generation and advertising game.

### How IQengage Works:



#### Signal Engine Targeting:

Insights prioritize target accounts, and contacts at those accounts whose signals are in-market now.



#### pharosIQ Creative:

Don't have your ads ready to go? No problem, the pharosIQ creative team is available to help you.



#### Integrated Approach:

Your pharosIQ team will align your IQ engage campaign with your other lead generation campaigns for the greatest impact.



## Boost brand visibility and get quality leads

## Connect with us

