

6sense Display Advertising

Engage Target Audiences With the Right Messages Throughout the Buying Journey

The 6sense Account Engagement Platform is designed to help teams predictably grow revenue by identifying the most valuable accounts, uncovering deep insights, predicting the ideal times to pursue them, and then orchestrating engagement throughout each account's buying journey.

6sense's display advertising capabilities drive engagement with target accounts by enabling marketing teams to quickly

build and launch ad campaigns that reach the right buyers with the right message at the right time. AI and big data help you identify the best accounts to pursue and when to engage them, and dynamic segments automatically orchestrate campaigns to target accounts so you can focus on strategy, creative, and pipeline results.

6 Reasons Why High Performing Teams Chose 6sense Display



Target your ad spend

Your campaigns are only as good as your data. 6sense's industry-best account identification and intent capabilities help uncover accounts that are in-market to buy and meet your ICP so you can hyper-target the right accounts—and the right personas within them.



Self-service ads

6sense's display capabilities are simple and intuitive for novice users, yet offer the flexibility and sophistication experts demand. With 100% self-service configuration and reporting, there's no need to spend on services, but professional services are available should you need them.



Full-featured display

From banner to video to HTML5 dynamic ads, 6sense supports all display types so your marketing team has the flexibility to creatively reach target accounts. All ads can be targeted by persona to reach the entire buying center with relevant messaging.



Flexible ad delivery

6sense also supports external media campaigns so you can use your preferred DSP and aggregate results in 6sense for segmentation and analysis. And with our LinkedIn ads integration, you can use 6sense's dynamic segments to hyper-target audiences on the world's largest B2B social platform with all LinkedIn ad types.



Measure, track, and know

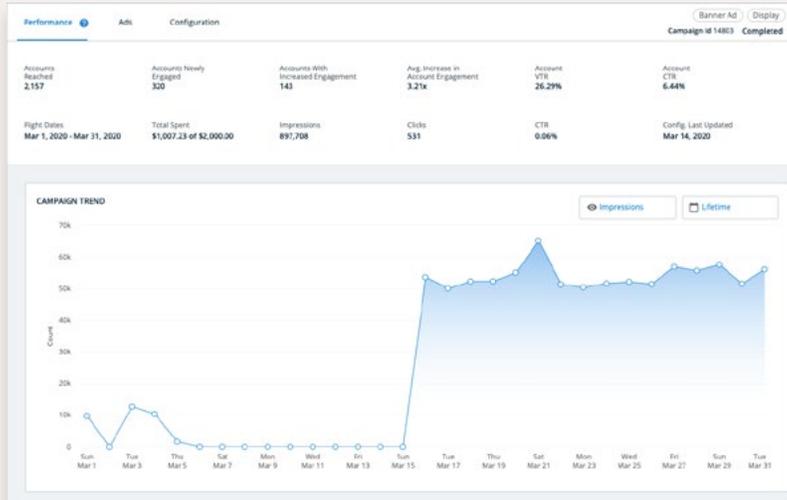
6sense tracks the impact of your display campaigns, whether you run them in 6sense or not. Comprehensive account-based metrics help you understand campaign performance, and persona-based metrics give you insight into the roles and job functions that interacted the most.



Dynamically orchestrated journeys

Deliver a personalized experience for buyers across every channel—including display. 6sense's display advertising and dynamic segmentation capabilities make it easy for marketers to deliver consistent, engaging experiences across every channel throughout the buyer's journey.

Reach the Right Buyers With the Right Message at the Right Time



Comprehensive Campaign Metrics

Measure the impact of display campaigns with comprehensive dashboards that report on accounts with new and increased engagement, account view through rates, and the distribution of ads across domain and device .

Choose Your DSP

6sense's External Media Campaigns feature enables you to run campaigns on the DSP of your choice and aggregate results in 6sense for analysis and audience segmentation.

Configuration	AdGroups
AdForm	
Adobe	
Amobee	
AppNexus	
Beeswax	
Bidtellect	
Conversant	
Flashtalking	
Google Ad Manager	
Google AdExchange	
Google AdWords	
Google Campaign Manager	
Google DFP	
Google DV360	
Innovid	
Mediamath	
MediaPlex	
RollWorks	
Sizmek	
Trade Desk	
TubeMogul(Adobe)	

Status	AdGroup	Reached	Impressions	Clicks	CTR	ACTR	CPM	CPC	VTR	AVTR	Spend		
●	Display 1	7,437	83,622	84	0.1%	0.74%	\$23.92	\$23.81	0.098%	20.331%	\$2000.32		
Status	Ads	Creative	Audit Status	Reached	Impressions	Clicks	CTR	ACTR	CPM	CPC	VTR	AVTR	Spend
●	Esense STATE OF PREDICTABLE REVENUE GROWTH		Audited	5,344	34,988	21	0.06%	0.356%	\$24.02	\$40.02	0.101%	21.183%	\$840.57
●	Esense STATE OF PREDICTABLE REVENUE GROWTH		Audited	1,970	6,696	11	0.164%	0.355%	\$23.84	\$14.51	0.118%	25.685%	\$159.64
●	Esense STATE OF PREDICTABLE REVENUE GROWTH		Audited	3,839	14,415	25	0.173%	0.521%	\$23.72	\$13.68	0.258%	21.412%	\$342.02
●	Esense STATE OF PREDICTABLE REVENUE GROWTH		Audited	2,070	6,398	10	0.156%	0.386%	\$24.17	\$15.46	0.087%	26.232%	\$154.69
●	Esense STATE OF PREDICTABLE REVENUE GROWTH		Audited	156	224	0	0%	0%	\$24.21	\$0.00	0%	35.256%	\$5.42
●	Esense STATE OF PREDICTABLE REVENUE GROWTH		Audited	3,955	20,901	17	0.081%	0.303%	\$23.82	\$29.29	0.085%	22.023%	\$497.95

Ad-Level Insights

Drill into campaign metrics for deeper insights on the performance of individual ads, from CTR and CPM to accounts reached and view-through rates.

About 6sense

The 6sense Account Engagement Platform helps B2B organizations achieve predictable revenue growth by putting the power of AI, big data, and machine learning behind every member of the revenue team. 6sense uncovers anonymous buying behavior, prioritizes accounts for sales and marketing, and enables them to engage resistant buying teams with personalized, multi-channel, multi-touch campaigns. 6sense helps revenue teams know everything they need to know about their buyers so they can easily do anything needed to generate more opportunities, increase deal size, get into opportunities sooner, and compete and win more often.