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The Ultimate Channel Guide: Display Advertising for Multi-Channel ABM Success

Display Advertising: Visibility That Drives Momentum

B2B buyers no longer follow a linear path or leave behind neat, trackable signals. Most of their research happens anonymously, across channels and over extended periods of time. They consume multiple pieces of content, revisit categories, and evaluate several vendors long before ever filling out a form. The result? A massive visibility gap for marketers—and a clear signal that traditional nurture programs alone aren't enough to influence modern buying behavior.

That's where display advertising becomes essential.

Display advertising uses visual formats—such as banners, video, and interactive media—across websites, apps, and digital platforms to engage audiences where they're already consuming content. But in an account-based marketing (ABM) strategy, its role goes far beyond awareness. As one of the most versatile paid media channels, display enables B2B marketers to reach and influence high-value accounts with targeted, visually compelling messaging across publisher sites, social platforms, and partner networks.

Display advertising delivers three critical capabilities that no other channel can match:

- Persistent visibility across the entire digital ecosystem where your buyers spend time
- Scalable personalization that adapts messaging by account, job function, and buying stage
- Intelligent retargeting that responds to engagement signals across your marketing mix

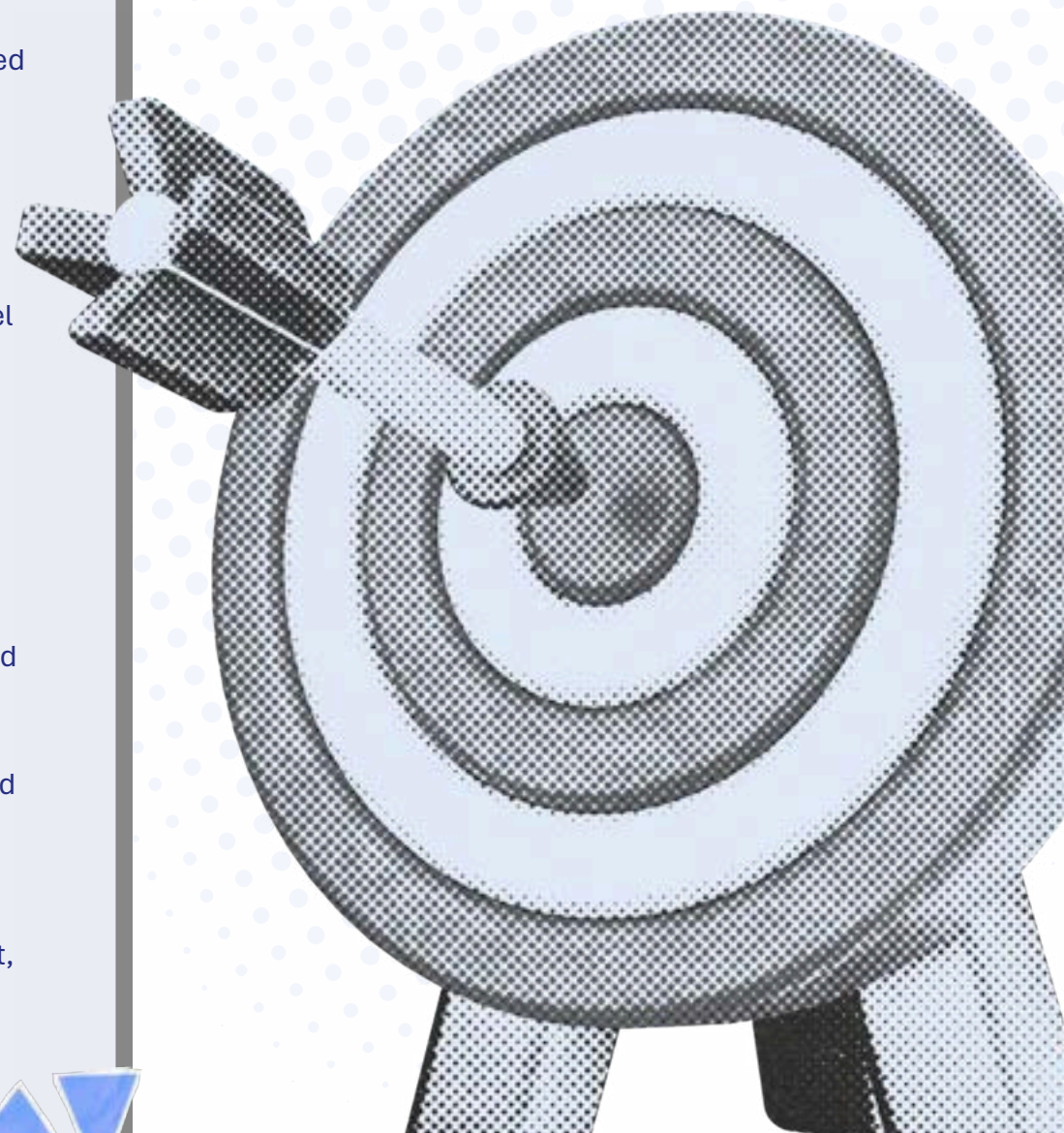


What makes display the backbone of ABM is its ability to combine scale with precision. Using data-driven targeting—like account-based segmentation and intent signals—marketers can connect with decision-makers at the right accounts, at the right time, with messaging tailored to their stage in the buying journey. This ensures relevance while minimizing wasted spend on low-fit audiences.

When activated effectively, display advertising becomes a full-funnel engine, strengthening brand visibility among in-market accounts, nurturing engagement over time, and driving conversion by keeping your brand consistently present throughout the buyer's journey. Whether the goal is to build pipeline in the short term or create sustained market presence over the long term, display flexes to support both.

Equally important, display provides the performance insights needed to continuously refine your approach. Engagement metrics, click-through rates, and account-level data reveal which accounts are showing interest, allowing you to double down on what's working and prioritize those most likely to convert.

In a world where buyers are largely invisible until late in the journey, display advertising fills the gap—keeping your brand visible, relevant, and influential from the very first touchpoint. That's why it's not just another channel in your mix—it's the foundation that makes your entire ABM strategy work.



According to Forrester research, 84% of B2B purchases stall mid-process.

Why Display Advertising Deserves a Permanent Place in Your ABM Strategy

Display advertising solves a fundamental challenge in B2B marketing: maintaining consistent presence across a lengthy, complex buying journey involving multiple stakeholders. Here's why it's indispensable:

Wide Reach Across the Buying Committee

Your target accounts don't exist as single entities—they're groups of individuals with different roles, priorities, and digital behaviors. Display advertising reaches these diverse personas wherever they spend time online, ensuring your message raises awareness and drives action across the entire buying committee. Unlike channels that require active engagement (like content downloads or webinar attendance), display advertising works passively, delivering your message even when prospects aren't actively researching solutions.

Unmatched Reach and Measurable Scale

Display advertising enables you to reach target accounts wherever they are across the digital ecosystem—spanning devices, channels, and environments—while maintaining consistent visibility throughout the buying journey.

Modern display platforms combine account-based targeting with flexible creative formats, allowing you to engage buying groups through display, native, and video experiences across the web. At the same time, every impression, click, and engagement signal is captured, giving you a clear view into which accounts are being reached and how they're interacting with your brand.

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This means you can scale campaigns across your entire target account list, extend reach beyond known contacts to the full buying group, and measure the impact of your efforts at both the account and campaign level.

Full-Funnel Reinforcement

Display advertising works at every stage of the funnel:

- **Top:** Building awareness and establishing category presence
- **Middle:** Nurturing interest with solution-focused messaging
- **Bottom:** Driving action with urgent, specific calls-to-action



Display Advertising's Biggest Challenges

Let's address the elephant in the room—the common pain points that make marketers question display's effectiveness:

Ad Fatigue

Static banners quickly lose impact when shown repeatedly to the same audience. The solution isn't abandoning display—it's implementing creative rotation and sequencing strategies that keep your message fresh and relevant.

Banner Blindness

Your target audience has learned to ignore standard banner placements. Combating this requires thoughtful creative design, strategic placement, and integration with other channels to prime attention.

Attribution Gaps

Display's impact—especially in awareness campaigns—can be difficult to measure directly. This challenge requires looking beyond last-click attribution to understand display's role in the broader customer journey.

Throughout this guide, we'll explore practical ways to address these challenges through intent-driven audience targeting, strategic format selection, sequenced messaging, account-level measurement, and coordinated multi-channel execution.

Choosing Your Display Advertising Execution Model

There's no single way to activate display advertising in an ABM strategy. The right execution model depends on how your team identifies target accounts, how your technology stack is structured, and how much control you want over campaign activation and measurement. Most ABM display programs fall into three primary models:

Community-Based Execution

This approach focuses on reaching your audience within trusted industry environments—the publications, communities, and content hubs where your target buyers already spend time researching trends and solutions.

Instead of relying primarily on data targeting, community-based execution emphasizes contextual relevance. Your brand appears alongside the editorial content and industry conversations that matter most to your audience, reinforcing credibility while increasing visibility among highly qualified readers.

- **Best For:** Industry-focused campaigns where the credibility of the environment is as important as reaching the right audience.
- **Example Implementation:** Securing native or display placements on industry publications frequently visited by your target accounts, ensuring your brand appears within the same environments where buyers are actively learning about the problems you solve.



Ecosystem-Based Execution

This model uses specialized ABM platforms that combine account identification, targeting, and campaign activation into a single system. Rather than stitching together multiple tools, marketers can identify in-market accounts and immediately activate campaigns designed to reach them.

The advantage of this approach is simplicity and speed. Because the targeting data, activation layer, and reporting live within the same ecosystem, teams can quickly identify engaged accounts and scale campaigns without heavy technical integration work.

- **Best For:** Organizations that want a streamlined path to ABM execution with built-in account intelligence and campaign orchestration.
- **Example Implementation:** Using ML Insights within the ML Platform to identify accounts showing active buying signals, then automatically activating display campaigns that reach those accounts across Madison Logic's media network.

Platform-Based Execution

In this model, display advertising is activated through demand-side platforms (DSPs) that connect directly to your existing marketing and sales systems, such as your CRM or marketing automation platform.

Because the DSP is integrated with your internal data, campaigns can respond to real-time signals—like opportunity stage, pipeline movement, or account engagement levels. This approach provides

maximum flexibility and control, but it also requires a more sophisticated martech environment to operate effectively.

- **Best For:** Organizations with mature ABM programs and integrated marketing technology stacks that want deeper customization and control.
- **Example Implementation:** Integrating a DSP with Salesforce so that when an opportunity reaches a certain stage, new display creative is automatically activated to reinforce messaging with the buying committee.

Your ideal execution model will depend on your existing technology, internal resources, and the type of campaigns you want to run. Some organizations prioritize contextual credibility, while others prioritize automation or data-driven orchestration. In practice, the most mature ABM programs rarely rely on just one model. Instead, they combine approaches to balance scale, precision, and control—for example, using ecosystem-based platforms for account identification and activation while layering in community-based placements to reinforce credibility in key industry environments.



Building Your Display Advertising Strategy: A Tactical Framework

Effective display advertising for ABM starts with a clear strategy—not just execution. The most effective programs follow four steps: define your objective, identify your audience, select the right formats, and deliver sequenced messaging aligned to the buyer journey.

Underpinning all four steps is data integration across CRM, MAP, and intent sources, enabling display campaigns to dynamically respond to account activity and stay aligned with sales and marketing efforts.

1. Define Your Objective: What Are You Trying to Move?

In ABM, success isn't about impressions—it's about influencing account progression. Your objective should align to a specific stage of the buying journey and be measurable.

Common display-driven objectives include:

- **Awareness Building:** Reach new accounts that match your ICP (by industry, region, or key pain points)
- **Demand Creation:** Engage high-intent or in-market accounts showing interest in relevant topics, competitors, or your category
- **Demand Capture:** Retarget engaged accounts—website visitors, content consumers, or nurture participants—to drive conversion
- **Pipeline Acceleration:** Influence accounts already in your CRM pipeline to move faster toward decision
- **Re-Engagement:** Reconnect with stalled opportunities or accounts not engaging with nurture programs
- **Customer Retention and Expansion:** Reach existing customers showing interest in competitors or new solution areas

Clear objectives ensure your display campaigns are aligned to real business outcomes—not just activity.



2. Define Your Audience: From ICP to In-Market Accounts

Once your objective is clear, define the audience that will help you achieve it. In ABM, this means focusing on accounts, not individuals, and using data to prioritize where to invest.

Key inputs include:

- **Target Account Lists (TAL):** Prioritized accounts aligned with sales
- **Intent Data:** First- and third-party signals identifying accounts actively researching relevant topics
- **CRM and MAP Data:** Engagement signals such as pipeline stage, website activity, and nurture participation

This enables more precise segmentation, such as:

- High-fit ICP accounts for awareness
- In-market accounts for demand creation
- Engaged or retargetable accounts for conversion
- Pipeline accounts for acceleration
- Stalled or inactive accounts for re-engagement
- Customers for retention or expansion

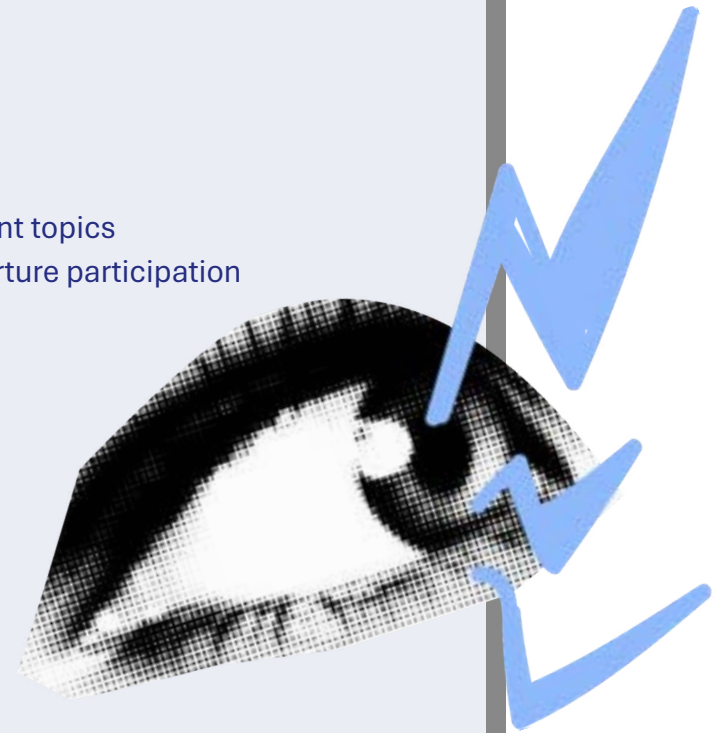
Layer in job functions to tailor messaging by stakeholder priorities, ensuring relevance across the full decision-making team.

3. Select the Right Formats: Matching Channel to Objective

With your audience defined, choose formats that align to your objective and message complexity.

- **Display Ads:** Drive scalable reach and consistent visibility across target accounts
- **Native Ads:** Support mid-funnel engagement by aligning with editorial environments and promoting thought leadership
- **Video Ads:** Deliver high-impact storytelling, ideal for awareness and complex value propositions

The key is alignment: use the ad format intentionally based on what you're trying to achieve—not just what's available.



4. Deliver Sequenced Messaging: Aligning to the Buying Journey

Once your audience and formats are in place, effective display comes down to sequencing the right message at the right time.



Awareness

- Focus on vision and category establishment
- Introduce the problem your solution addresses
- Use attention-grabbing visuals with minimal text
- Avoid immediate product pitches

Consideration

- Connect specific pain points to your value proposition
- Introduce solution capabilities without overwhelming detail
- Use social proof elements like logos or brief testimonials
- Include soft CTAs like "Learn More" or "See How"

Decision

- Emphasize urgency and competitive differentiation
- Feature specific case studies and results
- Include stronger CTAs like "Request Demo" or "Start Free Trial"
- Address common objections that arise late in the buying process

Retention

- Reinforce product value and continued success after purchase
- Promote educational resources such as tutorials, webinars, and training sessions
- Highlight underutilized features or advanced capabilities
- Encourage deeper engagement with CTAs like "Explore Features" or "Get More from Your Platform"

Expansion/Upsell

- Introduce complementary products, premium tiers, or add-on capabilities
- Emphasize outcomes customers can unlock by expanding their use of the platform
- Highlight success stories from customers who expanded their adoption
- Use CTAs like "Upgrade Your Plan," "Unlock Advanced Features," or "See What's Possible"

Beyond stage-based messaging, sequencing should also respond to account behavior:

- If an account engages with awareness content, follow with deeper educational or proof-based messaging
- If an account visits high-intent pages (e.g., pricing), shift to conversion-focused ads
- If engagement drops off, reintroduce value-driven or problem-focused messaging

Plan to refresh creative at least monthly, and implement a rotation strategy that prevents the same user from seeing identical creative more than 3-4 times before seeing a variation.

Measurement & Optimization: Beyond Clicks and Impressions

Effective measurement of display advertising requires looking at both channel-specific metrics and broader account engagement indicators:

Key Performance Indicators

The real value of ABM display ads goes beyond surface-level performance. Take a deep dive into account engagement to uncover hidden demand and identify which accounts are showing real buying intent.

Channel-Specific Metrics:

- Impressions (reach across target accounts)
- Click-through rate (immediate engagement)
- View-through conversions (downstream actions after ad exposure)

Account Engagement Indicators:

- Increased site visits from target accounts
- Deeper content consumption
- Progression through buying stages
- Sales opportunity creation
- Closed-won revenue



Optimization Tactics

Display is not a set-it-and-forget-it strategy. To fully maximize the impact of your ABM display ads, you need to continuously track performance, identify trends, and refine your approach using data-driven insights.

Format Testing:

- Compare standard banners against native placements
- Test animated versus static creative
- Evaluate different sizes and placements

Creative Refresh:

- Implement monthly creative updates
- Rotate messaging themes weekly
- A/B test headlines and visuals continuously

Targeting Refinement:

- Adjust frequency caps based on engagement
- Expand or narrow targeting based on performance
- Reallocate budget toward highest-performing segments

Amplifying Impact: Channel Pairing Strategies for Display

Display advertising works hardest when strategically paired with other ABM channels. Here's how to create powerful channel combinations:

Display + Content Syndication

Content syndication creates initial engagement with target accounts by placing valuable resources directly in front of relevant audiences. Display advertising reinforces that engagement by keeping your message visible after the initial interaction, helping extend the impact of the content they consumed.

Implementation Strategy: When a target account consumes syndicated content, immediately activate a display campaign featuring related messaging. For example, if they download a white paper on "Data Security Challenges," follow up with display ads highlighting your security capabilities.



Did you know Display + Lead Generation drives better performance?

Add ABM Display Advertising to existing Content Syndication programs to drive engagement and conversion

2.0x

Increase in engagement rates

Programs combining Content Syndication with ABM Display **enhance engagement rates by 2x** over single channel campaigns.

2.6x

Multi-channel conversion impact

Programs combining Content Syndication with ABM Display **improve conversion rates by 2.6x** compared to Content Syndication running alone.

Display + Connected TV (CTV)

Connected TV delivers high-impact, narrative-driven storytelling that builds emotional brand connection. Display advertising reinforces that story with repeated visibility and action-oriented messaging, helping move buyers from awareness to engagement.

Implementation Strategy: After target accounts are exposed to your CTV narrative, deploy display ads that reference the same themes but add urgency-based messaging and specific calls-to-action.

Display + Audio Advertising

Audio advertising creates intimate brand connections through voice and storytelling. Display advertising provides the visual reinforcement that helps translate those moments of attention into ongoing brand recognition and engagement.

Implementation Strategy: Retarget listeners of your branded podcasts or audio ads with display banners that tie directly to episode themes, extending the conversation started in the audio channel.

Display + LinkedIn

LinkedIn offers precise professional targeting and direct access to business decision-makers. Display advertising extends that reach beyond the platform, maintaining visibility with the same audiences as they browse across the broader web.

Implementation Strategy: Reinforce persona-specific LinkedIn campaigns with display variants targeting the same accounts across the broader web, creating a cohesive experience regardless of where your buyers spend their digital time.





Display + Owned Channels

Owned media channels—such as your website, blog, email newsletters, events (like webinars), and resource center—create deeper engagement by delivering content within environments your organization controls. Display advertising reinforces those interactions by re-engaging visitors after they leave your owned properties, while also expanding reach to the full buying group by serving ads to other stakeholders within the same target accounts—even if they haven’t engaged directly

Implementation Strategy: Use display advertising to drive target accounts toward owned content experiences, then reinforce those interactions with follow-up messaging. For example, if a visitor from a target account reads a blog post or registers for a webinar, retarget them with display ads promoting related resources, product education, or upcoming events.

Display + Sales Outreach

Sales outreach creates direct, personalized engagement that helps move opportunities toward pipeline and revenue. Display advertising reinforces those conversations by reaching the full buying group with consistent messaging before, during, and after sales interactions to help them reach a consensus.

Implementation Strategy: Align display campaigns with active sales motions. When a sales team begins outreach to a target account, run display ads that reinforce the same messaging and value proposition featured in emails or calls. For instance, if a salesperson is introducing a new solution to an operations leader, display ads can simultaneously highlight operational efficiency outcomes or relevant customer success stories.

How Salesforce Maximizes Marketing Spend Effectiveness Leveraging Multi-Channel ABM

Facing the challenge of efficiently engaging high-value accounts across a complex buying journey, Salesforce implemented a data-driven approach that combined intent signals, content syndication, and display advertising.

Their strategy focused on delivering precisely targeted messaging to accounts showing active buying signals. By coordinating display advertising with their content syndication efforts, Salesforce created multiple touchpoints that moved accounts progressively through their buyer's journey.

The key to their success was using display not as an isolated channel but as an amplification mechanism that reinforced messages delivered through other channels. This multi-channel coordination maximized marketing ROI by ensuring the right message reached the right accounts at the right moment in their buying process.

This approach exemplifies how display advertising serves as the backbone of effective ABM—not by working alone, but by extending and enhancing the impact of your entire marketing mix.

“Using multiple channels through Madison Logic, including content syndication and display ads, helps us engage with our targeted accounts. At first, we worked with Madison Logic on content syndication campaigns and started to get those top-of-funnel leads into our funnel. Then, for some of our verticals where we were more mature, we started running multi-touch retargeting and display ad campaigns, surrounding those engagements... The multi-channel approach helps us establish stronger engagements with targeted accounts and allows them to consume our content through their own pace and through the channels that they appreciate.”

Andrew Ward, Sr. Director of Marketing at Salesforce



Putting It All Together: Your Display Advertising Action Plan

To implement an effective display advertising strategy for your ABM program:

- 1. Start with your objective:** Define what you're trying to influence—whether it's awareness, demand creation, pipeline acceleration, or customer expansion—and align success metrics accordingly.
- 2. Define your audience:** Build target segments using your ICP, intent data, and CRM/MAP signals to prioritize high-value accounts and buying groups based on engagement and stage.
- 3. Select the right formats:** Choose display, native, and video formats based on your objective and the type of message you need to deliver at each stage.
- 4. Deliver sequenced messaging:** Develop creative that evolves with the account journey, aligning messaging to buying stages and real engagement signals.
- 5. Measure and optimize:** Track account-level engagement and pipeline impact, continuously refining targeting, creative, and format mix based on performance.



Turning Display into an ABM Growth Driver

In the complex world of B2B buying, where multiple stakeholders independently research before coming together for decisions, display advertising provides the persistent visibility that keeps your brand in consideration throughout the entire journey.

When implemented strategically—with thoughtful segmentation, creative sequencing, and cross-channel integration—display advertising becomes more than just another tactic. It becomes the foundation that amplifies everything else in your ABM program.

Use display as your always-on ABM backbone, pair it with targeted sales plays for exposed accounts, and consistently refresh your messaging to prevent fatigue. With this approach, you'll transform display from an awareness-only channel to a powerful driver of account progression and, ultimately, revenue growth.

Activate Your Multi-Channel ABM Strategy with Madison Logic



Activating this kind of coordinated strategy requires the right technology and expertise. Madison Logic helps organizations execute multi-channel ABM programs by connecting data, insights, and activation across the channels that influence modern B2B buyers—from display and content syndication to CTV, LinkedIn, programmatic audio, and beyond.

With deep experience supporting complex buying journeys, Madison Logic partners with marketing and sales teams to identify high-value accounts, orchestrate coordinated engagement across channels, and drive measurable impact across the entire funnel. By combining strategic guidance with scalable activation, Madison Logic enables organizations to turn multi-channel ABM from a concept into a repeatable engine for pipeline and growth.

Ready to amplify your ABM strategy with a full funnel, multi-channel approach? Find out why today's leading marketers trust Madison Logic to reach buying groups with the right message at the right time.

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