

B2B Paid Media Marketing SURVIVAL KIT

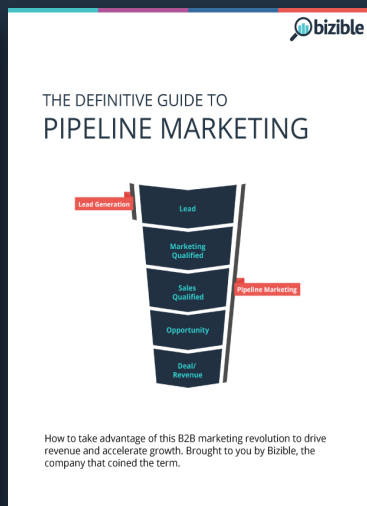
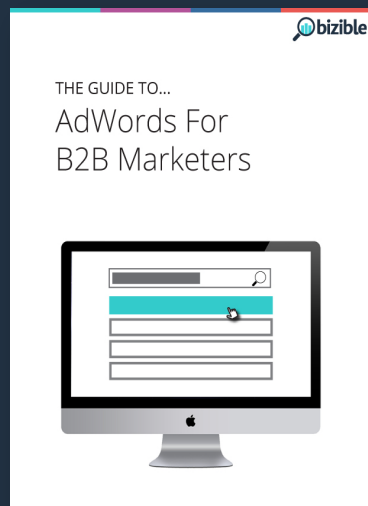


Click us,
we're links!

FIRE STARTERS (A.K.A BLOG POSTS)

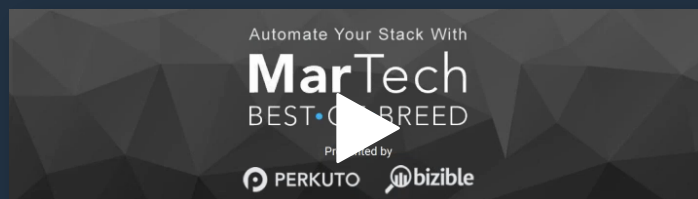
- [Infographic] When the Cat's Away, the Mice Will Optimize Their Paid Ad Campaigns Using Marketing Attribution
- How We Drive Quality Leads With Ungated Content Using LinkedIn Ads
- 13+ Online Havens That Keep Paid Search Experts Ahead of the Curve
- Are You Making These PPC Mistakes? 10+ Bizible PPC Fails... And How We Fixed Them
- Finally... Some Clarity. Best Practices For UTM Parameters

GUIDE BOOK (A.K.A. EBOOKS)



2-WAY RADIO (A.K.A. WEBINAR)

MarTech Best of Breed:
Inventions, Obsession, and B2B Marketing Attribution



POCKET KNIFE (A.K.A REFERENCE)



Periodic Table of
Marketing Attribution

BINOCULARS (A.K.A. CASE STUDIES)



Using Bizible insights to optimize
marketing for revenue



Complementing marketing
automation with paid search
attribution



Justifying high spend paid search
keywords for SaaS