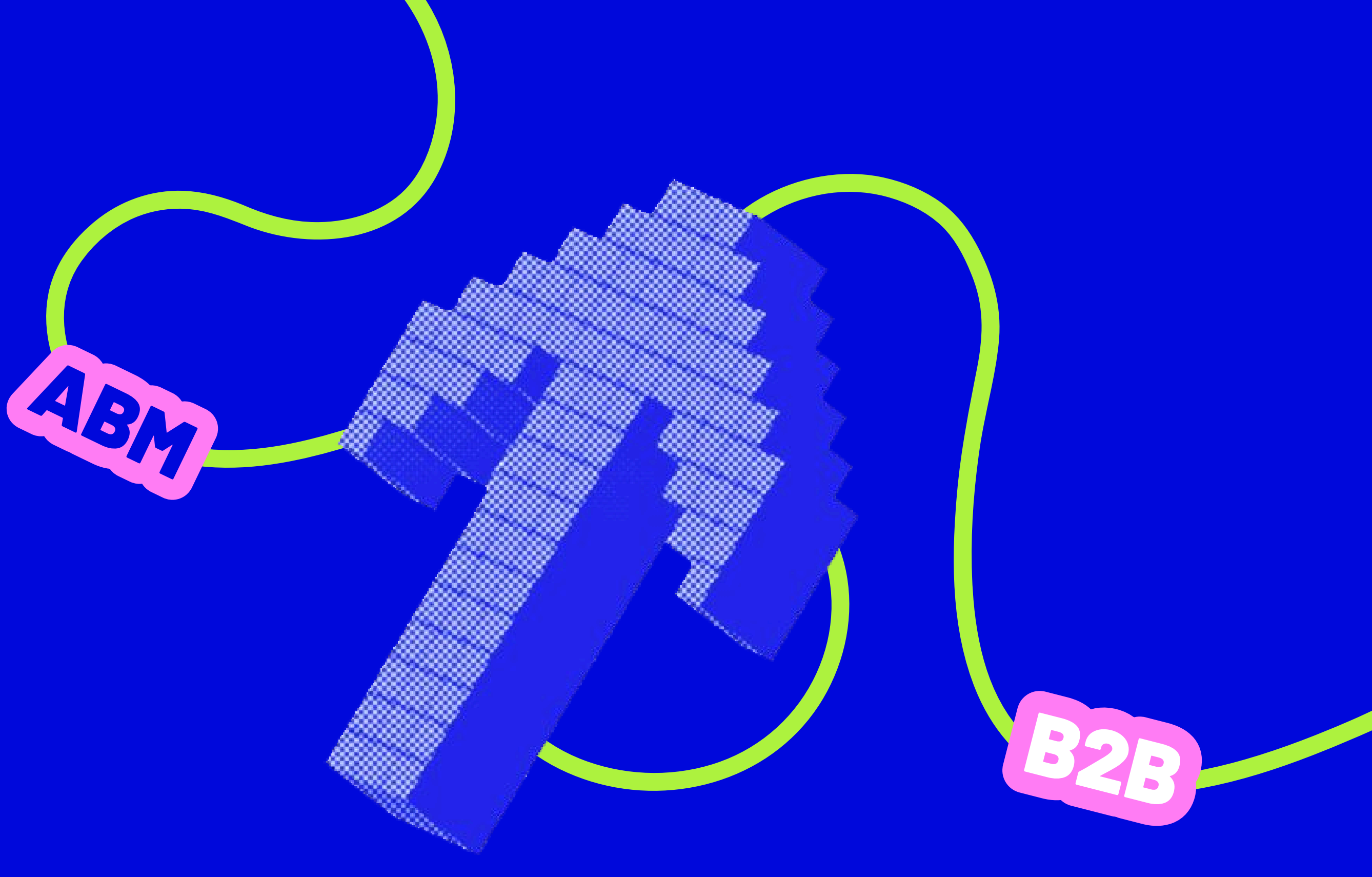


HOW AI DIGITAL BEAT BENCHMARKS BY 3* OUTSHINING THE INCUMBENT IN ENTERPRISE ABM



SETTING THE STAGE

Client: A leading B2B SaaS company specializing in people analytics and workforce intelligence.

Agency Partner: **Swell**, agency of record managing media strategy and vendor partnerships for the client.

Sector: **Account-Based Marketing (ABM)** within the Enterprise B2B space.

Goal: Bring qualified **engagement & pipeline growth** through a competitive test.

THE STAKES

Swell and its client, a leading people analytics company, set out to elevate their account-based marketing (ABM) performance with a clear goal: to drive qualified enterprise engagement and pipeline growth from a highly targeted audience of senior decision-makers.

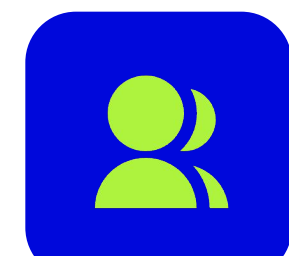
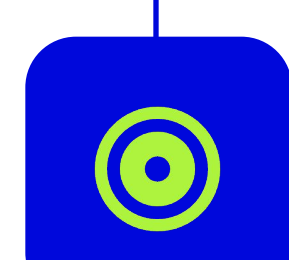
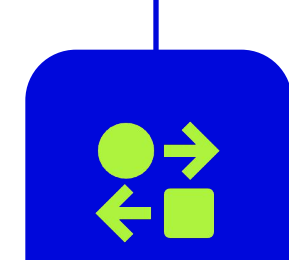
To ensure they were working with the best partner possible, Swell initiated a head-to-head test between the incumbent media partner and AI Digital - a direct comparison of programmatic performance under fully controlled conditions: both vendors operated under identical budgets, timelines, and audience parameters, including matching target account lists, seniority levels, and verticals.

THE GAME PLAN

AI Digital entered the test with a data-driven ABM strategy built on precision targeting, contextual relevance, and continuous optimization.

The campaign combined upper-funnel prospecting and retargeting to engage decision-makers throughout their buying journey. Performance was tracked using multi-touch attribution, ensuring that every impression, click, and conversion could be accurately tied to pipeline outcomes.

KEY MOVES

-  **Audience Precision**
Focused on highly specific account segments and senior-level decision-makers across relevant industries.
-  **Creative Mix**
Combined native and video formats with contextually aligned placements to boost engagement and message resonance.
-  **Sequential Targeting**
Implemented structured prospecting → retargeting workflows to nurture high-intent audiences through the funnel.
-  **Continuous Optimization**
Used monthly reporting and performance feedback loops to refine creative, bidding, and audience strategies promptly.
-  **Collaborative Transparency**
Partnered closely with Swell to maintain clean data, audience deduplication, and fair testing conditions.

THE WIN

As for the result, AI Digital outperformed the incumbent media partner across every key metric, delivering a decisive lift in qualified engagement and measurable actions on the client's site. Recognizing the clear performance advantage, Swell awarded AI Digital the ongoing media business for their client and expanded the partnership.

The head-to-head performance results were highly encouraging, reinforcing that transparency, trust, and disciplined best practices drive data integrity.



NATASHA TIBBETTS
SVP, Media at Swell Media

2X ↑CVR

vs. Conversion Efficiency benchmark

Demonstrated stronger qualified interest earlier in the funnel - ABM prospecting tactics matched or exceeded retargeting performance

3X ↑CTR

vs. Click-Through Rate benchmark

Reinforced AI Digital's superior audience modeling and contextual strategy

25% ↑VCR

vs. Video Completion Rate benchmark

Showing strong creative resonance and upper-funnel engagement

**PARTNER WITH OUR
TEAM TO GET STARTED.**

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