

ABM, Audience Lists & Activation

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How do I set up an ABM list?

ABM lists target specific companies by web domain. Create a named domain list, then activate it in Diginus Ads with the required targeting parameters. Import the domains from a CSV file or enter them manually.

For a step-by-step guide on how to set up ABM lists, see pages 3–12 of the “Diginus Ads – A Complete Guide to Setting Up Diginus Ads”.

What does it mean to activate an ABM list in Diginus Ads?

Activating an ABM list creates a Bombora audience in Diginus Ads from the listed domains. You must activate the list before selecting the audience for a campaign. You can activate the same list multiple times with different country, job-function and seniority settings to create separate audiences.

What is an audience?

In B2B intent data, an audience is a defined group of businesses, buying groups or decision-makers. Diginus partners with Bombora, a B2B audience and intent-data specialist. Bombora combines intent signals, company characteristics and professional roles into targetable digital segments.

What is an audience list?

An audience list is a targetable segment of companies and professionals that show increased interest in B2B topics. It identifies high-value accounts during the research stage, before they make contact.

How do I set up an audience list?

Push an existing Diginus audience list to Diginus Ads, import contacts from a connected CRM with automatic synchronisation, or upload audience data using the CSV template.

For a step-by-step guide on how to set up audience lists, see pages 13–15 of the “Diginus Ads – A Complete Guide to Setting Up Diginus Ads”.
