



B2B Mid-Funnel Consideration Ads

Make your customer – **not your brand** – the hero so they can see what's possible when they work with your company.

Question Lead-in

Can your organization afford not to _____ the latest _____?
verb noun-s

See how one _____ company drove _____ without _____ their _____.
industry noun verb-ing noun

Title:
 View the _____ .
asset

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Stat Lead-in

Imagine increasing your _____
noun
 by more than _____ %.
percentage

This company accomplished this and more with the help of _____.
technology
 See how they did it.

Title:
 _____ the _____.
Verb asset

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Statement Lead-in

_____ went from _____ in _____
Client verb-ing area
 to _____ a best-in-class _____.
verb-ing noun

See the _____ -step approach that helped them _____.
number verb

Title:
 _____ the _____ now!
Verb noun

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Job Title Lead-in

_____ : How does your _____ stack up against the competition? Discover the latest _____ and learn how you can _____ more _____ and _____.
Job title noun noun -s verb adverb adverb

Title:
 _____ the _____.
Verb asset

Register
c.t.a