

# Future B2B: Topic Affinity Advertising

Future B2B is introducing a powerful new way for advertisers to reach high-value B2B audiences by activating interest-based data from across our entire network—beyond newsletter subscribers. Using newly developed topic-specific affinity segments, advertisers can engage professionals based on what they actively read, research, and engage with, delivering smarter, more scalable campaigns.

## Why it matters:

- **Expanded Reach:** Go beyond newsletter audiences to reach relevant professionals across Future B2B's full network of engaged users.
- **Interest-Driven Targeting:** Leverage proprietary industry data segments built on real content consumption and engagement signals
- **Improved Performance:** Increase relevance, engagement, and efficiency by aligning ads to proven interests, not just job titles
- **Smarter Scale:** Maintain B2B precision while unlocking incremental reach to drive awareness, consideration, and conversions



Behavioral signals are the future of advertising. With SmartBrief's proprietary dataset, you're not just targeting people — you're connecting with the right decision-makers at the exact moment they're most receptive.

Let's build your next campaign on signals, not guesses. [Contact us today.](#)

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