

The Future of B2B Advertising is Here with SmartBrief's Behavioral Targeting

Your audience isn't solely defined by demographics alone— it's also defined by behavior. That's why SmartBrief has developed **Behavioral Targeting**, a dynamic, AI-driven solution that unlocks precision marketing through the power of **exclusive content consumption and engagement data** only we can provide.

Unlike generic third-party lists or pre-built audience segments, our segments are **continuously refined** — built on unique behavioral signals that reveal **intent, interest, and readiness to engage**.

Why it matters:

- **Reach the right decision-makers with confidence**, in a trusted and brand-safe environment
- **Align with intent-driven cohorts** proven to convert, not just “lookalike” models.
- **Activate across channels**, from impressions to e-blasts, with unparalleled precision.
- **Future-proof your campaigns** with audience targeting based on real behavior, not outdated profile data.

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.

