B2B Media Buying Cheat Sheet by Channel

Channel	Cost	Targeting Strength	Best For	Key Benefits	Watch Outs
Programmatic Display	Medium to High	Advanced – Target by TAL firmographic, behavior, intent signals.	Brand awareness, retargeting, funnel progression	• Scalable reach across the web • Real-time bidding & performance optimization • Hyper-targeted ad placements	• Risk of ad fraud if not monitored • Creative fatigue without variation • Needs expertise to avoid wasted spend
LinkedIn Ads	High	Precision – Job titles, industries, company size, seniority	B2B lead generation, ABM campaigns, product or service promotion	• Highly granular targeting • Strong for high-ticket B2B offers • Access to decision-makers	• Higher cost per click (CPC) • Limited reach outside professionals • Requires strong offer to convert
Google Search Ads	Medium	Intent-Based – Target by keywords, location, device	Capturing demand, inbound lead generation	• High purchase intent • Easy to measure ROI • Performance-driven model	• High competition for B2B terms • Requires constant keyword optimization • Can be costly if poorly managed
Content Syndication	Medium	Account-based & firmographic targeting via partners	Generating quality leads through gated content	• Tap into niche audiences • Lead lists enriched with firmographics • Great for scaling whitepapers & reports	• Variable lead quality • Long nurturing cycles • Requires strong follow-up sequences
Email Sponsorships	Low to Medium	List segmentation by job function & behavior	Event promotion, product launches, lead nurturing	• Direct inbox access • Pre-built trust via third-party newsletters • Ideal for mid-funnel engagement	• Open/click rates can fluctuate • Risk of unsubscribes and higher churn rate • Effectiveness depends on audience relevance
Industry Trade Publications	Medium to High	Contextual – Based on publication readership	Brand building, thought leadership, credibility	• Reputable third-party validation • Strong reach in niche verticals • Ideal for awareness in buying committees	• Limited performance tracking • Often static placements • May require long-term investment for impact
Podcast Advertising	Medium	Contextual & interest-based targeting	Executive engagement, thought leadership, brand awareness	• Highly engaged, niche listeners • Passive brand reinforcement • High trust environment	• Harder to measure direct impact • Limited inventory in B2B • Message may be missed if not repeated
Programmatic Video (CTV, OTT apps, OOH, Desktops & Mobile)	High	Advanced – Target by TAL firmographic, behavior, intent signals	Premium brand awareness, Brand recall	• High-impact visuals • Less ad clutter than web • Ideal for thought leadership brands	• Expensive CPMs • Limited conversion tracking
Direct Buys (Sponsorships, Events)	Varies on vendor	Custom – Tailored to publisher or partner audience	Relationship-building, brand credibility, ABM	• High-value placements • Relationship-driven deals • Access to curated B2B communities	• Often manual negotiations • Limited data/attribution • ROI can be difficult to track