



# The B2B Guide to Performance TV.

Best practices, tips, and insights on using Connected TV for B2B marketing.

# Introduction.

Not every ad solution is created equal when it comes to performance marketing on Connected TV. Many offer branding and awareness campaigns, but fail to deliver meaningful ways to measure the outcomes that matter to a B2B brand.

We're not like the rest of them. We've helped hundreds of advertisers achieve their demand generation and direct-response performance goals on CTV—we even named our CTV ad solution Performance TV. If that doesn't tell you how serious we are about performance marketing, we don't know what will.

This guide is designed to share the learnings accumulated over years of helping every sort of advertiser—B2B included—generate strong results on Performance TV. We know what works best, and how to implement those best practices into your own strategy. And now, we're going to share it with you.

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# Your Technology Checklist.

You need a combination of the right technology and approach to make CTV a B2B-friendly channel. Before we dive into discussing the approach, let's establish the purpose-built technology needed.

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## **Performance Goal Optimization**

This technology uses your campaign goal to determine the types of optimizations needed to hit your target.



## **Automated Media Buying**

All campaign optimization is carried out automatically to ensure ads reach the viewers best suited to your goal.



## **A/B Creative Testing Tool**

This pits CTV ad creative in head to head tests to determine which version generates better performance.



## **Living Room Quality**

Ads are served exclusively across top-tier CTV networks on TV screens, delivering better campaign performance.



## **Cross-Device Verified Visits**

This tracks when an ad is viewed on a TV screen, and when it generates a site visit, lead or demo request on another household device.



## **MNTN Multi-Touch**

It delivers omnichannel presence by automatically serving ads across other devices like mobile phone, tablet, desktop or laptop, to viewers who saw your CTV ad.



# What Are You Trying To Accomplish?

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You have options when it comes to building a strategy and setting up campaigns. You can narrow those options down based on what you're trying to accomplish.

## Are you trying to:

- 01** Reach new prospects to generate leads, demos, conversions, etc.?
- 02** Capitalize on prospects already in your sales funnel?
- 03** Cover the full funnel, from first contact to conversion?

There are three main strategies suited to your overall mission **third-party prospecting, retargeting, and matched audience campaigns from your CRM lists**. Your choice between these three will affect key aspects of your approach—everything from audiences to your campaign goals and optimizations.



### Performance Pro Tip

Go with option #3 and cover the entire customer journey with all three. You'll generate performance on both ends of the sales funnel by reaching highly-qualified audiences and keeping them immersed in your message.



## PROSPECTING

# Find Fresh Leads With Prospecting.

Prospecting campaigns cover the top of the sales funnel and offer a number of benefits when launched with direct-response performance in mind.

- You drive new, highly-qualified traffic to your site.
- You attract site visitors who are more likely to initiate the sales process.
- You generate leads, demos, or conversions from the top of the funnel.
- You fill your first-party targeting pool, which you can retarget later on.

If you're accomplishing the above, you're in good shape. But it's not as simple as just launching some ads—we'll explore exactly what you need to do next.



### Performance Pro Tip

Keep your prospecting campaigns running constantly to keep qualified traffic flowing to your site, which can then be nurtured with other channels or initiatives.

# Pick Your Goal and the Optimizations Follow.

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Establishing what you want your campaign to achieve is important. A goal isn't just a way to measure campaign success, it informs what optimizations are needed to ensure you hit your target.

Performance TV offers a variety of different campaign goals. Here are a few that can help you hit your KPIs.



## eCPA

Pick this if you're trying to drive visits and leads at an efficient rate.



## Visits

Go with this if you're trying to maximize the amount of traffic reaching your site.



## Completed Views

Select this if you care most about delivering your message in full.

## What makes these goals possible?

Performance TV's automated media buying technology instantly optimizes your campaign thousands of times a day. It outperforms manual optimization because it constantly adjusts ad delivery, targeting, and bids in a way that's tailored to your goal.



### Performance Pro Tip

Visits and awareness are solid goals for a prospecting campaign, but an eCPA goal will zero in on the prospects who are likely to visit your site and request a demo or fill out a form, whether that's after the first few touch points or later on down the funnel.



# Target Valuable Audiences.

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Building your audience strategy is a time to put your market research to work—who are your key demographics? What are they interested in? What do they normally buy?

Take your ideal customer profile and match it with 3rd party audience segments. These are available via sources like LiveRamp, which is fully integrated into Performance TV. You can pair your customer data with a wide range of criteria, and build custom audiences right in the platform.



**Location**



**Industry & Occupation**



**Job Seniority**



**Sales Volume**

Keep the following best practices in mind when building your audience strategy.

## **Go Big and Experiment**

There's a wealth of audience data available and valuable audiences can hide in unexpected places. Search a range of keywords related to your business to see what surfaces.

## **Use "Or" Statements**

Combine different segments in the audience builder. Use "or" statements to link audiences together; using an "and" statement will narrow your audience to match all the criteria you listed.

## **Keep In-Market In Mind**

Include audiences that are "in-market" to include prospects who are likely to engage now.



# Make Your Creative Direct-Response.

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Regardless of your creative approach, there are two things every successful prospecting ad will have in common.

**01** They tell the audience what to do.

**02** And they tell them where to go.

Include these two key components in your creative to do that.



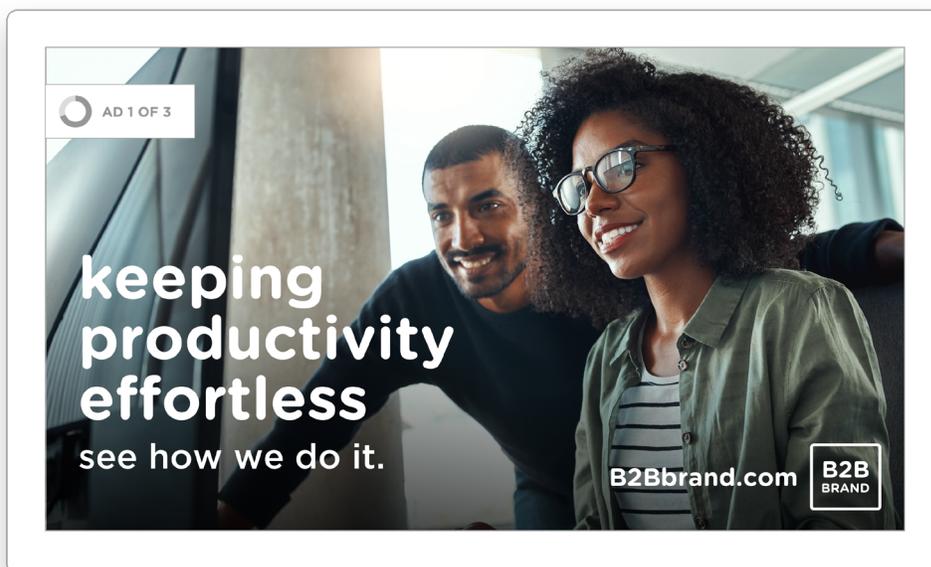
## A CTA

Include both a visual and audible CTA at the end of your ad.



## A Persistent URL

Make your URL impossible to miss and keep it constant if you can.



# Make Your Creative Direct-Response (Cont'd)

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CTAs are a best practice in digital advertising for a reason, and that same reasoning applies here. You want these viewers to take action and there's a psychological benefit in telling them exactly what to do.

## Seriously, Follow These Best Practices

An analysis of Performance TV advertisers found that campaigns that followed both best practices outperformed in key metrics versus those that did not.

**32%↑**

**Higher Average Visit Rate**

**48%↓**

**Lower Cost Per Visit**



### Performance Pro Tip

Utilize your video assets from other ad channels, like social, YouTube, or linear TV (if you have them). This not only stretches your ad creative's use, it helps deliver a cohesive message experience across multiple channels.



# Take Your Message Omnichannel.

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It's a best practice to sync CTV ad strategy with other ad channels. This helps create an immersive ad experience that delivers a consistent message wherever your audience is spending their digital time.

Performance TV campaigns have an available option to do this automatically using MNTN Multi-Touch, which serves ads beyond television to more devices in the household (including mobile phone, tablet, or desktop) to anyone who has seen your CTV ad. This helps elevate your campaign's presence in a few ways.

- It increases audience touchpoints to keep your message top of mind.
- It covers the entire household's digital ecosystem, from phones, to tablets, to desktops.
- It hits your audience at a time when they're able to navigate to your site.



## Performance Pro Tip

Match your ads' messaging and aesthetic from your other devices to your CTV creative. You'll want to trigger recognition in your audience's mind, and using the same CTA, visuals, and color palette will boost ad recall.



# Key Takeaways.

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Prospecting on CTV is an effective way to not only reach new B2B audiences, but prospects in those audiences who are likely to take action. Remember this list of best practices that have guided our most successful advertisers.

## **01 Keep Prospecting “Always On”**

Keep a steady flow of new users visiting your site by running prospecting nonstop.

## **02 Set the Right Goal**

Prioritize a visit goal to drive the most traffic, or a eCPA goal to focus on users who will not only visit your site, but take action while they're there.

## **03 Target to Convert**

Match your audience targeting to your ideal customer profile, and pair it with in-market options.

## **04 Build Direct-Response Creative**

Ensure your ads feature a persistent URL and an audible and visual CTA at the end.

## **05 Create Consistent Omnichannel Ads**

Pair your CTV ads with related ads across other household devices including mobile phone, tablet or desktop to spread your message across the entire household.



**NEXT UP:**

# Retargeting.

If you've done everything in the guide up to this point, all that's left to do is:

- 01** Launch your prospecting campaign.
- 02** Watch the results roll in.
- 03** Bask in the feeling of a job well done.
- 04** Prepare your retargeting campaign.

## **You're not done yet!**

Up next is preparing a retargeting campaign that capitalizes on your site traffic and brings prospects back to convert.

## RETARGETING

# Drive More Leads With Retargeting.

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You do a lot to get potential leads to your site, now it's time to make the most of that hard work. CTV retargeting campaigns are a vital piece of direct-response performance strategy, and we highly recommend deploying these alongside your prospecting campaigns.

- They focus on high-intent visitors who did not convert on your site.
- They keep your audience engaged at a crucial time in the sales cycle.
- They deliver leads and conversions at the bottom of the funnel.
- They can be easily integrated into your existing ABM strategy.



### Performance Pro Tip

Keep your retargeting campaigns on at all times because they're extremely effective tools. If a high value prospect visits your site, you can keep them engaged and keep your message top of mind.



# Display vs. Connected TV Retargeting.

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If you already run display retargeting, you may wonder if it's worth adding CTV to your lower funnel strategy. The answer is a resounding yes.

Performance TV not only delivers retargeting ads on CTV, it uses MNTN Multi-Touch to expand the message of your Connected TV campaign beyond television to more devices in the household (mobile phone, tablet, or desktop). We analyzed how this stacks up against display retargeting alone, and the results show Performance TV's omnichannel approach delivers better results.

## Performance TV Retargeting vs. Display-Only Retargeting

**+35%**

Average Conversions

**+123%**

Average Visits

**-54%**

Average Cost  
per Acquisition

**-30%**

Average Number of  
Impressions Serve  
per Conversion



### Performance Pro Tip

Don't hesitate to spend big on CTV retargeting. Performance TV advertisers spent 82% more on average, but still achieved a higher ROAS vs. display-only. This indicates that spending more on CTV does not reduce your return, rather it actually improves it.



# Target Your Audience Based on Intent.

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Retargeting uses your 1st party site data to build audiences based on the actions visitors took on your site. This lets you focus on valuable users who took high-intent actions while visiting.

Performance TV lets you segment your audience based on a number of insightful behaviors—here are a few different types of behaviors or actions we recommend considering.

- Multiple site visits
- High number of viewed pages
- Frequency of visits in a set amount of time



## Performance Pro Tip

You can include users who visited your website over a set period of time. So if you have a long sales cycle, be sure that you're retargeting users who visited within that time frame.



# Get Aggressive With Your Creative.

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Remember our advice about prospecting creative?  
The same two rules apply to successful CTV retargeting.

- 01** Tell the audience what to do with a CTA.
- 02** Tell them where to go with a persistent URL.

Since these ads will reach potential leads further along the sales funnel, you can get aggressive when it comes to driving a conversion. This is an opportunity to offer any available incentives that you wouldn't offer someone just entering your sales funnel.



## Performance Pro Tip

The same rules apply to your omnichannel MNTN Multi-Touch display creative. You can offer your CTV ad's special promotion, or incorporate certain dynamic ad elements to drive engagement.



# Your Goal Will Determine How to Drive Conversions.

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Just like Performance TV prospecting campaigns, choosing your retargeting goal will help gauge success and determine how your campaign is optimized. You have three options to choose from.



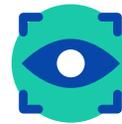
## eCPA

Pick this if you're trying to drive visits and leads at an efficient rate.



## Visits

Go with this if you're trying to maximize the amount of traffic reaching your site.



## Completed Views

Select this if you care most about delivering your message in full.



### Performance Pro Tip

We recommend going with an eCPA goal at this stage, since retargeting audiences are further down the sales funnel, and it will ensure your ads are optimized to generate leads, sales, or registrations.



# Key Takeaways.

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Retargeting with Performance TV delivers better results than display-only retargeting. When CTV ads are included in a retargeting campaign, you benefit from the heightened impact that only commercials on TV can deliver. Combine them with these best practices, and you set yourself up for success.

## **01 Never Stop Retargeting**

Make the most of your site traffic by keeping a retargeting campaign running to bring users back to convert.

## **02 Target Based on Intent**

Target site visitors who acted like they're interested in your offering and are considering taking action.

## **03 Build Tempting Creative**

Tell your audience where to go and what to do, and consider upping the stakes by offering incentives to this group.

## **04 Use Consistent Messaging Across Channels**

Leverage the same messaging you used in your CTV ad across your other customer touchpoints (like mobile phone, tablet and desktop) to create a uniform experience.

## **05 Cover the Whole Household**

Pair your CTV ads with MNTN Multi-Touch ads on the web and mobile to spread your message across the entire household.



NEXT UP:

# Matched Audience Campaigns.

At this point you're driving plenty of new traffic to your site, and you're retargeting them to keep them engaged. But what about high value prospects and current customers, anything special you can do with them? You better believe it.

# Target Valuable Users With Matched Audiences.

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Performance TV allows you to match email lists found in your CRM with CTV audience targeting data, and deliver high-impact, memorable ad creative to reach these valuable audiences. This has a number of benefits.

- You cut through the usual B2B marketing clutter on other channels.
- You expand the usefulness of email addresses in your CRM.
- You can upsell existing customers with impactful creative.
- You can integrate this approach into your ABM strategy.

You likely have a wealth of email information on valuable prospects as well as current customers. If you're using them to serve ads to those prospects while they're streaming their favorite shows, your brand will immediately stand out from the competition.



### Performance Pro Tip

We recommend using a combination of prospecting, retargeting, and matched audiences to ensure you're hitting every crucial audience that matters to your brand.



**NEXT UP:**

# **Let's Talk Measurement.**

Your creative is set, your audience is defined, and your campaigns are optimized to hit your goals. Now it's time to track and measure performance.

# Measuring Direct-Response Connected TV Performance.

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Reporting on direct-response CTV campaigns is the same as its digital counterparts. That means you can track a wide range of key metrics that keep you informed on how well your campaigns are performing.



**Conversions**



**Conversion Rate**



**Visit Rate**



**And More**

Take note that not all CTV ad solutions are created equal in regards to reporting. Many limit your view to branding and awareness metrics like impressions. If you want to use CTV for direct-response, go with purpose built technology like Performance TV.



### **Performance Pro Tip**

Keep an eye on the metrics that matter most to your campaign objective. You can build custom dashboards in the Performance TV reporting suite to help you keep an eye on what's important.

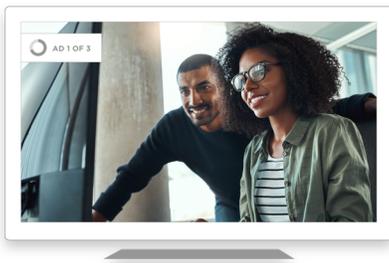


# Cross-Device Insight is Absolutely Necessary.

CTV advertising is cross-device by nature. An ad is served on a television, then a user visits your site or converts on a phone or desktop. You need a reliable way of measuring that journey.

Performance TV uses Cross-Device Verified Visits, which is our proprietary technology that measures any user visits to your site following the guaranteed in-view display of your CTV ad.

**01** User completes an ad on a household device.



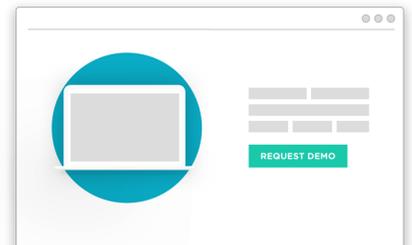
VERIFIED VISIT WINDOW  
(14 DAYS)

**02** User visits advertiser's site on any household device within the Verified Visit window.



VERIFIED VISIT

**03** User converts within the conversion window.



VERIFIED CONVERSIONS



## Performance Pro Tip

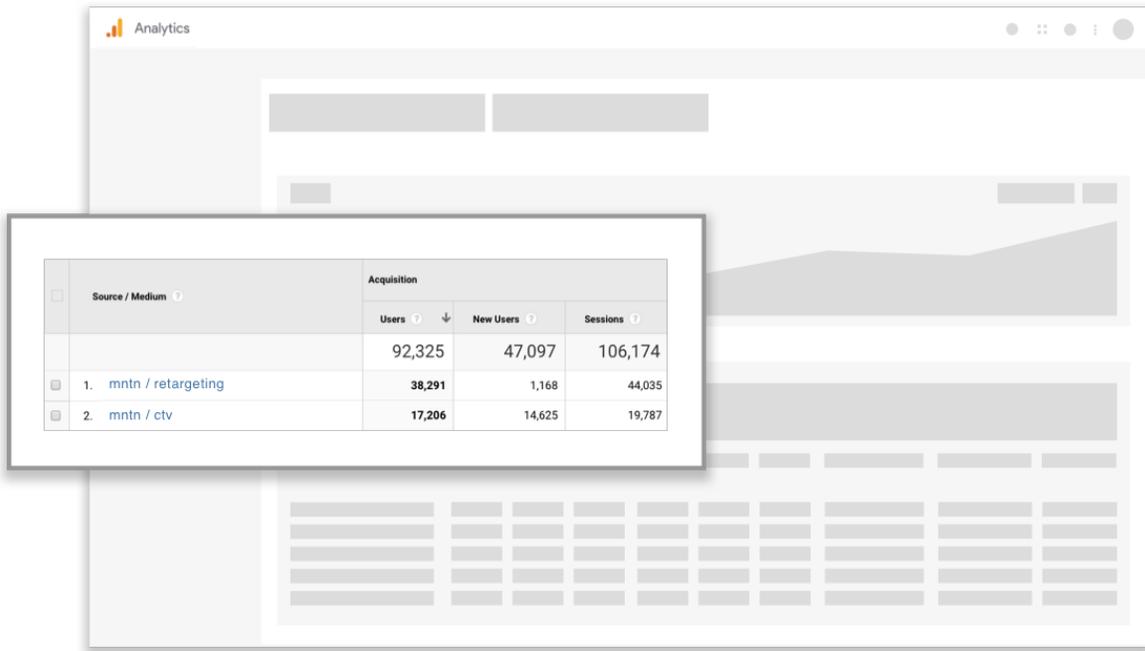
Your conversion window is customizable, so you should sync it with your sales cycle.



# Expand Your Reporting to Google Analytics.

It's a best practice to integrate a 3rd-party analytics platform into your reporting schema. It allows you to compare campaign performance alongside the rest of your digital channels, giving you a holistic view of your campaign's performance in relation to the rest of your digital marketing plan.

Performance TV is fully integrated with Google Analytics, meaning your CTV campaign performance will populate in your GA dashboard. This is a feature that isn't offered by any other CTV ad solution.



# A/B Test Your Campaigns' Creative.

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This ensures your campaign will be using the best possible ad creative for driving performance. A/B testing television creative has traditionally been a difficult endeavor. Thankfully Performance TV has built-in A/B testing, allowing you to simply upload, test, and pick a winner. The higher performing creative will automatically be applied to your campaign.

When testing two creatives against one another, there are some best practices to follow.

- Limit the differences between the two versions to a single variable, like a CTA, voice over, or special offer. This will tell you exactly what variable prompted the difference in performance.
- Avoid changing too many variables because you'll lose the ability to see which exact difference mattered. You'll muddy the waters and limit what you'll learn.



# Bring Your B2B Strategy to Connected TV.

Don't rely on the same B2B playbook that all your competitors use. Expand your strategy to streaming television, and tap into the purpose-built technology Performance TV offers.

**Want to learn more?**

[Visit mountain.com](https://mountain.com)