

WHITE PAPER

Your Guide to Data-Driven Creative Refreshes on Connected TV.

Insights and best practices on how to combat CTV ad fatigue



Introduction.

The golden era of television advertising is here. Traditional TV watching may be going out of style, but Connected TV (CTV) viewership is on the rise and with it comes many benefits for advertisers.

Because of the sheer volume of users, CTV offers an abundance of advertising availability for brands who want to get granular with their audience targeting. In addition, CTV ad campaign data is more detailed and can be viewed much faster than with linear TV. Platforms like [MNTN Performance TV](#) allow brands to closely track their CTV ad campaigns and get detailed breakdowns of results. Advertisers are able to utilize these real-time feedback loops to see what is working in their ad campaigns and then incorporate the successful messaging and visuals into future creative cycles.

However, with hoards of brands turning to the CTV space to advertise, the potential for viewer creative fatigue is high. This could have major impacts on advertisers in all industries—from losing loyal customers, to wasting company resources, the negative effects of creative fatigue can be costly.

To combat this, advertisers need to continuously and strategically refresh their ad creative. The good news? With the multitude of data available from advertising on CTV, you have all the insights you need to conduct effective creative refreshes.

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What Do They Solve For?

A lot of time and resources go into developing ad campaigns. If you put the hours into planning creative and strategically targeting the right CTV audiences, your ad *should* be delivered to viewers who are likely to convert. So why complete a creative refresh that will take up even more of your team's time? Because your ad might not be landing due to audience creative fatigue.

The Two Types of Creative Fatigue

What's the saying about keeping your enemies close? The same goes for creative fatigue—the more you know about it, the more you can work to fight against it. There are two types of creative fatigue:

Ad Fatigue

This is when a viewer watches the same ad multiple times in a short timeframe. It is a common phenomenon on CTV because the channel rarely allows ad skipping. In addition, due to the extreme precision of targeting on CTV, advertisers are better able to serve ads to their intended audiences. Meaning, the same ads can be served more frequently than on linear TV. CTV users are already taking note—a recent poll found that [59% of consumers](#) think that there are too many repeated ads on CTV.

Ad Blindness

This refers to when someone visits a website and ignores an ad, consciously or subconsciously. Even if seen, an ad can quickly be forgotten thanks to the next piece of content that grabs their attention. Ad blindness is specific to social media and websites because it is easy to scroll past uninteresting ads. However, a similar phenomenon can occur on CTV, especially considering that [83% of TV viewers](#) watch with a second screen in hand.

If viewers experience ad fatigue, ad blindness or both, your brand could be in trouble. CTV creative fatigue can lead to:

- Reduced campaign performance
- Wasted media budget
- Your audience turning on you



What You Need to Know

A creative refresh for CTV is the practice of updating ad creative, often by developing multiple variations of an ad to serve to target audiences. When updating ad creative, marketing teams can use audience insights and engagement metrics to inform new and different creative decisions. It can include anything from adjusting visuals and audio to updating messaging within the CTV ad.

Creative Refresh Best Practices

Changing up content can be a big undertaking. Follow these steps to increase project efficiency and to get the best results possible out of your creative refresh:

1. Spot it

Study and learn the signals/metrics/patterns of creative fatigue that you should be on the lookout for in your campaign performance dashboard (more information on this on page 8).

2. Plan new assets

Take learnings from existing creative and put them into a brief and testing plan.

3. Create new assets

Use your testing plan to develop a shot list to capture a library of assets that can be used in the future. This allows you more flexibility and speeds up your ability to address creative fatigue.

4. Watch & iterate

Repeat steps 1-2, without the need to create new assets and instead rely on the library from step 3.



What You Need to Know (Cont'd)

The Benefits of a Creative Refresh

The creative refresh process will yield different results for each brand, but there are some benefits that you can count on.



Keep Viewers Interested

New creative that is catered to specific audiences grabs viewer attention, increasing the likelihood that a consumer will engage with your brand.



Swift Feedback Response

Creative refreshes give you access to real-time customer feedback loops. By testing different versions of creative, you can gauge what's working and what isn't resonating in your ads.



Increase Return on Ad Spend (ROAS)

Increased engagement with your ads paired with a better understanding of what messaging works best with your audience will position you to drive strong campaign performance—ensuring that your advertising money is well-spent.



What You Need to Know (Cont'd)

The Best Times to do a Creative Refresh

The timing of completing a creative refresh is vital to its success. Consider the following as the best times to refresh your ad creative.



Quarterly

Quarterly refreshes can be a wise option for evergreen ad campaigns that are “always on” as they supply a consistent schedule for testing new creative. Additionally, refreshing creative on a regular basis will reduce the risk of serving the same ad over and over again, naturally protecting viewers against ad fatigue.



Seasonally

The months leading up to the winter holidays consistently provide a big boost in revenue for many brands, but this isn't the only time of year that targeted advertising can be successful. [Summer is a great season](#) to test new ad creative as people plan travel and other adventures. Back to school is another period when consumers are in need of specific products and thus are tuned into advertising.



Times of Increased TV Viewership

There's no better time to test different ad creative than when there are millions of eyes glued to the screen. Events like March Madness and the Olympics are great for getting new creative in front of captive audiences.



How to Determine if You Need One

It might not need to be said, but we'll say it anyway because it's so important—**you shouldn't be blindly refreshing ads**. Instead, you need to dig into your data and be strategic with refreshes in order to drive the best results.

Utilizing key performance indicators (we list some below), analyze your ad campaigns to better understand what is and isn't working. As a best practice for evergreen campaigns, update your creative at least quarterly. For more flighted efforts, keep your creative as up to date as possible, featuring promotional content or any seasonal creative that is relevant.

As mentioned previously, a benefit of advertising on CTV (as opposed to on linear) is that you have real-time access to performance metrics. You can use this data to your advantage to learn the signals and the patterns that could indicate the need for a refresh. If you have made adjustments to other levers (update audience targeting, etc.) and performance still isn't responding, a creative refresh is a likely fix.

Some baseline metrics to monitor:

- Campaign spend
- Impressions
- Site visits
- Video completion rate
- Cost per acquisition (CPA)
- Conversion rate

Every campaign is going to have a different end goal. So, prior to launch, you need to define what the primary KPI is and monitor that one in particular to best understand when your creative may be starting to fatigue. For example, if a campaign's end goal is to drive site visits and you're starting to see that metric decrease, it's important to take note.

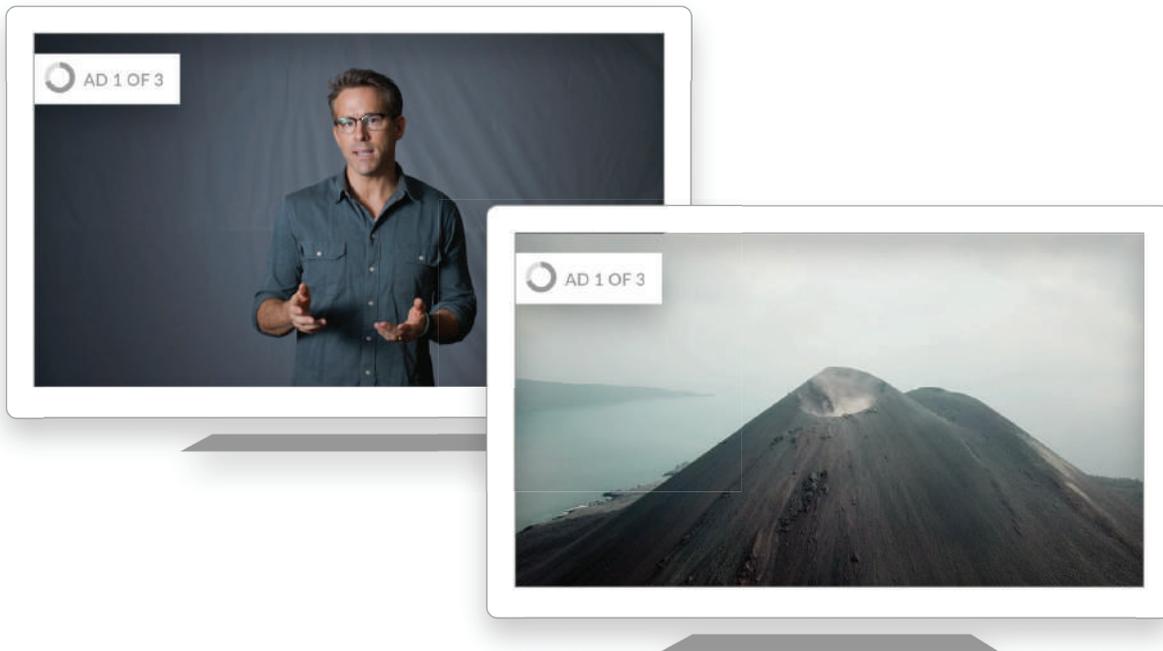


Using Data to Inform Creative Refreshes

A/B Testing is Your Best Friend

As with email, paid social or banner ad campaigns, you can (and should) conduct A/B testing on CTV. Testing different versions of your ad creative on CTV can help you to determine which messaging and/or visuals best resonate with your audience. On top of this, the results of these tests can be used to guide your strategy for future creative refreshes.

MNTN recently [used A/B testing](#) to better understand what type of ad creative works best with our audience. We developed two ads featuring our CCO Ryan Reynolds—one ad featured Reynolds on camera directly addressing the targeted audience of marketers and the other only used his voice-over. Then, we tested the ads against each other. Surprisingly, our creative testing showed that the Ryan-less ad soundly defeated the one featuring him on-camera—generating a Verified Visit rate that was 3X higher.



Using Data to Inform Creative Refreshes (Cont'd)

A/B Testing Best Practices

Ready to start testing different types of ad creative? Follow these best practices to get the most out of your A/B tests.

1. Isolate Variables

Testing two completely different ad concepts won't supply the specific audience insights that you need. Instead, test one or two changes for each creative at once. Examples of variables that could be changed: CTAs, length of video and number of people in an ad.

2. Give it Time

Don't switch out your creative too soon! Make sure to give yourself enough time to get data that is statistically significant. To do so, run your A/B test ads for at least 2-4 *continuous* weeks in market before analyzing data. This practice will help you to make informed decisions moving forward.

3. Follow Through

When you've taken the time to develop an A/B test plan, stick to it. Follow through on the hypothesis and objectives that you've outlined to get the most out of what you're trying to learn. Sticking to a test plan will give you a framework that you can continuously build on.

4. Iterate on Findings

Once you've completed your A/B test, use the findings to inform future ad creative. Aka make more ads with the type of creative that is working and leave the creative that isn't working behind.



Eastern Standard Provisions' Success Story



Q4, especially around the holidays, is a pivotal time for sales for many direct-to-consumer brands. With this in mind, [Eastern Standard Provisions](#), a provider of gift boxes featuring artisanal pretzels and snacks, built a creative refresh plan to ensure that their message remained fresh during the holidays.

Partnering with MNTN, Eastern Standard Provisions used the seasonal opportunity to run a flighted campaign from December 1-15. During this time they activated a CTV prospecting campaign which drove 1.2M impressions.

In order to keep their creative relevant to their audience and to decrease the chances of ad fatigue, Eastern Standard Provisions also launched a secondary campaign focused on retargeting users who had already engaged with the site. The top performing ad from that campaign was 15 seconds and drove strong conversion performance. By keeping their creative fresh during the holidays, Eastern Standard Provisions were able to keep interest high.

The Results

1.2M↑

Impressions

Driven by an initial prospecting campaign.

4.4↑

Blended ROAS

Generated by the total campaign.



How to Pull Off the Creative Piece of a Creative Refresh

To help ensure that your new creative resonates with your intended audience, you'll want to deliver quality content quickly. This also allows you to test and refresh whenever needed.

The team that works on your creative should:



Streamline video production



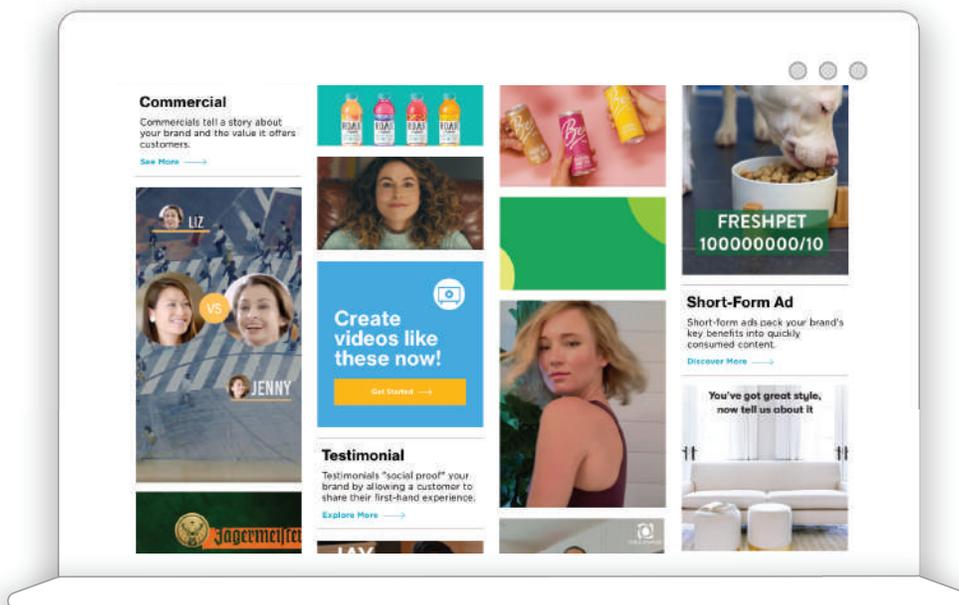
Embrace efficient production approach



Deliver quality quickly



Give you plenty of options



Conclusion.

As more viewers adopt CTV, it will continue to grow in value as an advertising channel. To keep your message fresh and ensure that consumers are engaged with your ads, updating your creative on a consistent basis is a must. Utilizing data to inform your refreshes will allow you to zero in on what works—leading to an increase in performance.

For brands with in-house creative teams, changing variables in their ads is a relatively easy feat. If this isn't the case for you, you still have options.

QuickFrame by MNTN

For those in need of high-performing video built for every channel, audience and objective—at scale and backed with exclusive performance data. The QuickFrame platform removes traditional video production obstacles—including high costs, long lead times and uncertain performance—and replaces them with an efficient, data-driven, multi-channel video creation solution.

[Learn More](#)

mntn Creative-as-a-Subscription™

Elevate your approach to creative refreshes by combining the cost of media and creative into one. MNTN's Creative-as-a-Subscription bundles creative production into the cost of media—providing advertisers with quarterly creative refreshes that allow advertisers to invest their budget solely into driving performance.

[Learn More](#)