



GUIDE

# How B2B Brands Should Start Advertising on Connected TV.

Why Connected TV is now an optimal channel for B2B brands to reach their audiences and drive measurable KPIs.

## **This guide covers**

- The stats and trends that demonstrate why B2B brands need Connected TV advertising.
- The variety and impact of performance metrics driven by Connected TV.
- The creative requirements and best practices to help you succeed.

# How B2B Brands are Using CTV to Redefine Advertising.

B2B marketers have often relied on the same advertising playbook. The problem? Every B2B brand is using these too—including your competitors. Stand out from the crowd with CTV.

## Cut Through the Workday Noise

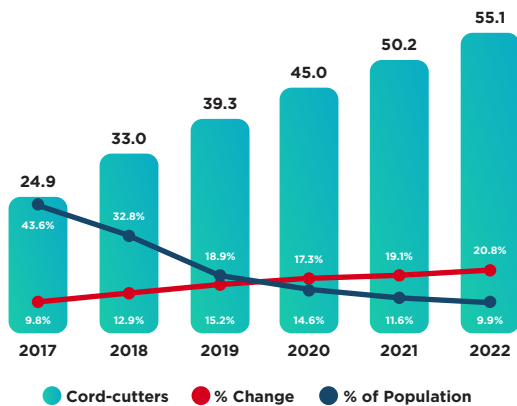
Say goodbye to ignored voicemails and emails lost to cluttered inboxes. CTV enables B2B brands to uniquely reach their target audience—after business hours, in their home, while they relax with their favorite shows.

## CTV Is Viable Across the Entire Sales Funnel

CTV is effective at reaching the top, middle, and bottom of sales funnels—with no need to jump between ad channels. Run prospecting campaigns to target new users based on profession or retarget audiences that visited your site, purchased from your competitor, and more.

### US Cord-Cutters, 2017-2022

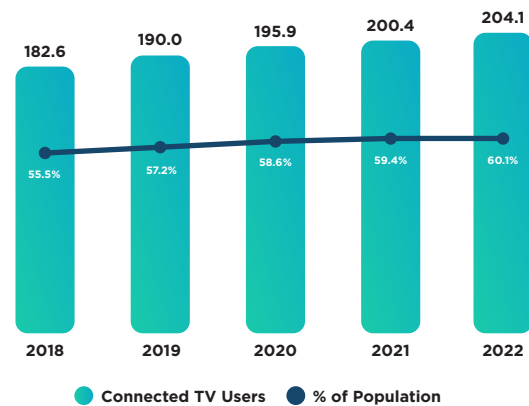
Millions, % Change and % of Population



Note: Ages 18+; Individuals who no longer have access to traditional pay TV services. Source: eMarketer, July 2018

### US CTV Users, 2018-2022

Millions, % Change and % of Population



Note: Individuals of any age who use the internet through a connected TV at least once per month. Source: eMarketer, July 2018

“Connected TV is the next big digital channel, and quite frankly, it’s going to be the largest digital advertising channel ever.”

**Mark Douglas**  
President & CEO, MNTN



# Real Results, Right Now.

As viewing habits change, so too does the TV landscape. But too many advertisers think CTV advertising doesn't work for B2B brands or isn't a necessary solution yet. That's just plain wrong—it is generating strong results for B2B brands right this second, and anyone not advertising on CTV is missing out.

## How a B2B Campaign Shattered Ryan Reynolds' Confidence and Drove Over 23% of Total Site Traffic

Using Performance TV's built-in A/B testing tool, we ran two B2B ads against each other featuring our Chief Creative Officer, Ryan Reynolds. One ad showed Ryan speaking to camera; the other just had his voice narrating a montage.

To reach valuable users across our sales funnel, we deployed three campaigns—prospecting, retargeting, and ABM—that only targeted viewers who worked in advertising.

**23.38%**

Share of Website Traffic

**16.49%**

Share of Website Conversions

**\$6.72**

Cost per Visit

**3.25%**

Verified Visit Rate

## The Results

The campaigns were a smash success. Thanks to Performance TV being fully integrated with Google Analytics, we were amazed to find the campaigns were responsible for generating 23% of MNTN's total website traffic and generated a greater share of monthly conversions (16.49%) than our Google paid search campaigns (15.46%).

Most surprising of all, A/B testing revealed that the ad with just Ryan's voice generated a 3X higher Verified Visit Rate than the one that did—challenging our previous assumptions and humbling a Hollywood A-lister.



"Wow, these results are crushing for an actor to hear. You literally just broke my soul into a thousand tiny pieces...the brands who have paid me so much money over the years have totally wasted their cash."

**Ryan Reynolds**

Chief Creative Officer, MNTN



# Start Advertising On Connected TV Now.

Viewers are making the switch to CTV and advertisers are reaping the rewards. Don't get left behind—here's what you need to do launch your own Connected TV ads. It's easier than you think.

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## 01 Check Your Existing Video Assets

Many brands don't realize they already have the right video assets to run CTV ads. Not a video expert? No problem, show these specs to your video team and they can confirm if you're good to go, or make the appropriate edits to get them ready.

### Size Ratio

16:9  
1920x1080

### Length

30 Seconds Max  
15 Second & 30 Second Slots

### File Format

.mp4 or .mov

### Frame Rate

Must be constant  
23.98, 25, or 29.97  
FPS Based on native frame rate

All scenes used to create the final video must have the same native frame rate to avoid causing duplicate frames.

### Bitrate | >= 15000 KBPs

Our transcoding service will convert the uploaded video into the Following:

Size	Bit Rates
1080p	1000 kbps
	2000kbps
	3000 kbps
	4500 kbps
	6000 kbps
	12000 kbps
	15000 kbps

### Audio Level Restrictions

Overall Mix Level	Music
10db to -14db	-18db to -22db
<b>Dialogue</b>	<b>Sound effects</b>
-12db to -15db	-10db to -20db w/ occasional spikes up to -8db



# Start Advertising On Connected TV Now (Cont'd)

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## 02 Be Ready with 15 and 30 Second Spots

Connected TV ads run for 15 and 30 second durations, and depending on your brand or message, one runtime may drive better performance. Don't have a 15 second ad? Edit down your 30 second version so you can test each length and determine which is best for you.

## 03 Ensure You're Following Creative Best Practices

While every brand has their own style and approach, there are a few creative elements that will help improve your ad's performance.

- Because viewers can't click to visit your site, you need to include a visual or audio call to action at the end of your ad.
- Keep your logo and URL persistent throughout so they know who you are and where to go.
- CTV ads will always have sound, so make use of a voice over to ensure you capture your viewer's attention.

## 04 Work with a Platform to Make Life Easier

The CTV landscape can be fragmented and confusing if you don't know the lay of the land. Working with a platform like Performance TV gets you access to premium networks and inventory all in one place, allowing you to run ads alongside quality content without having to take a piecemeal approach.



# Get Started With Connected TV & MNTN.

Viewers are making the switch to CTV and advertisers are reaping the rewards. Don't get left behind—here's what you need to do launch your own Connected TV ads. It's easier than you think.

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## **By working with MNTN you get:**

Many brands don't realize they already have the right video assets to run CTV ads. Not a video expert? No problem, show these specs to your video team and they can confirm if you're good to go, or make the appropriate edits to get them ready.

- Access to premium inventory running across blue chip TV, cable, and native CTV networks, including CNN, Hulu, MTV, ESPN, Food Network, and more.
- The ability to build custom audiences via direct integration with the Oracle Data Cloud, providing audience-first targeting in brand safe TV inventory.
- Our proprietary Audience Extension, which serves display ads to viewers who have seen your CTV ads, helping create frequency of your brand's message.
- An automated CTV platform that executes campaigns based on your goal, whether it be return on ad spend, site visits, cost per acquisition or cost per completed view.
- A streamlined solution that removes the manual processes of setting up networks, audiences, creative, and frequency caps.
- Transparent reporting that gives insight into the metrics that matter most, including site visits, conversions, view rates, CPA, ROAS, and more.



# The Opportunity is Here.

So what are you waiting for?

**Let's talk.**

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