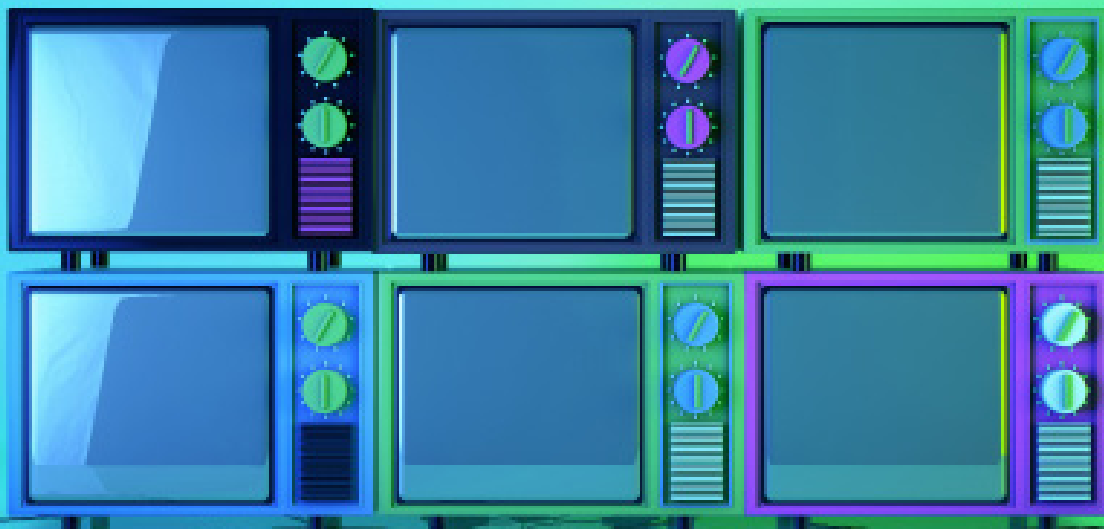


WHITE PAPER

Your Guide on Using Connected TV to Inform Omni-Channel Advertising Strategies.

Tips, tricks and best practices on leveraging CTV to drive full-funnel performance.



Introduction.

Since the rise in popularity of streaming services like Netflix, Hulu and Amazon Prime, Connected TV (CTV) and traditional linear TV have been battling it out for top viewership numbers. On the surface, these two platforms appear quite similar—they both distribute content via television screens and are effective ways for reaching the masses. But that's pretty much where the similarities end, especially in regards to advertising. While it's natural to lump CTV and traditional TV together, advertising on CTV is actually more aligned with performance channels like paid search, paid social and display.

When utilizing CTV as an ad platform, brands have a high level of control over their campaigns and in turn, gain access to a plethora of data. The learnings from this data can be leveraged to develop ad strategies for use on TV screens and beyond. Additionally, CTV allows for comprehensive audience building and extensive testing of ad creative, providing advertisers with a deeper understanding of what resonates with their ideal customers—ultimately driving better performance.

If used in a deliberate manner, CTV is not only a productive performance channel on its own, but it can also help to inform full-funnel, omni-channel ad strategies.

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* **M** indicates a feature that is available via [MNTN Performance TV](#) but not all other CTV solutions.



How Does it Stack Up to Other Advertising Channels?

Before we dive into the ways in which CTV can inform your full-funnel ad strategy, it's important to understand how it compares to other major advertising channels.

CTV vs. Traditional Linear Television

The [cord-cutting](#) revolution is here. Whether they're tired of paying the high costs of traditional TV subscriptions, or prefer the freedom to watch what they want when they want, consumers are increasingly choosing CTV over traditional viewing options. In fact, in July of 2022, streaming platforms surpassed cable networks for the largest share of U.S. TV viewing—[34.8%](#) of consumers watched streaming content, while cable came in a close second at 34.4% and broadcast TV fell to 21.6%.

Like CTV, linear TV can drive a significant number of impressions for brands. That said, purchasing ad placements can be extremely costly. Not to mention, on traditional TV it's tough to get hyper-targeted with audiences, and brands often don't know when (or in some cases if) their ads will play. CTV offers the prestige associated with linear TV advertising, but with greater control over audience building and targeting (more on this later) and with more in-depth data/metrics reporting.

When entering into the world of CTV, it's important to choose an advertising partner that best meets your needs. And, not all ad platforms are built the same. [MNTN Performance TV](#) is a comprehensive solution that offers data-focused features that linear TV doesn't:



Real-Time Reporting

Continuously view campaign data via [customizable dashboards](#).



Performance Attribution

Via integrations with Google Analytics and Adobe Analytics, accurately track and verify traffic and conversions across all devices.



Auto-Optimization By KPI

CTV campaigns will automatically optimize based on your chosen key performance indicators (KPIs)—optimizations can occur thousands of times throughout a campaign to ensure accurate results.



How Does it Stack Up to Other Advertising Channels? (Cont'd)

CTV vs. Alternative Performance Channels

The comparison can certainly be made when it comes to CTV and traditional TV, but really, it's key that brands view CTV advertising as digital advertising. CTV offers the speed of setup and real-time results that advertisers have come to expect from digital channels. It also provides similar features:



Different ad lengths (15 vs. 30 second)



The ability to rapidly change creative



Granular audience targeting



The ability to set up specialized campaigns for different markets

CTV may supply many of the same benefits as other performance channels, but we're not encouraging you to turn off your paid social or banner campaigns—if you've experienced success with these platforms, continue to utilize them. Instead, we want to help you understand how CTV can be used as a key piece of a full-funnel advertising strategy. And, how CTV could help to strengthen performance on your other advertising channels.



Using CTV Audience Insights to Support Ad Strategy

It's vital to know your audience(s) inside and out. Of course you should understand who your ideal customers are, but you also need to be aware of their pain points, interests and purchasing behaviors. Even if you feel that you have a firm grasp on this, it's wise to never stop learning about your audience. Advertising on CTV can support this endeavor. Insights gathered from CTV audience building and segment reporting will help you get to know potential customers on a deeper level, allowing you to be more strategic in how you message to them.

Audience Building

Unlike some advertising channels, CTV offers full-funnel power. Whether your business goal is to find new customers or to retarget consumers who are already familiar your brand, CTV audience building gives you the tools to reach people at the right time and place:

- **Target consumers at any stage in the funnel**

With CTV, no consumer is out of reach. You can effectively target viewers based on where they sit in the funnel, eliminating the need to jump between ad channels.

- **Provide a full lifecycle experience**

Not only can you build audience groups based on where a consumer is in the funnel, you can continue to target customers as they move throughout the sales journey.

- **Segment messaging**

Advertising on CTV enables you to target specific audience segments with different variations of advertisements. This makes testing ad creative easy and efficient.



Using CTV Audience Insights to Support Ad Strategy (Cont'd)



Performance Pro Tip:

When targeting top-of-funnel consumers, build a large audience pool—start big and then narrow in as you gain information on which customer segments are performing best.

In addition to serving ads to people based on their place in the funnel, CTV’s audience segmentation capabilities allow advertisers to be extremely precise with the types of consumers they’re targeting. Utilizing third-party data, you can target viewers based on “typical” demographics (age, location, etc.) or by more personalized distinctions like interests or behaviors.

Performance TV’s integration with Oracle Data Cloud gives advertisers access to over 80,000+ audience segments. Here are some example audience segments for use by specific industries:

Advertiser Industry:	 Athletics and Sporting Goods	 Nonprofits and Charities	 Travel
Segment Names:	<ul style="list-style-type: none"> ■ Luxury Sports ■ Outdoor Activities and Camping ■ Women’s Everyday Sportswear 	<ul style="list-style-type: none"> ■ Interest in Charities and Philanthropies ■ Volunteers ■ Organizations with Charitable Values 	<ul style="list-style-type: none"> ■ Travel Enthusiasts ■ Frequent Business Travelers ■ Adventure Travel



Using CTV Audience Insights to Support Ad Strategy (Cont'd)

■ Advertisers can also lean on first-party data to build audiences

With CTV it's easy to retarget consumers who have previously engaged with your brand in order to find prospective VIP customers. Leverage insights from these audiences to:

- Build out loyalty campaigns
- Upsell
- Further develop lower funnel strategies

■ Segment Reporting

Segment reporting provides data which allows you to compare the performance tied to each audience's individual interests, behaviors, intents and other more nuanced attributes. You can use these results to understand where and when audiences are seeing an ad, as well as which audience segments are performing best. Segment reporting can be a key piece in seeing the full picture of your audiences' intents and behaviors. With this in mind, it is wise to partner with an advertising platform that can provide you with this data.

Advertising channels that don't supply this level of detail may cause you to spend on underperforming audiences. Meaning, insights from CTV segment reporting can actually help you to prioritize your budget by focusing on consumer groups who increase your key performance metrics.

Drive Performance on Other Advertising Channels

Take advantage of CTV's in-depth audience building and segment reporting to refine your CTV audience strategy. Then, apply this strategy to alternative advertising channels. For example, if a specific audience segment is driving high conversion rates via CTV, test targeting the same audience on paid social.

You can also use these insights to enhance your paid search efforts—promote new keywords and phrases based on what you've learned about consumers via CTV advertising.



Leveraging CTV Creative Insights to Guide Ad Strategy

To ensure you serve effective ads that encourage consumers to take action, use CTV to experiment with what messaging works best—you'll want to develop a plan where you're testing ad creative on a continuous basis. There are many ways to track the performance of your creative, but we've found one of the most effective ways to do this is by A/B testing.

A/B Testing Best Practices

Follow these tips to ensure the effectiveness of your A/B tests:

1. Isolate Variables

Only test one or two changes to ad creative at a time. Examples of variables to change: CTAs, length of video and number of people in an ad.

2. Give it Time

Give yourself enough time to get data that is statistically significant—run A/B test ads for at least 2-4 continuous weeks in market before analyzing data.

3. Follow Through

Stick to your A/B test plan. Follow through on the hypothesis and objectives that you've outlined to get the most out of what you're trying to learn.

4. Iterate on Findings

Once your A/B test is completed, use the findings to inform future ad creative. AKA make more ads with the type of creative that is working.

M With Performance TV, you can easily set up and run A/B testing on your CTV ad campaigns. Real-time reporting provides you with plenty of time to see what's working (and what's not) as you plan your next round of creative.



Leveraging CTV Creative Insights to Guide Ad Strategy (Cont'd)

Drive Performance on Other Advertising Channels

Once you've conducted testing on your CTV ad creative (A/B or otherwise), utilize the results to build out campaigns on other channels—repurpose your top-performing CTV ad creative for use on social media or display.

The image shows two overlapping screenshots from a digital advertising platform. The top screenshot is titled "Campaign Setup Performance TV Campaign" and shows a "Testing On" section with a play button icon and a "Continue" button. Below this, there is a preview of a video ad creative labeled "Creative A: Brighter Tomorrow" with a weighting of 50. The bottom screenshot is titled "Creative Performance Performance TV Campaign" and shows a "Creative Detail" table for the period 6/1/22 - 6/30/22. The table lists two ad groups: "Brighter Tomorrow_A" and "Time to be Heard_B". The "Time to be Heard_B" row is highlighted with a red border, indicating it is the top-performing creative.

Ad Group Name	Impressions	Site Visit Rate	Total Verified Visits	Cost per Visit
Brighter Tomorrow_A		1.91%		
Time to be Heard_B		3.04%		





CASE STUDY SPOTLIGHT

DECKED Ran Outcome-Based A/B Tests and Beat Visit Rate Goals by 61%

Truck and van storage systems manufacturer [DECKED](#) needed a better way to conduct outcome-based ad testing with Connected TV. With two primary customer personas developed, DECKED wanted to run A/B tests designed to discover which audience would visit their site and convert after watching their CTV ads.

Utilizing MNTN Performance TV, DECKED launched a prospecting campaign for each audience in order to drive qualified site traffic and A/B test their value. As the campaigns progressed, Performance TV's automated media buying technology optimized ad delivery, frequency and bidding in real time across premium networks. The combination of MNTN's performance-optimized platform and integrated targeting capabilities allowed the DECKED team to activate an effective A/B test focused on maximizing learnings and results.

DECKED's goal was to discover which of their audiences drove the most effective, qualified site traffic—all while still beating their Cost per Visit goals, and with MNTN, they succeeded.

The Results

61%

Lower Cost per Visit
(vs. benchmarks)

67%

Higher Visit Rate
(Audience A vs. Audience B)



How CTV Can Bolster Linear TV Efforts

Still want to advertise on linear TV? Connected TV can help you hack traditional TV spend:

CTV Creative Insights

The insights you obtain from testing your CTV ad creative will enable you to try different visuals and messaging before spending on linear TV. In doing this, you won't waste linear TV impressions on low-performing ad creative.

M Network Reporting

CTV network reporting can help you to understand what content your audience is watching and where they are most engaged. If you find that a particular network is producing top performance on CTV, run ads on that network on linear TV as well.



Conclusion.

Connected TV's data-rich roots give advertisers valuable insights that can help them across their ad mix. From audience insights to creative testing, this dynamic advertising channel executes double-duty to help brands work smarter, not harder. CTV can drive strong campaign performance on its own, but the data and insights it provides also support strategies on other advertising channels. Utilize CTV as a part of a full-funnel advertising game plan to drive omni-channel success.

Pull it All Together With MNTN

If you're looking for an advertising partner who can support all of your CTV needs and then some, give MNTN a try. Outside of the benefits previously mentioned in this guide, here are a couple other features exclusive to Performance TV that will help to drive ad performance:

- **Living Room Quality**
Ensures non-skippable, high-definition ads are served only on top-tier networks and only on TV screens.
- **Audience Extension**
With Audience Extension, ideal audiences will see your ad on CTV, as well as related display ads served across web and mobile on every device in the house, including laptops, desktops, tablets and mobile.

Additionally, if you need some help with creative development, MNTN offers these solutions:

QuickFrame by MNTN

From TV to social and more, QuickFrame helps to drive results with intelligent video—backed with exclusive performance insights—in any style to help achieve your business objectives.

mntn Creative-as-a-Subscription™

MNTN's Creative-as-a-Subscription bundles creative production into the cost of media—providing quarterly creative refreshes that allow advertisers to invest their budget solely into driving performance.

[Learn More](#)

[Learn More](#)