



**B2B QUICK HIT GUIDE**

# How To Make CTV a Demand Gen Machine.

TV has long been a brand awareness tool, and B2B brands have often found it mismatched with their needs. Instead, they've turned to performance-focused solutions such as paid search and social.

Then Connected TV entered the scene. As an advertising solution, not only did it offer measurable performance for the TV screen, it's proven to be a powerful demand generation machine. As a B2B marketer, you can see this for yourself by including CTV in your performance strategy. Not only does it generate results on its own, but it boosts your other performance efforts. Let's dive into why.

## How CTV Drives Demand Generation

Connected TV is an essential tool for advertisers looking to generate new demand and avoid an audience plateau. Paid search and email are important, but their strength lies in capturing existing demand. CTV captures an incremental audience, reaching anyone who would benefit from the product or service, but may not be in-market quite yet.



### What Makes CTV the Ultimate Demand Generation Machine

1. Ads are unskippable so you can be sure your entire message is being heard.
2. It combines the digital targeting of your favorite performance channels with the high-impact sight, sound, and motion of TV advertising.
3. Measurement capabilities to verify the impact of your strategy.



### How to Elevate the Demand Generation Impact of CTV

- Serve exclusively on premium networks to pair your brand with prestige programming, via MNTN's Living Room Quality feature.
- Tap into a wide range of 1st and 3rd-party audiences via partnerships with top data providers.
- Get reporting now (not next month) with real-time and fully customizable dashboards to track your key success metrics.

\*features found on MNTN Performance TV

This is especially important for B2B, as the Harvard Business Review found nearly all B2B decision-makers purchase from companies they already know. Advertising on Connected TV allows B2B brands to put themselves in that consideration set with a highly engaging ad format.

And since B2B brands are sparse on CTV, there's the added benefit of being in a space that many competitors may not yet be utilizing.



## **Audience Targeting**

The precise audience targeting that Connected TV offers is an essential part of the demand generation equation. B2B brands can dial in their audience targeting to be sure that their ads reach prospective clients and key decision-makers.

While you may think of your audience sitting behind a desk, best reached during work hours, the B2B buyer is really just like anyone else. They like to watch TV after work! With the hybrid work model gaining in popularity, they're often home with a TV nearby too. B2B advertising shouldn't be relegated to avenues accessed during work hours, like LinkedIn, or imprecise content affinity targeting, like the limited linear TV offering.



## Valuable Audiences to Consider Adding to Your CTV Campaigns

- **Decision Makers:** Lean into targeting key decision-makers so you're influencing those who will ultimately make the buying decision. You can be hyper-specific and target decision-makers within your given field.
- **Spending Power:** Reach potential clients with the ability to purchase so you can target viewers who have the budgets to bring on your product or service.
- **Job Titles:** Get specific and target those that have a specific job title/function within their organization.



## The Power of Your Own Data

Perhaps some of the most important data that you need access to, however, is your own. With Connected TV, you can retarget based on your website traffic.

- Reach those most actively interested by targeting users that visited multiple web pages or spent a designated amount of time on site.
- Deliver tailored messages to previous customers who you'd like to re-engage.

## How CTV Works with Paid Search

Connected TV doesn't negate the need for paid search and social, rather it's a solid complement to them.

With paid search, users self-identify; their interest and intent are clear based on what they are searching for. While that makes it easy for advertisers to take advantage of the low-hanging fruit, it also means there is a lot of competition, with many companies bidding on the same inventory. CTV can add that additional layer of awareness for a product or service, meaning users are performing more specific searches.

### AFTER ADDING CTV WITH MNTN, B2B BRANDS SAW



Source: MNTN First-Party Data

Connected TV is a complement to an optimized website. CTV can drive qualified visits, but your website must be optimized for conversions once they get there.

## Impact on Other Ad Channels (Even Email)

Connected TV not only works in tandem with other performance efforts, it also boosts their results. We looked at MNTN advertisers' data and saw that those who added Connected TV to their paid search, social, and email strategies saw a halo effect across these channels.



## Paid Search Conversion Rates

**1.64%**

higher after 30 days

**22.27%**

higher after 90 days



## Paid Social Conversion Rates

**4.19%**

higher after 30 days

**8.52%**

higher after 90 days



## Email Marketing Conversion Rates

**17.58%**

higher after 30 days

**37.35%**

higher after 90 days

Source: MNTN First-Party Data

Connected TV's combines the sight, sound and motion of the TV screen with precise digital targeting to increase brand awareness and drive down-funnel actions. When paired with a multi-screen approach, it not only drives it's own valuable results, but strengthens the conversion rates of the other performance efforts brands run concurrently. The demand that CTV generates is effectively captured by these channels, ensuring that all boats rise with the tide.

## Key Takeaways

1. Connected TV is a powerful tool that generates new demand by reaching a target audience that would benefit from a product or service, but may not be looking for it yet.
2. Precision audience targeting allows advertisers to be sure that their CTV ads are reaching their key audiences, including decision-makers to drive conversions.
3. CTV isn't a replacement for other performance channels like paid search, social, and email; instead, it helps create new demand for them to capture and creates a halo effect, driving increased results for all channels.



## Let's Get Started

Ready to start reaching your B2B audience with high-impact ads, and measure the entire journey?

[Learn more](#)

