



GUIDE

The Search Marketer's Guide to Connected TV.

7 best practices advertisers can pull from their paid search campaigns to find success on CTV

Introduction.

Your search marketing chops are finely honed to capture demand, but how are you generating new demand?

Enter: Connected TV. TV is now a performance channel, and a valuable one, at that. Not only is it the perfect complement to your paid search campaigns, it's easier to get started than you may think.

This guide will help outline how to translate your tried-and-true best practices from paid search to Connected TV so you can start generating that demand. We'll review seven tactics you can use to find success on this new platform.

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Why Connected TV?

Connected TV has changed the game, making the living room screen a not only viable but valuable advertising solution for businesses of any kind. Now TV can truly address your needs, thanks to:



Precision Targeting

CTV offers a variety of targeting options so you can be assured that you're reaching your targets.



Third Party Targeting

Look for a platform that offers you access to third party audience providers, such as LiveRamp. You can use these targets to get specific, much like you would on LinkedIn. Target by title, company size, etc. This type of targeting is essential for prospecting campaigns and helps generate demand for your product or services.



First Party Targeting

You can also use your own data on the TV screen. Use pixel data to retarget those who have visited your website but have yet to convert. Or upload an email list to reach your loyal customers with specific messages and offers.



MNTN Matched

Available when you partner with MNTN Performance TV, MNTN Matched is a feature that uses AI to predict the shopping behavior of consumers in nearly every U.S. household. It also powers the world's first keyword-based audience builder for CTV — allowing advertisers to match with the consumers most likely to buy their products.



Affordable Video Creative

While video has either not been a consideration, or a barrier to search marketers in the past, there are now solutions that don't require engaging an expensive creative agency. For example, MNTN's partners at [QuickFrame](#) produce CTV creative for both seasoned TV advertisers and brands making their first-ever TV ads.



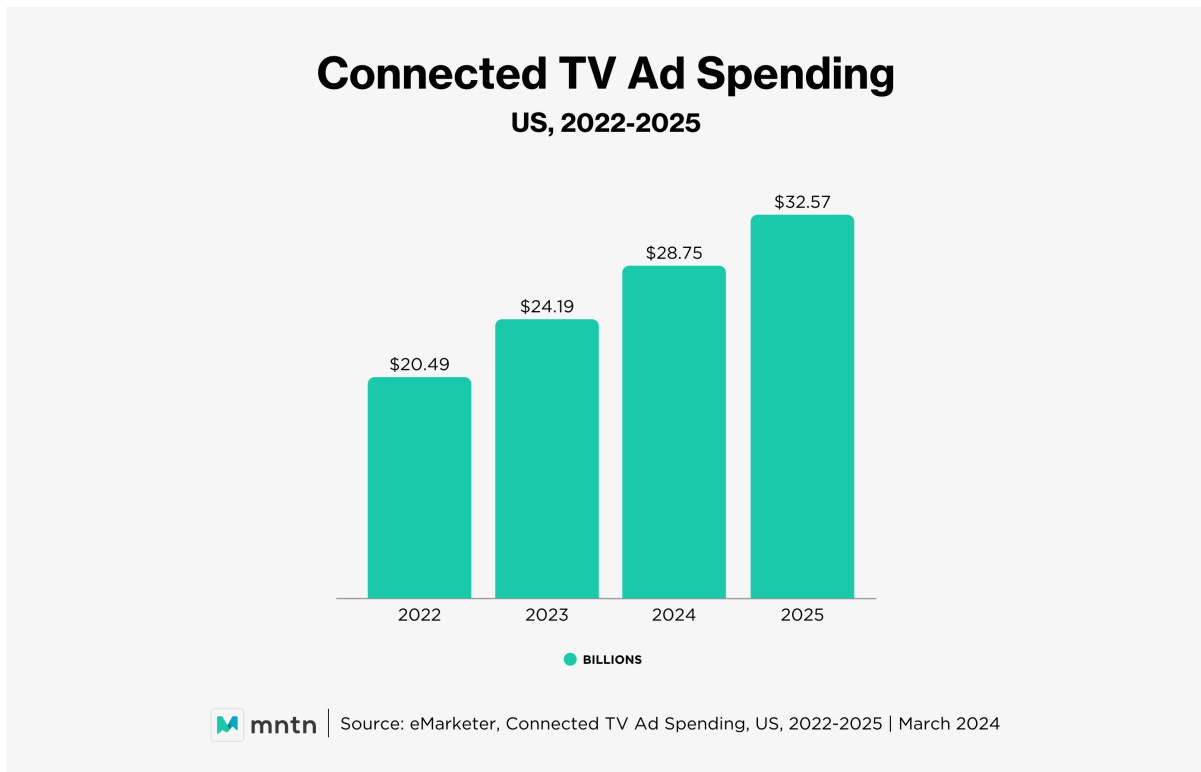
Measurement

CTV allows you to track cross-device site visits and conversions so you can easily measure the performance of your campaigns.



CTV Ad Spending is Growing

Connected TV presents a unique opportunity to marketers looking to reach the growing streaming audience. And advertisers know it: according to eMarketer, Connected TV ad spend will reach \$28.75 billion by the end of 2024 and continue to grow to around \$32 billion in 2025.



Connected TV may no longer be an untapped market, but there are still a number of advertisers who haven't taken advantage of this growing channel — and countless opportunities to start. By advertising on CTV, marketers can help create demand and even increase the performance of their paid search channels.



7 Best Practices

01 Create a Sophisticated Campaign Structure

Your paid search account most likely has a structure to address the full sales funnel. From campaigns to address each layer of the funnel to a finely honed organizational system by campaigns, ad groups, etc., your paid search account reflects your specific goals and time-tested strategies.

The good news is, there is no need to reinvent the wheel when making the jump to Connected TV. There is a common misconception that much like its older counterpart, Linear TV, CTV can only capture the upper funnel. However, with a performance-focused ad platform, you can target each part of the sales funnel. Here's how:



Top-of-funnel

Create a prospecting campaign using broad audience targeting. Why is this important? This helps create new demand for your product or service.



Mid-funnel

Light up a CRM campaign to focus on lapsed users, loyal customers, etc. Just like your paid search campaign, you can reach these specific groups with the messages relevant to them.



Lower-funnel

Use a retargeting strategy to encourage viewers to convert. By working with a tool like MNTN Matched, you can reach those consumers who may not be familiar with your brand yet but are highly likely to convert once they are. In other words, it can be used at the top of the funnel to tap into existing intent, then fast-track the consumer journey down funnel (and ultimately, to a conversion).

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7 Best Practices

02 Optimize Your Budget

As much as we talk about CTV (and that's a lot), we also know the importance of a solid search strategy — after all, at MNTN we run our own extensive search campaigns. So when we occasionally hear from our marketing peers that they just don't have the budget to test CTV, we're not convinced. To find that experimental budget, the first place you should be looking is in your paid search campaigns — specifically, from the keywords that aren't performing.

Solely focusing on paid search can run the risk of plateaus. While paid search is an essential tool for capturing demand, it isn't built to create new demand. CTV, on the other hand, is built for it. Your marketing strategy can benefit from this net new channel by avoiding the dreaded demand plateau. Rather than broadening your paid search campaigns, spend those dollars on CTV:

For New Leads

Reach net new customers (and generate that demand!) with a prospecting campaign

For Existing Leads

Retarget your existing leads on a new device

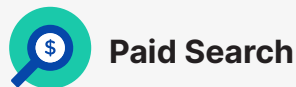
Paid search and Connected TV work hand-in-hand. While CTV generates the new demand, paid search can capture the generated interest. So while you may be removing some dollars from your paid search campaign, you'll be increasing the performance of the campaigns you are running by implementing the complementary tactic of CTV advertising.



7 Best Practices

CASE STUDY: NATIONAL BUSINESS FURNITURE

CTV creates a halo effect around the paid search and social campaigns you are already running. National Business Furniture added CTV to their media mix and saw an increase in the performance of their other channels:



61% ↑

Assisted Paid Search
Conversions

86% ↑

Conversion Value



80% ↑

Assisted Facebook
Conversions

131% ↑

Conversion Value



7 Best Practices

03 Use Your Existing Keyword Targets

As a search marketer, you live and breathe keywords. You know what works for your brand: using broad search terms to capture a wider audience and then narrowing the focus to more specific keywords and phrases to capture those high-intent users.

With a performance-focused CTV platform, your keywords can act as a guide to sorting through the tens of thousands of available third party audiences. MNTN Matched, for example, uses a keyword-based audience builder to find consumers who, based on their shopping habits and other markers, are likely to visit your site and convert.

And if you want to branch out into new keywords, our generative AI provides keyword recommendations aligned with your business and makes matching with consumers in those audiences simple. You'll even have access to real-time reporting down to the keyword level, allowing you to optimize your campaigns on Connected TV and across your other marketing channels.



7 Best Practices

04 A/B Test to Find What Works

What is a marketing campaign without continual testing? We love a good A/B test as much as the next marketer and that's not just limited to the computer screen. Your paid search marketing likely involves testing of key campaign components like:



Ad Copy



Landing Pages



Bid Strategies

When you start to explore CTV, your campaigns should follow this same strategy. A/B test your creative to see which elements drive conversions. Look to also include some audience testing through campaign segmentation to make your CTV campaign as successful as possible.

As you start to explore CTV options for your business, be sure to select a platform that can offer the ability to A/B test since not all platforms have this feature. Your selected platform should easily allow you to run a true A/B test to decipher which creative is performing better. Some platforms, such as Performance TV, also offer multivariate testing so that you can assign a specific weight to each creative (ex. 75% of your audience will see video asset A and 25% will see video asset B).



7 Best Practices

05 Make Relevancy a Key Component

The obsession with ad scores is real. This number translates to the relevancy of your campaigns. The title, description, and landing page experience all need to align to maintain a high ad score.

On CTV, relevancy is just as important. Your video creative, companion display ads, and landing page experience all need to align, just like your paid search campaign. When launching your first CTV campaign, be sure to look for an ad platform that allows you to target the CTV viewers with companion banners on display to extend your message.

This consistent messaging can lead to an increased campaign performance of up to 8x.



To ensure relevancy, make sure to focus on creative best practices:

- Tie your MNTN Multi-Touch ads back to your CTV commercial through related imagery. This will ensure that you spark ad recall.
- Keep tone, color palette, message and call-to-action in mind (and consistent) when designing any accompanying ads across other household devices.
- Ensure these elements also carry over to your landing page to complete the unified experience.



7 Best Practices

06 Maintain Brand Safety

A key consideration for any type of advertising in the digital world is brand safety. Paid search has historically been a secure option. Google isn't looking to damage your brand, plus you can layer on negative keywords that you don't want your brand associated with.

CTV is a brand safety haven. While historically CTV has had less fraud than other digital channels, there are additional measures you can take to ensure your brand's safety. When making the jump to CTV, be sure to select an ad platform that offers:



Inventory on Premium Networks

- Your ad should run on recognizable premium networks, such as ESPN or Peacock.
- It should not be shown on YouTube or longtail, niche channels, such as "The Belly Dancing Channel."



Non-skippable Ad Formats

This ensures that everyone sees your full ad rather than being able to skip after the first few seconds.



Living Room Quality

Your CTV ads should run on TV screens to capture the impact of television advertising, allowing you to combine brand safety and prestige. Ensure your campaigns aren't being served heavily on mobile or desktop.



7 Best Practices

07 Remove Creative Barriers

Perhaps the biggest barrier we hear as CTV proponents is the creative. Paid search assets are simple—write the ad copy and you're ready to go. New tactics and testing only require an update to the copy and the creative management is easy since all that's required is updating the copy in the UI. But now that you know the halo effect of running CTV along with your paid search campaign, what is the best way to manage video assets?

Creative management for CTV is just as simple as paid search. Upload a new video asset to the UI and you are ready to update or launch your campaign. If you don't have video assets on hand, start by checking with your social team. You may be able to repurpose their video assets to start testing CTV right away.

Otherwise, look for non-agency solutions that allow for easy creative updates. Gone are the days of engaging expensive creative agencies. Instead, services like QuickFrame are pioneering a faster, simpler creative process. You'll be able to launch quickly, make creative updates to continue to test, and still have budget to apply to the campaign spend.

A simple solution to get started and allow for necessary creative refreshes is MNTN's Creative-as-a-Subscription™ (CaaS). With CaaS, you can get a continuous supply of Connected TV creative included with your media investment, making Performance TV as accessible as paid search and social. This approach can equip you to launch with multiple ads to get started on A/B testing (hello, tip #4!) right away.



Make the Jump from Search to Connected TV.

Connected TV is a performance channel that can be easily activated with tried-and-true paid search best practices.

Add CTV to your ad mix to generate new demand and increase the performance of your search marketing efforts. MNTN Performance TV allows you to easily upload your video ad, set the appropriate first and third party targeting, A/B test your creatives, and see real-time data so you can track the success of your newest performance channel.

Want to learn more?

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