



QUICK HIT GUIDE

# The Comprehensive CTV Launch Checklist for B2B Advertisers.

Getting started is often the hardest part. And when you see the impact CTV can have on your performance strategy, there's no time to waste. So we made it simple — use the checklist below to make sure you're launching and maintaining your campaigns properly. Want more info on the "why"? Keep reading for tons of insights into why these tasks are musts.

## Before Launch:

- Prepare an **evergreen campaign** to run throughout the year
- Launch both **Prospecting and Retargeting** Campaigns
- Select Your **Target Audiences**
- Upload Your **Video Creative**

## After Launch:

- Update Your Creative** with Insights From Your Campaigns
- Swap in Creative During Your **Key Initiatives** Throughout the Year
- Double-Check Your Audiences and **Continue to Test**

## CAMPAIGN FLIGHTING

### Evergreen

Get ready for the newest relationship in your life: your evergreen campaign. When it comes to flighting, it's better to launch an evergreen campaign than to start and stop for key seasonal moments. Not only does this give time for the CTV platform to gather data and enhance automated optimizations for your key performance metrics, it also creates a cohesive and continuous presence in front of valuable prospects. This is even more essential for B2B brands, as 90% of B2B decision-makers buy from companies they knew at the start of the buying process, per the Harvard Business Review.

An evergreen strategy spans beyond that year long campaign. It helps to establish a sustainable pipeline that will last for years to come. By maintaining a high level of brand awareness at the top of the funnel, and continuing to foster bottom-of-the-funnel performance outcomes, B2B brands can ensure a healthy life cycle.



“We are trying to build a lasting brand. And we know that if we don’t make certain investments today, then our pipeline is going to struggle next year and the year after. That’s why we knew that investing in MNTN was going to be important.”

— Koji Takagi, Pluralsight, MNTN Customer

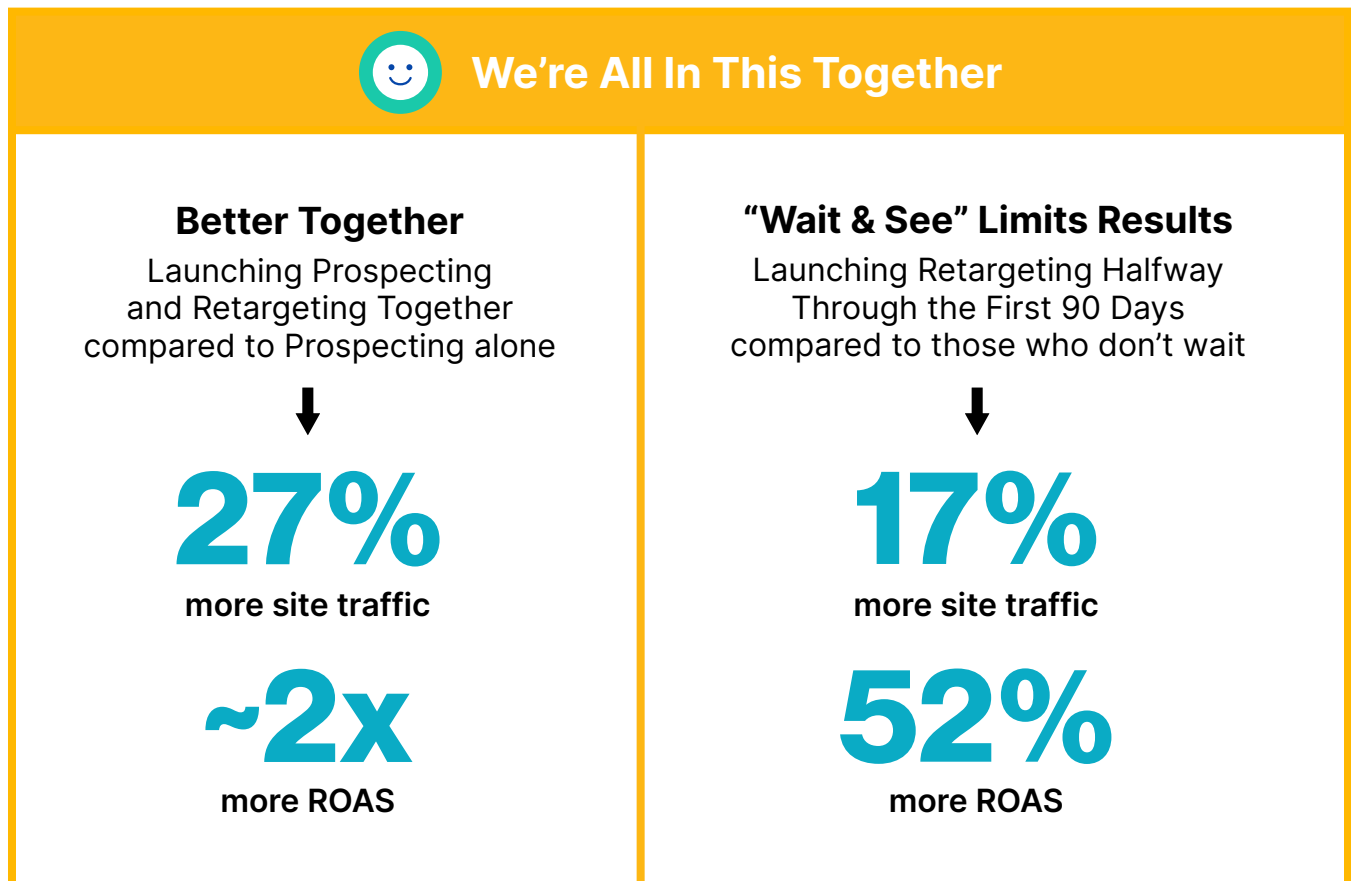
## CAMPAIGN TYPE

### Prospecting

A comfort zone is a beautiful place, but nothing ever grows there, or so the saying goes. The same is true when falling into the status quo of campaign launches. You’re probably used to launching a prospecting campaign, growing a retargeting pool, and then launching a retargeting campaign later, right? Forget what you’ve heard — by launching this way, you’re actually doing yourself a disservice.

## Retargeting

Your retargeting campaign should be launched *at the same time as your prospecting* for the best results. We've crunched the numbers (as highlighted below), and you'll see more site traffic and a higher return on that invaluable ad spend by batching these launches.



## AUDIENCES

### Selecting Your Audience

Connected TV makes it easy to select your audience, with tens of thousands of options to choose from. Unlike linear TV, which has pretty much limited B2B marketers to advertising during golf tournaments\*, CTV makes it easy to target multiple audiences. Remember, your B2B audience is made of regular people — and most people love to watch TV.

\*Not all B2B decision-makers like golf — trust us on that one



## For Your Consideration

CTV allows you to target your audience, no matter how broad or specific they might be. And with MNTN Matched, our proprietary system, you can leverage AI and keywords to build high-performing audiences and actually reach the customers who are most likely to visit your site and convert. Plus, access thousands of integrated audiences, including B2B segments from Bombora, Analytics IQ, Dun & Bradstreet, and more, and use customizable retargeting tools and CRM matching to generate peak performance.

### **Optimizing Your Audience**

Make sure your audiences are people who actually want to hear your message. Regularly check on your performance by audience to see who is converting; if any audiences aren't jumping at your offer, this is the perfect opportunity to reallocate budgets away from underperforming audiences and test new ones. Not sure where to start? Try mining your other performance channels for top audiences and keywords that you may not be running on CTV.

### **CREATIVE**

#### **Launching Video Creative**

Video is what makes CTV's wheels go round. Having video assets is essential, whether you borrow them from your social team or have them specifically made for your CTV strategy. Be sure to launch with an evergreen video that speaks to what your business has to offer; then, try some personalized variations that can speak to specific audience segments (especially ones that have performed well so far) as you go.

## Tip: Don't Reinvent the Asset Wheel

Yes, you need more than one creative, but that doesn't mean each one has to be *completely* new. Simple swaps can make a big difference. For example, use your evergreen creative, but swap in a new end card with a specific CTA to use for your audience-specific creative. No need to start from scratch!




### Creative Doesn't Have to Break the Bank

Don't sweat it if your video isn't up to snuff — yet. There are innovative ways to have video creative made without bankrupting yourself before you even begin. We're biased, of course, but here are two of our favorite options:

- **MNTN Creative-as-a-Subscription™ (CaaS):** Allows advertisers to bundle their creative and media spend in an easy, affordable, and effective way to advertise on CTV
- **Quickframe:** Another innovative solution, Quickframe is a creator marketplace that makes it easy to get videos that convert, even on a limited budget

## Refreshing Video Creative

Once you have your shiny video up and launched, feel free to pat yourself on the back — but definitely don't rest on your laurels. Top advertisers know they need to regularly refresh their ad creatives to avoid ad blindness and ad fatigue and reap the highest performance from their creative.



**Ad Fatigue:** The result of seeing an ad too often, which can even lead to a negative association with the brand. 59% of consumers think there are too many repeated ads on CTV. (Source: Conviva)

**Ad Blindness:** No longer registering a brand's message after repeatedly seeing the same ad.



## When Should You Refresh?

### Evergreen Creative

Average Shelf-Life:

**59-64 days**

Refresh Creative:

**Every 2-3 months**



## Sometimes More is More

Advertisers who activate 3+ Creatives Saw:

**31%**

Lower Cost Per Visit

**63%**

higher ROAS

**Ready. Set.  
Launch.**

Your performance results are waiting.  
Ready to put this checklist to good use?

**Get Started**

