



SMALL BUSINESS QUICK HIT GUIDE

The Small Business Guide to Developing a Strong Connected TV Creative Strategy.

A Comprehensive Creative Strategy Is a Vital Factor in Producing Top Campaign Results

Running ads on television screens used to be unattainable for most brands. But the advent and increasing popularity of [Connected TV \(CTV\)](#) changed this. Offering the performance-first capabilities of a digital channel like Meta or Google and the reach of linear television, CTV opened the door of TV advertising to small businesses like yours.

A vital piece to producing top results on CTV is a comprehensive creative strategy — this will ensure that the ads you serve on TV screens are working hard for you. Yes, what your advertisements look like is important, but to guarantee consumer engagement and drive business, you need to be thinking about more than aesthetics. Read on to learn all you need to know about how to build a strong CTV creative strategy.

Fuel Growth With MNTN

Connected TV can produce powerful results, but how you approach the medium is just as important. That's why you need an advertising partner that can deliver on your goals. MNTN offers an easy-to-use solution with data-focused features — including precision audience targeting, and robust reporting — to help you turn CTV into a performance channel much like paid social. All you need to do is enter your budget, select your campaign goals, upload your creative, and our platform will do the rest. For the purpose of this guide, we'll approach CTV advertising through the lens of [MNTN Performance TV](#).

How to Create Engaging CTV Ads

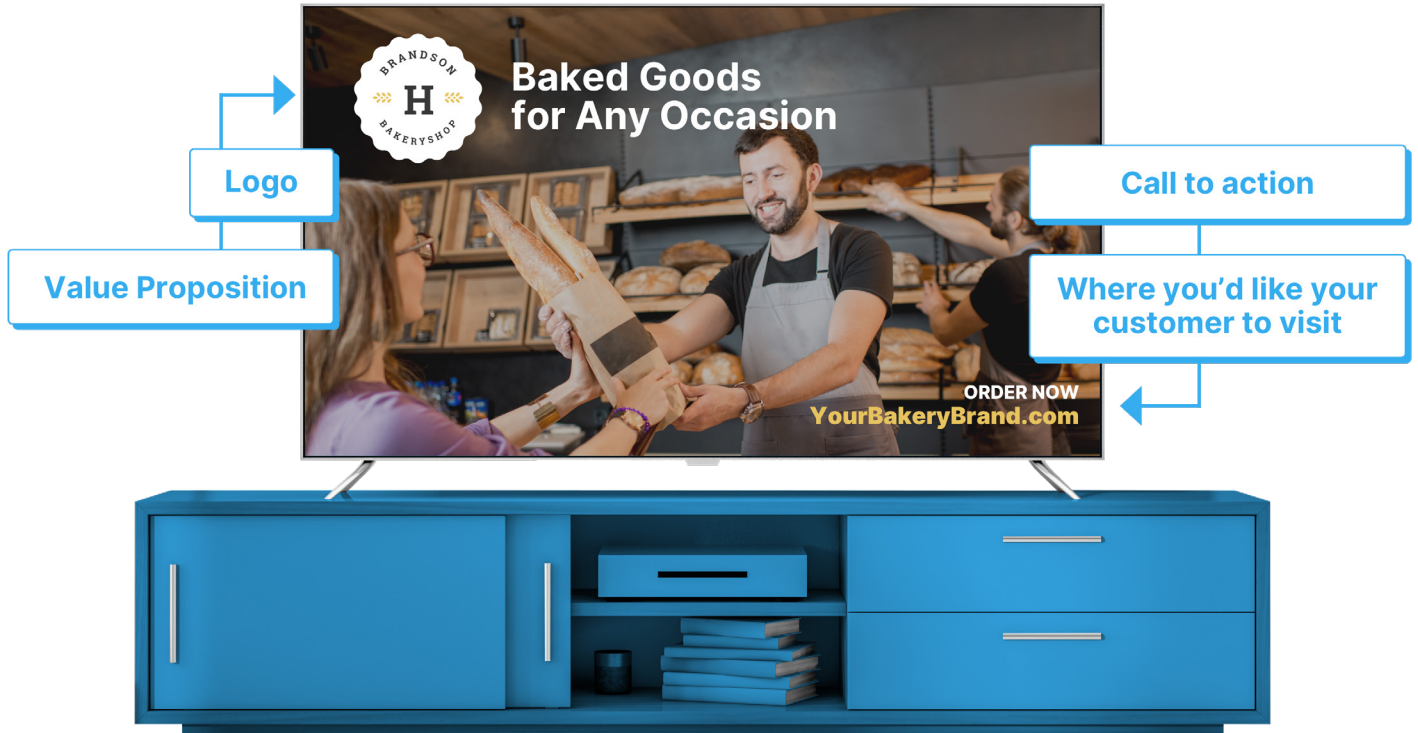
Consumers are constantly inundated with advertisements — on social media, when watching their favorite show, even on public transportation — so it can be easy for your messaging to get lost in the shuffle. To stand out from the crowd, your brand needs ad creative that will not only capture people's attention, but also encourage them to take action.

For brands with in-house creative teams, developing and updating ads is a relatively easy feat. If this isn't the case for you, don't stress. [QuickFrame](#) removes traditional video production obstacles — including high costs and long lead times — to help marketers like you build high-performing video ads for every channel, audience, and objective. In many cases, QuickFrame can use visual assets you already have to create custom video ads for your brand.



When developing your CTV ads, here are some must-dos to engage viewers:

- A. Keep calls to action (CTAs) audible and visual.** A call to action is a phrase that prompts viewers to take action after seeing your ad — “Buy Now,” “Get Started,” “Shop Today,” etc. People can’t click to convert on their TVs, so your CTA needs to be audible and visual — and memorable — to get them to your website.
- B. Display your logo and URL throughout.** Tap into CTV’s direct-response nature by keeping your logo and URL visible from start to finish.
- C. Articulate a clear value proposition.** It might sound obvious, but it’s so important, we’ll say it anyway — communicating how your product will benefit your ideal customer is vital. So, you need to develop a strong value proposition and highlight it in your advertisement(s). An effective way to do this is by utilizing voiceovers and text overlay to share what your business brings to the table.



CTV Ad Creative Best Practices

Once you've worked on making your ads as engaging as possible, there are a few simple steps you can take to guarantee top campaign performance. The best part: you should already have the resources you need to do so.

Keep your creative strategy, target audience, and conversion point aligned.

If your creative strategy doesn't take your other campaign goals into consideration, it's incomplete. So, be sure to:

- Speak directly to your ideal target audience. Let your customer persona — a profile of your ideal customer(s) that includes insights like demographics, interests, and behavioral patterns — guide your ad messaging.
- Ensure your call to action matches your ultimate conversion point (the action a consumer takes to indicate interest in or purchase a product or service). For example, if your conversion point is completing a purchase, implement a "Shop Now" CTA. Or, if your conversion is more of a lead generation strategy (like a form fill), a "Request a Quote" CTA could be a great option.



Create multiple versions of ads to influence each of your specific audiences to take action. Audience-specific messaging and creative variations aren't just nice to have — they deliver significantly better results. Advertisers who activate multiple creative variations deliver significantly more efficient site traffic than those who stick with a single creative. MNTN's most successful customers have experienced the best performance when they activate 3 or more different versions of their advertisements.

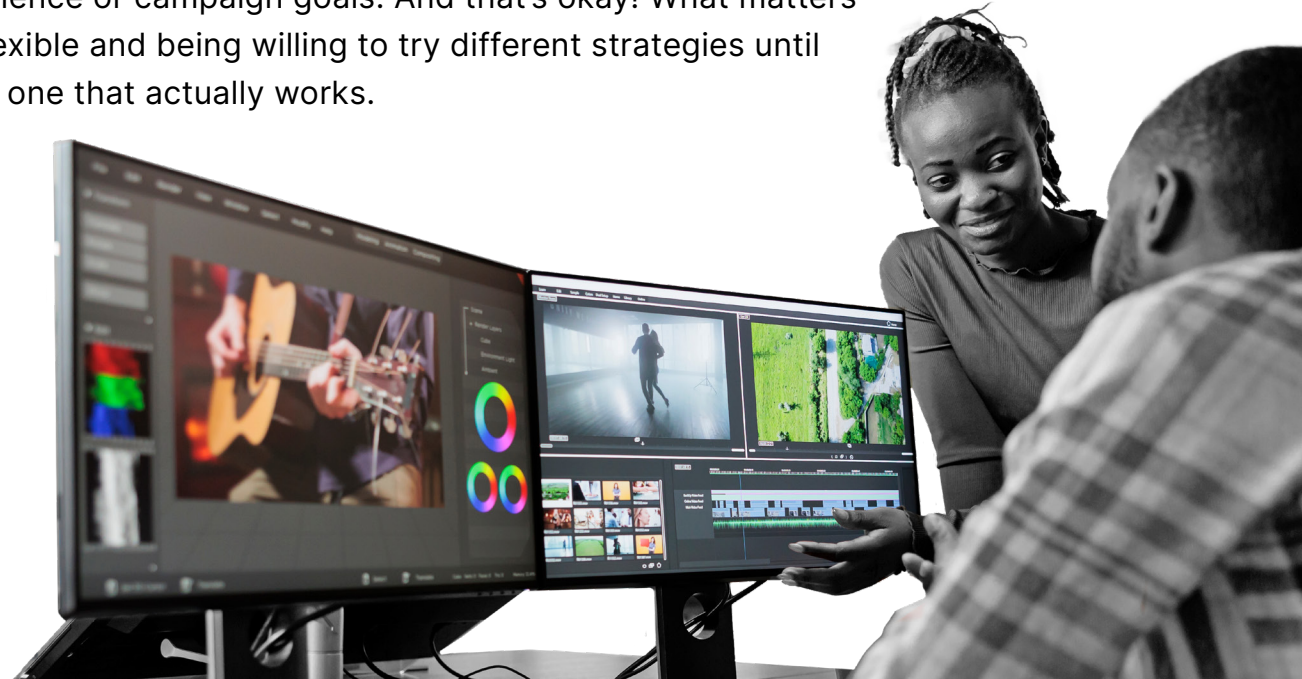
Reminder — QuickFrame makes developing variations of your ads easy.

Refresh creatives periodically. To further combat ad fatigue, try refreshing your creative routinely. Don't worry, this doesn't mean that you have to reinvent the wheel — changing your CTA or the end card on your ad are effective ways to freshen things up. Based on our customers' past campaign results, we recommend the following timelines for campaign refreshes:

- **Evergreen campaigns:** Every 2-3 months
- **Seasonal campaigns:** Every 10 to 20 days

Test — then iterate on your findings. Testing different versions of your CTV ad creative can help you to determine which messaging and/or visuals best resonate with your audience. The results of these tests can be used to guide your strategy for future creative refreshes. (More on this below.)

Be flexible. Your initial creative strategy might not be the right fit for your audience or campaign goals. And that's okay! What matters is staying flexible and being willing to try different strategies until you find the one that actually works.



Track and Measure Creative Performance

The Importance of Real-Time Reporting

Unlike linear television, which mainly monitors vanity metrics like impressions, Connected TV does double duty by also reporting on bottom-line metrics like cost per visit (CPV) and visit rate. To make the best use of this data, it's vital to track results in real time. Consistent, continuous campaign reporting will help you understand which CTV networks are driving the best performance and what types of content your ideal audience is most engaged with — ultimately giving you actionable insights that can guide your overall advertising efforts.

Not all CTV advertising solutions are created equal on this front, so you'll need one that delivers accurate, real-time measurement. Looking for a platform with powerful reporting and measurement? MNTN can help. (Wink, wink.)

A/B Testing Is Your Best Friend

As with email, paid social, or banner ad campaigns, you can (and should) conduct A/B testing on CTV. Testing different versions of your CTV creative can help you to determine which ad formats, messaging, visuals, and even targeting strategies produce the best performance. On top of this, the results of these tests can be used to make educated decisions for your creative strategy as you move forward.

This process doesn't have to be complicated — MNTN's A/B testing tool allows you to seamlessly compare two ads to see which one performs best.





MNTN in the Wild

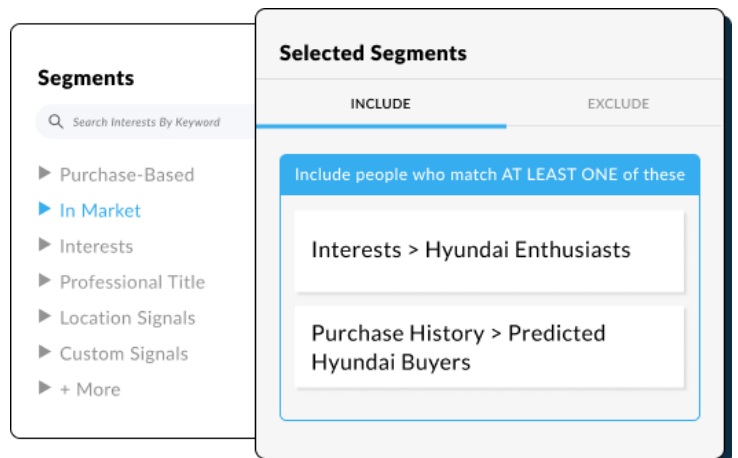
Ready to see CTV advertising in action? Here's a story of how one of our small business customers used MNTN Performance TV to meet their unique needs and drive performance goals.

Houston Hyundai Auto Group Drives Business and Quality Web Traffic With MNTN

Houston Hyundai Auto Group is made up of three car dealerships. With multiple locations to market, Digital Strategist John Watts needed to generate new business and drive quality traffic to the dealerships' websites. He had experimented with Connected TV advertising before, but found it difficult to measure campaign success. As a team of one, Watts wanted a platform that could produce meaningful results while ensuring efficient use of his time. MNTN Performance TV offered Watts a powerful, easy-to-use CTV ad solution.

Solutions

With new business top of mind, Watts launched Performance TV prospecting. To ensure that the auto group's ideal customers saw their ads, Watts used MNTN's audience-building tool to target specific segments. He started by creating geo-targeted groups so that only in-market consumers viewed the advertisements. MNTN's integration with LiveRamp and other trusted data providers supplied the auto group with other useful segments, including predicted Hyundai buyers, owners of various Hyundai makes and models, and Hyundai enthusiasts.





Results

81%

month-over-month improvement
in cost per acquisition (CPA)

24%

increase in average
raw conversions

15%

month-over-month improvement
in cost per visit (CPV)

11%

increase in average
site visits

[Read the Full Case Study](#)

Produce Meaningful Performance With Connected TV

Connected TV has made television advertising accessible for brands of all sizes. And it's easier than ever for small businesses like yours to serve ads to ideal audiences on screens across households. By developing a full-picture creative strategy that includes everything from engaging advertisements to measurement and testing, you can tap into CTV's true performance potential.

[Learn More](#)

