



SMALL BUSINESS QUICK HIT GUIDE

# The Small Business Guide to Reporting and Measurement on Connected TV.

## The Way We Can Evaluate Television Advertising Performance Has Changed

For the majority of television history, TV advertising was reserved for the major household brands who could afford the real estate. But the advent and increasing popularity of [Connected TV \(CTV\)](#) has made the channel more widely accessible to brands of all shapes and sizes.

CTV not only made television advertising more attainable for small businesses like yours — it reinvented the way the channel can be measured. When advertising on traditional linear television, it's difficult to know when — or even if — an ad ran, and campaign reporting is inconsistent, at best. Conversely, with performance-first capabilities similar to other digital channels like Meta or Google, CTV provides detailed campaign data that gives you full visibility into your results. In this guide we cover all things CTV reporting and measurement so that you know what to monitor in order to tap into the channel's full performance potential.

## 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. The CTV capabilities we describe in this guide are the ones offered with [MNTN Performance TV](#).

## The Importance of Real-Time Measurement

Unlike linear television, which mainly monitors vanity metrics like impressions, CTV does double duty by also reporting on key 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. This gives you the flexibility to make informed decisions and act quickly to ensure your campaigns are producing the best results possible.

Consistent, continuous campaign reporting will also 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.



## How to Evaluate Performance



### Introducing Verified Visits™

All performance platforms have attribution models to track results, but measuring performance on TV is hard — after all, you can't click or tap your TV screen. That's why we created a patent-pending attribution model built specifically for CTV called [Verified Visits™](#). It's the first attribution model that allows you to accurately measure when a viewer sees your ad on TV, and the actions they take afterward — from site visits to conversions.

You can measure Verified Visits™, their resulting conversions, and other key performance indicators (KPIs) directly in MNTN's reporting or alongside your other marketing channels in Google Analytics.



### Metrics to Best Track CTV Campaign Performance

When advertising on CTV, you can track a wide variety of metrics (including Verified Visits™). This is a positive for many advertisers, but we know it can also lead to information overload for others. No matter how you feel about this topic, we're here to point you in the right direction.

Here are some core metrics we recommend tracking to best understand how your CTV campaigns are performing:

- **Average Order Value (AOV):** The average revenue driven by each attributed conversion
  - Calculation:  $\text{Total Order Value} \div \text{Total Conversions}$
- **Cost Per Visit:** The total media spend needed to drive one Verified Visit™
  - Calculation:  $\text{Total Spend} \div \text{Total Verified Visits}$
- **Households Reached:** The number of households that received a MNTN ad impression
- **Total Verified Visits™:** The number of interactions with your in-view ad unit that resulted in a visit to your site within your defined Verified Visit™ window
- **Visit Rate:** The percentage of users that were served an impression that also resulted in a Verified Visit™
  - Calculation:  $\text{Total Verified Visits}^{\text{TM}} \div \text{Users Reached}$



## A/B Testing Is Your Best Friend

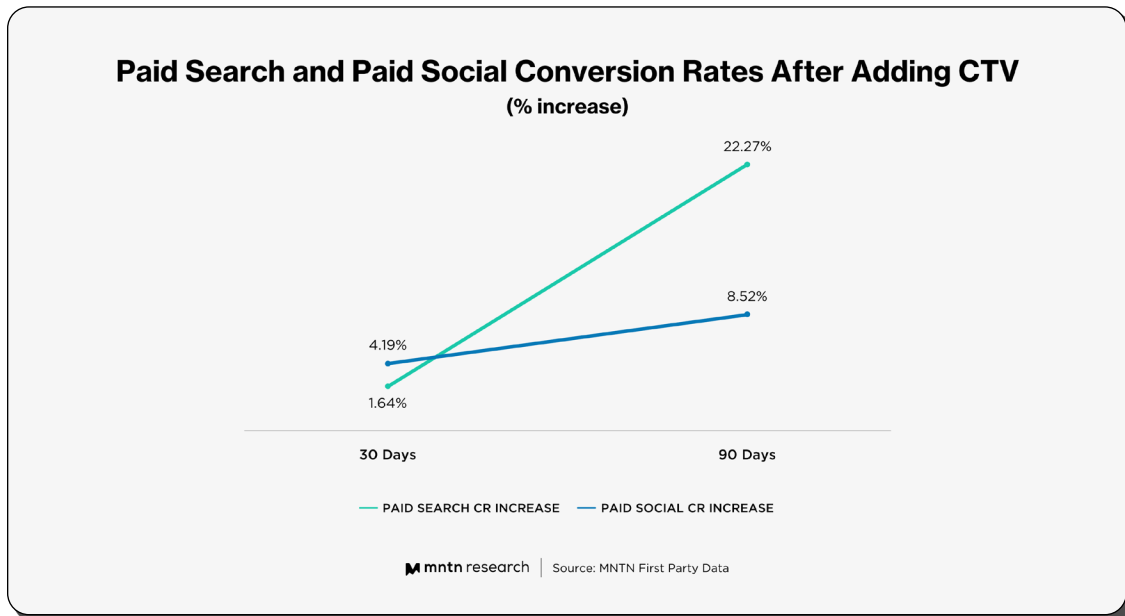
As with email, paid social, or banner ad campaigns, you can (and should) conduct [A/B testing on CTV](#). Testing different versions of your CTV creative can help you to determine which ad formats, messaging, visuals, and even targeting strategies produce the best performance. On top of this, the results 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 capability allows you to seamlessly compare two ads to see which one performs best.

## Bolster Your Other Advertising Channels With CTV

Connected TV produces significant performance on its own, but did you know that it can also support your other advertising channels like paid search and paid social? This is what we call the [halo effect](#).

MNTN first party data shows that CTV makes paid search and paid social work harder. Conversion rates for both paid search and social rose just 30 days after advertisers added CTV to their ad mix and continued to rise significantly over the next 90 days.



You may be asking yourself — what does this have to do with CTV measurement and reporting? The performance of your other efforts matters, too, but CTV is an incremental tide that lifts all channels, even beyond the results you see directly from that channel. Also, you can more accurately attribute specific channels for various results. With MNTN, this is easy — Performance TV [seamlessly integrates](#) with Google Analytics and other third-party reporting platforms.

## 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.

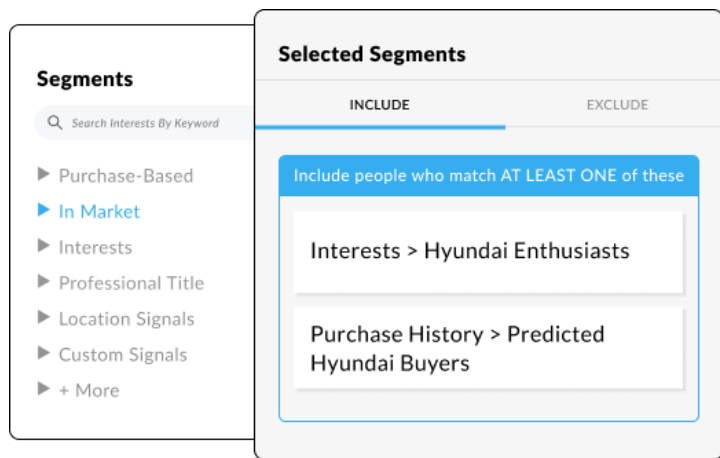


## Houston Hyundai Auto Group Drives Business and Quality Web Traffic With MNTN

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 he 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 [here](#).

## Get Full Visibility Into Campaign Performance With CTV

Connected TV has not only made television advertising accessible for small businesses like yours, it's offering advertisers a better, more accurate way to measure campaign performance. With the ability to track a wide variety of metrics, CTV provides advertisers with in-depth insights that linear television can't. To make the most of the channel, it's important to measure results in real time, allowing you to act on findings quickly and make informed decisions for future advertising efforts.

[Learn More](#)