



Your Guide to Reporting and Measurement on Connected TV.

The Way We Can Evaluate Television Advertising Performance Has Changed

For most of its history, television 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 has not only made TV advertising attainable for businesses like yours — it has reinvented the way the channel can be measured. With performance-first capabilities similar to other digital channels like Meta or Google, CTV provides transparent, detailed campaign data, giving you full visibility into your results. In this guide we cover all things CTV reporting and measurement so you know what to monitor 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 who can deliver on your goals. MNTN offers an easy-to-use solution with data-focused features — including the ability to match with your most valuable audiences, and robust reporting — to help you turn CTV into a performance channel much like paid social. These capabilities aren't simply functional, they also provide you with an unprecedented level of transparency, enabling you to clearly understand and accurately attribute campaign performance. 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 features we describe in this guide are the ones offered with [MNTN Performance TV](#).

The Importance of Real-Time Measurement

As a true performance channel, CTV reports on key metrics like cost per visit (CPV) and visit rate — the ones that matter the most for driving business. 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 possible results.

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 suite 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: $\text{Total Verified Visits} \div \text{Users Reached}$



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. Additionally, the results of these tests can be used to make educated decisions for your [creative strategy](#) as you move forward.

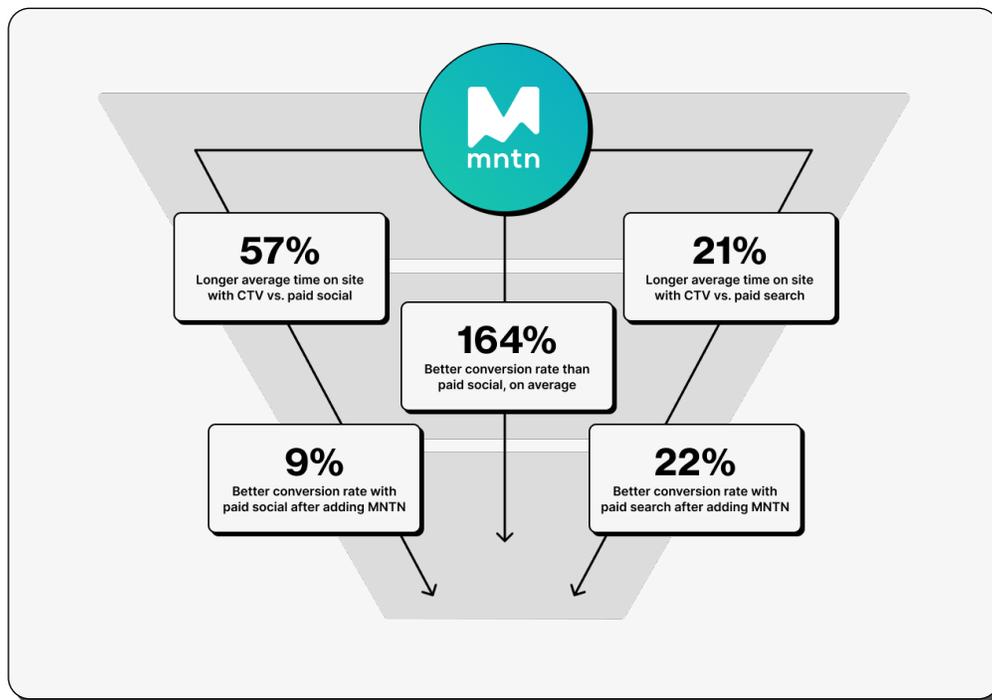
This process doesn't have to be complicated — MNTN's A/B testing capability allows you to seamlessly compare two ads to see which one performs best.

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](#).

As a leading driver of performance, MNTN helps your entire marketing mix deliver better results. On average:

- MNTN delivers better conversion rates than paid social
- MNTN delivers higher quality site traffic than paid search and social
- The high quality site traffic from MNTN has a halo effect that improves the performance of paid search and social



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.

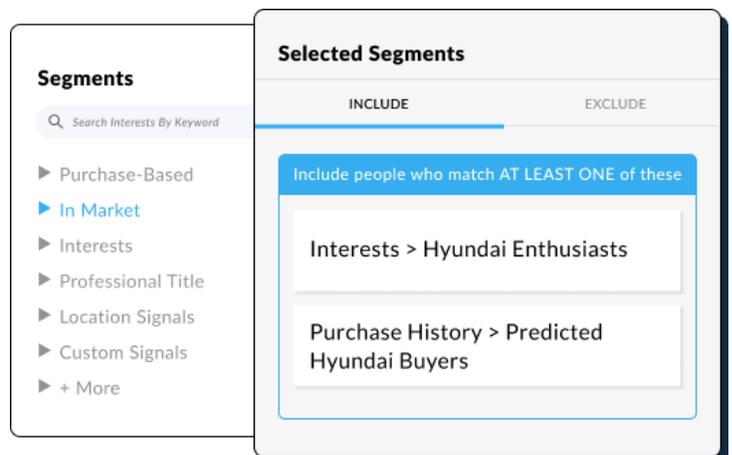


Houston Hyundai Auto Group Drives Business and Quality Web Traffic With MNTN

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 businesses like yours, it's offering advertisers a better, more accurate way to measure campaign performance. CTV gives advertisers the ability to track a wide variety of metrics, with transparent insights. 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](#)