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SMALL BUSINESS QUICK HIT GUIDE

How to Grow Your Business With Connected TV.

CTV Advertising Isn't Just for Mega Brands—It's an Effective Performance Channel for Small Businesses, Too

Gone are the days when television advertising was just for the Nikes and Coca Colas of the world. With the invention and increasing popularity of Connected TV (CTV), businesses of all sizes can effectively reach consumers wherever they stream their favorite shows. Even for small businesses—in fact, especially for small businesses—CTV offers a never-before-seen opportunity to engage with your ideal customers and generate real, meaningful performance.

Drive Results With Performance TV

CTV can produce powerful results, but *how* you approach it is just as important, which is why you need an advertising partner that can deliver on your goals. MNTN Performance TV is a comprehensive solution that offers data-focused features to help you turn CTV into a performance channel much like paid social or display. For the purpose of this guide, we'll approach CTV advertising through the lens of Performance TV.

Choosing the Right Type of Campaign(s) for Your Needs

So you've decided to give CTV a try...now what? A great place to start is developing a campaign strategy.

As with most digital advertising channels, CTV features two primary types of campaigns—prospecting and retargeting. Each type of campaign can be used to drive different performance goals, depending on what you need.

Here's what you should know about prospecting and retargeting on CTV:

Prospecting

Overview:
Prospecting allows you to reach top-of-funnel customers who haven't purchased from your brand before (also known as "net new"). This can increase brand awareness and help grow your business. Prospecting includes audience data from third-party sources, so that you can consistently engage with new users.

Benefits:

- Drives new, highly-qualified traffic to your site
- Attracts site visitors with a high likelihood of initiating the sales process
- Generates leads, demos, or conversions from the top of the funnel
- Fills your first-party targeting pool, which you can retarget later on

Retargeting

Overview:
Retargeting is the "just circling back" approach—it allows you to convert users who have visited your website. Using first-party data, you can identify high-intent consumers who might've visited multiple product pages, or added items to their cart but never hit "Buy." This gives you a direct line to shoppers who already have your brand top of mind.

Benefits:

- Focuses on high-intent visitors who haven't yet converted on your site
- Keeps your audience engaged at a crucial time in the sales cycle
- Delivers leads and conversions at the bottom of the funnel
- Easily integrates into your existing ABM strategy

PRO TIP:

Use Prospecting and Retargeting Together To Produce Top Performance

While each type of campaign offers its own benefits, combining them yields stronger results—MNTN advertisers who launch with prospecting *and* retargeting deliver

27% more site traffic

~2x more ROAS

over their first 90 days than those who launch with prospecting alone.

Reach Your Ideal Audience

First impressions count, but what matters most is that your ads get in front of the right people. To ensure that your message reaches consumers who have a high likelihood of engaging and ultimately converting, you need to develop a robust audience strategy.

The good news here is that audience building on CTV (particularly when using MNTN) is easy. And if you currently advertise on social media, you may already be familiar with how to do it. Connected TV advertising allows you to be just as precise with who you serve ads to—on CTV, you can target audiences by demographic, job title, interests, geographic location, and more.

Tips for Developing a Strong Audience Strategy

- **Target an audience that's already working for you.** Found success on other advertising channels with certain target audiences? Start by adding similar segments to your CTV campaign(s).
- **Leverage purchase intent.** Consumers who plan on making a purchase are a huge opportunity for advertisers, as they're already engaged and ready to spend. To best leverage these types of audiences, consider targeting: frequent purchasers, high spenders, and in-market consumers.
- **Use industry-wide keywords.** CTV audience-building doesn't have to be rocket science. Using common keywords specific to your industry can be very effective in helping to find the right consumers to target. Consider utilizing keywords you already use for Google AdWords or SEO optimization, or choose ones that are most linked to your business. For example, a shoe company might use: competitors, accessory enthusiasts, frequent online shoppers, or even avid runners.
- **Consider seasonality.** No matter what product or experience you're selling, the season in which you're running your campaign(s) matters. Consider layering in audiences like back to school shoppers, Cyber Monday shoppers, gift givers, spring cleaning enthusiasts, summer travelers, etc.

Need more help building audiences? We've got you covered. Unlike traditional television and other CTV platforms, MNTN provides the tools to target over 80,000 unique consumer groups and customize high-performance retargeting segments. With a diverse pool of third-party audiences from Oracle's Data Cloud, MNTN clients can reach their ideal customer profile—all without any added fees.

Develop and Deliver Engaging Creative

Audience building and targeting is only one piece of the puzzle. To ensure top CTV advertising performance, a strategic approach to developing and delivering ad creative is needed. Ad fatigue is real, so it's vital to create advertisements that will not only capture people's attention, but also encourage them to take action. You'll also want to closely monitor the performance of different versions of your ad creative and do refreshes periodically.

How To Create Engaging CTV Ads

- **Keep CTAs audible and visual.** Viewers (usually) can't click to convert on their TVs, so your call to action needs to be visual and audible—and memorable—to get them to your site.
- **Display your logo and URL throughout.** Tap into CTV's direct-response nature by keeping your logo and URL visible from start to finish.
- **Articulate a clear value proposition.** Utilize voiceovers and text overlay to share what you bring to the table.

Don't Go It Alone

For brands with in-house creative teams, developing and updating ads is a relatively easy feat. If this isn't the case for you, you still have options. QuickFrame by MNTN helps marketers build high-performing video for every channel, audience, and objective. The QuickFrame platform removes traditional video production obstacles—including high costs and long lead times—and replaces them with an efficient, data-driven solution.

CTV Creative Best Practices

- **Align your creative strategy, target audience, and conversion point.** A creative strategy isn't complete if it doesn't align with your other campaign goals. So, be sure to:
  - Keep your customer persona in mind and ensure that your ad creative speaks to your ideal target audience.
  - Align your call to action (CTA) with your ultimate conversion point(s). If your conversion point is purchases, 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.
- **Change creative periodically.** Like ad fatigue, creative fatigue is also a challenge for advertisers and CTV viewers alike. To combat this, try refreshing your ad creative periodically. Don't worry, this doesn't mean that you have to reinvent the wheel—making changes to your CTA or the end card on your ad are effective ways to freshen things up.
- **Test—then iterate on your findings.** Testing different versions of your 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.
- **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 In-Depth Campaign Performance

Unlike linear television, which mainly monitors vanity metrics like impressions, CTV does double-duty by also reporting on bottom-line metrics like cost per visit (CPV), return on ad spend (ROAS), visit rate, and cost per acquisition (CPA). This data can help you to understand which networks are driving the best performance and what types of content your ideal audience is most engaged with—ultimately providing you with actionable insights to guide your overall advertising efforts.

Here are some of the core metrics we recommend reviewing when evaluating your performance on MNTN:

Households Reached: The number of households that received a MNTN ad impression

Visit Rate: The percentage of users that were served an impression that also resulted in a Verified Visit™

- Calculation: Total Verified Visits ÷ Users Reached

Cost per Visit: The total media spend to drive a Verified Visit

- Calculation: Total Spend ÷ Total Verified Visits

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

More on Verified Visits™

All performance platforms have attribution models to track performance, 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. And thanks to our detailed source validation, we ensure that credit for performance is only given when it's earned.

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.

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—North Freeway Hyundai, Baytown Hyundai, and Humble Hyundai. 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 one-person show, Watts wanted a platform that would 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. Additionally, Watts used MNTN Multi-Touch to help extend their campaign messaging beyond television. With Multi-Touch, the auto group's ads were served to additional screens in targeted households, including mobile devices, tablets, and laptops.

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.

Propel Your Small Business Forward With CTV

Connected TV has made television advertising accessible for brands of all sizes. It's easier than ever before for small businesses like yours to serve ads to ideal audiences on screens across households, all while producing meaningful results.

With more and more consumers making the move from traditional television and cable subscriptions to Connected TV, now's the perfect time to give CTV advertising a try. Solutions like MNTN Performance TV allow you to seamlessly launch comprehensive CTV campaigns to reach your performance and audience goals. So, what are you waiting for?

Learn more

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