



The Search Marketer's Guide to Connected TV.

7 best practices B2B advertisers can pull from their paid search campaigns to find success on CTV

Introduction.

Your ad mix is lacking. While your search marketing chops are finely honed to capture demand, how are you generating new demand?

Enter: Connected TV. TV is now a performance channel and a valuable one at that. Not only is it the perfect complement to your paid search campaigns (don't worry, we love paid search as much as the next marketer!), but it's easier to get started than you may think.

This guide will help outline how to translate your tried-and-true best practices from paid search to Connected TV so you can start generating that demand. We'll review seven tactics you can use to find success on this new platform.

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Why CTV for B2B?

The thought of TV advertising for your B2B business may be giving you pause. We get it. Historically, TV has not been a top-performing channel for B2B businesses due to the challenge of targeting (hello, Sunday afternoon golf) and measurement. Connected TV has changed the game, making the living room screen not only a viable but valuable advertising solution for B2B business. Now TV can truly address your needs, thanks to:



Precision Targeting

You are no longer limited to a select few contextually aligned shows when it comes to targeting a B2B audience on TV. Now, CTV offers a variety of targeting options so that you can be assured that you are reaching your targets.



Third-Party Targeting

Look for a platform that offers you access to third-party audience providers, such as Oracle. You can use these targets to get specific, much like you would on LinkedIn. Target by title, company size, etc. This type of targeting is essential for prospecting campaigns and helps generate demand for your product or services.



First-Party Targeting

You can also use your own data on the TV screen. Use pixel data to retarget those who have visited your website but have yet to convert. or upload an email list to reach your loyal customers with specific messages and offers.



Affordable Video Creative

While video has either not been a consideration, or a barrier to search marketers in the past, there are now solutions that don't require engaging an expensive creative agency.



Measurement

CTV allows you to track cross-device site visits and conversions so you can easily track the performance of your campaigns.



B2B Ad Spending is Growing.

As business starts to return to pre-pandemic levels, B2B companies are starting to spend on advertising again. According to eMarketer, the growth and projected growth over the next year show this return leading to a digital advertising plateau in 2023:

US B2B Advertising Forecast 2021 (eMarketers, July 29, 2021)



With this in mind, CTV is an untapped market for B2B businesses that can help create demand and even increase the performance of your paid search channel. It represents an incremental opportunity that could give B2B marketers an edge.



7 Best Practices.

01 Create a Sophisticated Campaign Structure

Your paid search account most likely has a structure to address the full sales funnel. From campaigns to address each layer of the funnel to a finely honed organizational system by campaigns, ad groups, etc., your paid search account reflects your specific goals and time-tested strategies.

The good news is, there is no need to reinvent the wheel when making the jump to Connected TV. There is a common misconception that much like its older counterpart, Linear TV, CTV can only capture the upper funnel. However, with a performance-focused ad platform, you can target each part of the sales funnel. Here's how:



Top-of-funnel

Create a prospecting campaign using broad audience targeting. Why is this important? This helps create new demand for your product or service.



Mid-funnel

Light up a CRM campaign to focus on lapsed users, loyal customers, etc. Just like your paid search campaign, you can reach these specific groups with the messages relevant to them.



Lower-funnel

Use a retargeting strategy to encourage viewers to convert.

As with your paid search campaign, remember to segment audiences, budgets, and creatives by campaign to maximize performance and align with your business goals.



7 Best Practices.

02 Optimize Your Budget

As much as we talk about CTV all day, we know the importance of a solid search strategy—MNTN has our own extensive search campaigns. However, we occasionally hear from our marketing peers that they just don't have the budget to test CTV, but we're not convinced. The first place you should be looking for that experimental budget is within your paid search campaigns—specifically from the keywords that aren't performing.

Solely focusing on paid search can run the risk of plateaus. While paid search is an essential tool for capturing demand, it does not create new demand. CTV on the other hand generates new demand. Your marketing strategy can benefit from this net new channel by avoiding the dreaded demand plateau. Rather than broadening your paid search campaigns, spend those dollars on CTV:

For New Leads:

Reach net new customers
(and generate that demand!)
with a prospecting campaign

For Existing Leads:

Retarget your existing
leads on a new device

Paid search and Connected TV work hand-in-hand. While CTV generates the new demand, paid search can capture the generated interest. So while you may be removing some dollars from your paid search campaign, you'll be increasing the performance of the campaigns you are running by implementing the complementary tactic of CTV advertising.



7 Best Practices.

Case Study: National Business Furniture

CTV creates a halo effect around the paid search and social campaigns you are already running. National Business Furniture added CTV to their media mix and saw an increase in the performance of their other channels:



Paid Search

61%↑

Assisted Paid Search Conversions

86%↑

Conversion Value



Facebook

80%↑

Assisted Facebook Conversions

131%↑

Conversion Value



7 Best Practices.

03 Use Your Existing Keyword Targets

As a search marketer, you live and breathe keywords. You know what works for your brand: using broad search terms to capture a wider audience and then narrowing the focus to more specific keywords and phrases to capture those high-intent users.

With a performance-focused CTV platform, your keywords can act as a guide to sorting through the tens of thousands of available third-party audiences. Take a look at what keywords are performing best for your business. What is the intent behind them? From there you can search for the audiences that will have that intent and create a prospecting campaign to generate new demand.

The new leads generated from this upper-funnel focused campaign can then be retargeted on the TV screen to help guide them down the funnel.



Tip

You can get granular with your pixel data, segmenting by metrics like time spent on site, number of pages visited, and more.



7 Best Practices.

04 A/B Test to Find What Works

What is a marketing campaign without continual testing? We love a good A/B test as much as the next marketer and that's not just limited to the computer screen. Your paid search marketing likely involves testing of key campaign components like:



Ad Copy



Landing Pages



Bid Strategies

When you start to explore CTV, your campaigns should follow this same strategy. A/B test your creative to see which elements drive conversions. Look to also include some audience testing through campaign segmentation to make your CTV campaign as successful as possible.

As you start to explore CTV options for your business, be sure to select a platform that can offer the ability to A/B test since not all platforms have this feature. Your selected platform should easily allow you to run a true A/B test to decipher which creative is performing better. Some platforms, such as Performance TV, also offer multivariate testing so that you can assign a specific weight to each creative (ex. 75% of your audience will see video asset A and 25% will see video asset B).



7 Best Practices.

05 Make Relevancy a Key Component

The obsession with ad scores is real. This number translates to the relevancy of your campaigns. The title, description, and landing page experience all need to align to maintain a high ad score.

On CTV, relevancy is just as important. Your video creative, Audience Extension (a.k.a. your companion display ads), and landing page experience all need to align, just like your paid search campaign. When launching your first CTV campaign, be sure to look for an ad platform that allows you to target the CTV viewers with companion banners on display to extend your message.

This consistent messaging can lead to an increased campaign performance of up to 8x.



To ensure relevancy, make sure to focus on creative best practices:

- Tie your display ads back to your CTV commercial through related imagery. This will ensure that you spark ad recall.
- Keep tone, color palette, message and call-to-action in mind when designing your accompanying display ads.
- Ensure these elements also carry over to your landing page to complete the unified experience.



7 Best Practices.

06 Maintain Brand Safety

A key consideration for any type of advertising in the digital world is brand safety. Paid search has historically been a secure option. Google isn't looking to damage your brand, plus you can layer on negative keywords that you don't want your brand associated with.

CTV is a brand safety haven. While historically CTV has had less fraud than other digital channels, there are additional measures you can take to ensure your brand's safety. When making the jump to CTV, be sure to select an ad platform that offers:



Inventory on Premium Networks

- Your ad should run on recognizable premium networks, such as ESPN or Discovery+
- It should not be shown on YouTube or longtail, niche channels, such as “The Belly Dancing Channel”



Non-skippable Ad Formats

This ensures that everyone sees your full ad rather than being able to skip after the first few seconds



Living Room Quality

Your CTV ads should run on TV screens to capture the impact of television advertising, allowing you to combine brand safety and prestige. Ensure your campaigns aren't being served heavily on mobile or desktop.



7 Best Practices.

07 Remove Creative Barriers

Perhaps the biggest barrier we hear as CTV proponents is the creative. Paid search assets are simple—write the ad copy and you're ready to go. New tactics and testing only require an update to the copy and the creative management is easy since all that's required is updating the copy in the UI. But now that you know the halo effect of running CTV along with your paid search campaign, what is the best way to manage video assets?

Creative management for CTV is just as simple as paid search. Upload a new video asset to the UI and you are ready to update or launch your campaign. If you don't have video assets on hand, start by checking with your social team. You may be able to repurpose their video assets to start testing CTV right away.

Otherwise, look for non-agency solutions that allow for easy creative updates. Gone are the days of engaging expensive creative agencies. Instead, services like Maximum Effort and QuickFrame are pioneering a faster, simpler creative process. You'll be able to launch quickly, make creative updates to continue to test, and still have budget to apply to the campaign spend.

A simple solution to get started and allow for necessary creative refreshes is MNTN's Creative-as-a-Subscription™ (CaaS). With CaaS, you can get a continuous supply of Connected TV creative included with your media investment, making Performance TV as accessible as paid search and social. With a variety of packages, you'll be equipped with new video assets on a quarterly basis, and can even launch with multiple ads to get started on A/B testing (hello, tip #4!) right away.



Make the Jump from Search to Connected TV.

Connected TV is an untapped performance channel for B2B advertisers that can be easily activated with tried and true paid search best practices.

Add CTV to your ad mix to generate new demand and increase the performance of your search marketing efforts. MNTN Performance TV allows you to easily upload your video ad, set the appropriate first- and third-party targeting, A/B test your creatives, and see real-time data so you can track the success of your newest performance channel.

Want to learn more?

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