



WHITE PAPER

Your Guide to Performance TV

Best practices, tips, and insights on using Connected TV for direct response strategies—sourced from our most successful advertisers.



Introduction

Not every ad solution is created equal when it comes to performance marketing on Connected TV. Many offer branding and awareness campaigns but fail to deliver measurable conversions and revenue.

We're not like the rest of them. We've helped hundreds of advertisers achieve their direct-response performance goals on CTV—we even named our CTV ad solution Performance TV. If that doesn't tell you how serious we are about performance marketing, we don't know what will.

This guide is designed to share the learnings of seasoned Performance TV advertisers to help you generate strong direct-response results. Be sure to keep an eye out for “Performance Pro Tips” throughout the guide for insights gleaned from our most successful advertisers.

Performance TV Advertisers' Year-Over-Year Growth

Through years of working with top ecommerce brands, we've discovered the most effective ways to generate direct-response performance on CTV. In turn, those advertisers have used Performance TV to drive conversions and revenue for years now—and that experience is paying off.

2020 vs. 2019 Campaign Performance Growth*

+208%

Total Revenue

+21%

Average ROAS

+99%

Total Site Visits

-23%

Average Cost per Visit

**Performance TV campaigns for advertisers who were active in both Q4 2019 and Q4 2020*



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Your Technology Checklist

You need a combination of the right technology and approach to unlock direct-response strategies on CTV. Before we dive into discussing approach, let's establish the purpose-built technology needed.



Performance Goal Optimization

This technology uses your campaign goal to determine the types of optimizations needed to hit your target.



Automated Media Buying

All campaign optimization is carried out automatically to ensure ads reach the viewers best suited to your goal.



A/B Creative Testing Tool

This pits CTV ad creative in head to head tests to determine which version generates better performance.



Living Room Quality

Ads are served exclusively across top-tier CTV networks on TV screens, delivering better campaign performance.



Cross-Device Verified Visits

This tracks when an ad is viewed on a TV screen, and when it generates a site visit and conversion on another device.



Audience Extension

It delivers omnichannel presence by automatically serving related display ads across web and mobile to viewers who saw your CTV ad.



What Are You Trying To Accomplish?

You have options when it comes to building a strategy and setting up campaigns. You can narrow those options down based on what you're trying to accomplish.

Are you trying to:

- 01** Reach new shoppers to generate conversions?
- 02** Capitalize on shoppers already in your sales funnel?
- 03** Cover the full funnel, from first contact to conversion?

There's two main campaign types suited to your overall mission: prospecting and retargeting. Your choice between these two will affect key aspects of your approach—everything from audiences to your campaign goals and optimizations.



Performance Pro Tip

Go with option #3 and cover the entire customer journey with both prospecting and retargeting. You'll generate conversions and revenue on both ends of the sales funnel by reaching highly-qualified audiences and keeping them immersed in your message.



START WITH

Prospecting

Prospecting campaigns cover the top of the sales funnel and offer a number of benefits when launched with direct-response performance in mind.

- You drive new, highly-qualified traffic to your site
- You attract site visitors who are more likely to convert
- You generate conversions from the top of the funnel
- You fill your first-party targeting pool, which you can retarget later on

If you're accomplishing the above, you're in good shape. But it's not as simple as just launching some ads—we'll explore exactly what you need to do next.



Performance Pro Tip

Keep your prospecting campaigns running constantly. If you're promoting a sales event, like for a holiday, switch up your campaign creative or launch a separate campaign purpose-built to promote your sale.

Pick Your Goal and the Optimizations Follow

Establishing what you want your campaign to achieve is important. A goal isn't just a way to measure campaign success, it informs what optimizations are needed to ensure you hit your target.

Performance TV offers four different campaign goals, two of which are focused on conversions.



ROAS

This is your option if you're trying to drive traffic that converts and spends big.



eCPA

Go with this if you're trying to drive visits and conversions at an efficient rate.



Visits

Pick this if you're trying to maximize the amount of traffic reaching your site.



Completed Views

Select this if you care most about delivering a complete message

What makes these goals possible?

Performance TV's automated media buying technology instantly optimizes your campaign thousands of times a day based on your goal. It outperforms manual optimization because it constantly adjusts ad delivery, targeting, and bids in a way that's tailored to your goal.



Performance Pro Tip

Capitalize on CTV's direct-response strength and go with either a ROAS or CPA goal. This will ensure you're filling your funnel with shoppers likely to convert, whether that's after the first few touch points or later on down the funnel.



Target Valuable Audiences

Building your audience strategy is a time to put your market research to work—who are your key demographics? What are they interested in? What do they normally buy?

Take your ideal customer profile and match it with 3rd party audience segments. These are available via sources like Oracle Data Cloud, which is fully integrated into Performance TV. You can pair your customer data with a wide range of criteria, and build custom audiences right in the platform.



Location



Demographic



Interests



Purchase History

Keep the following best practices in mind when building your audience strategy.

Go Big and Experiment

There's a wealth of audience data available and valuable audiences can hide in unexpected places. Search a range of keywords related to your business to see what surfaces.

Use “Or” Statements

Combine different segments in the audience builder. Use “or” statements to link audiences together; using an “and” statement will narrow your audience to match all the criteria you listed.

Keep In-Market In Mind

Include audiences that are “in-market” to include shoppers who are likely to buy now.



Make Your Creative Direct-Response

Regardless of your creative approach, there's two things every successful prospecting ad will have in common.

01 They tell the audience what to do.

02 And they tell them where to go.

Include these two key components in your creative to do that.



A CTA

Include both a visual and audible CTA at the end of your ad.



A Persistent URL

Make your URL impossible to miss and keep it constant if you can.



Make Your Creative Direct-Response (Cont'd)

CTAs are a best practice in digital advertising for a reason, and that same reasoning applies here. You want these viewers to take action and there's a psychological benefit in telling them exactly what to do.

Seriously, Follow These Best Practices

An analysis of Performance TV advertisers found that campaigns that followed both best practices outperformed in key metrics versus those that did not.

32%↑

Higher Average Visit Rate

48%↓

Lower Cost Per Visit



Performance Pro Tip

Utilize your video assets from other ad channels, like social, YouTube, or linear TV. This not only stretches your ad creative's use, it helps deliver a cohesive message experience across multiple channels.



Take Your Message Omnichannel

It's a best practice to sync CTV ad strategy with other ad channels. This helps create an immersive ad experience that delivers a consistent message wherever your audience is spending their digital time.

Performance TV campaigns do this automatically using Audience Extension, which serves related display ads across web and mobile to anyone who has seen your CTV ad. This helps elevate your campaign's presence in a few ways.

- It increases audience touchpoints to keep your message top of mind.
- It covers the entire household's digital ecosystem, from phones, to tablets, to desktops.
- It hits your audience at a time when they're able to navigate to your site.



Performance Pro Tip

Match your display ads' messaging and aesthetic to your CTV creative. You'll want to trigger recognition in your audience's mind, and using the same CTA, visuals, and color palette will boost ad recall.



Key Takeaways

Prospecting on CTV is an effective way to not only reach new audiences, but the consumers in those audiences who are likely to convert. Remember this list of best practices that have guided our most successful advertisers.

01 Keep Prospecting “Always On”

Keep a steady flow of new users visiting your site by running prospecting nonstop.

02 Set the Right Goal

Prioritize a ROAS or eCPA goal to focus on users who will not only visit your site, but convert while they're there.

03 Target to Convert

Match your audience targeting to your ideal customer profile, and pair it with in-market options and past shopping behavior.

04 Build Direct-Response Creative

Ensure your ads feature a persistent URL and an audible and visual CTA at the end.

05 Create Consistent Omnichannel Ads

Pair your CTV ads with related display ads on the web and mobile to spread your message across the entire household.



NEXT UP:

Retargeting

If you've done everything in the guide up to this point, all that's left to do is:

- 01** Launch your prospecting campaign
- 02** Watch the results roll in
- 03** Bask in the feeling of a job well done
- 04** Prepare your retargeting campaign

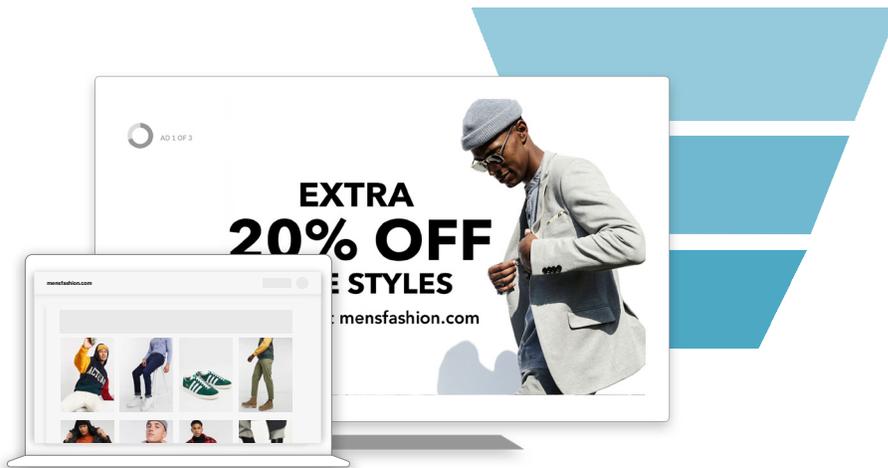
You're not done yet!

Up next is preparing a retargeting campaign that capitalizes on your site traffic and brings shoppers back to convert.

Drive More Conversions With Retargeting

You do a lot to get shoppers to your site, now it's time to make the most of that hard work. CTV retargeting campaigns are a vital piece of direct-response performance strategy, and we highly recommend deploying these alongside your prospecting campaigns.

- They focus on high-intent visitors who did not convert on your site.
- They keep your audience engaged at a crucial time in the sales cycle.
- They deliver conversions at the bottom of the funnel.



Performance Pro Tip

Keep your retargeting campaigns on at all times because they're extremely effective tools to drive conversions and revenue. If you have a special promotion coming up, either launch a fresh campaign or swap out your existing creative to support it.



Display vs. Connected TV Retargeting

If you already run display retargeting, you may wonder if it's worth adding CTV to your lower funnel strategy. The answer is a resounding yes.

Performance TV not only delivers retargeting ads on CTV, it uses Audience Extension to serve related display ads on web and mobile. We analyzed how this stacks up against display retargeting alone, and the results show Performance TV's omnichannel approach delivers better results.

Performance TV Retargeting vs. Display-Only Retargeting

+35%

Average Conversions

+123%

Average Visits

-54%

Average Cost per Acquisition

-30%

Average Number of Impressions Served per Conversion



Performance Pro Tip

Don't hesitate to spend big on CTV retargeting. Performance TV advertisers spent 82% more on average, but still achieved a higher ROAS vs. display-only. This indicates that spending more on CTV does not reduce your return, rather it actually improves it.



Target Your Audience Based on Intent

Retargeting uses your 1st party site data to build audiences based on the actions visitors took on your site. This lets you focus on valuable shoppers—whether they browsed products with high price tags, or took actions indicating a high intent to convert.

Performance TV lets you segment your audience based on a number of insightful behaviors—here are a few different types of behaviors or actions we recommend considering.

- Multiple or frequent site visits
- High number of viewed pages
- Viewed high-price products
- Items added to their cart

As a minimum, we recommend including “cart abandoners” (shoppers who left items in their cart) in your targeting strategy. If the audience isn’t large enough, add more high-intent segments.



Performance Pro Tip

If you’re promoting a sales event, it’s a good idea to adjust your targeting to include shoppers who visited your site within the previous two or three weeks. This will target shoppers who likely saw your prospecting ads, allowing you to deliver a cohesive message.



Get Aggressive With Your Creative

Remember our advice about prospecting creative? The same two rules apply to successful CTV retargeting.

- 01** Tell the audience what to do with a CTA.
- 02** Tell them where to go with a persistent URL.

Since these ads will reach shoppers further along the sales funnel, you can get aggressive when it comes to driving a conversion. This is an opportunity to offer special promotions that can tilt the scales in your favor—anything from a BOGO to a special discount rate can be especially effective.



Get Aggressive With Your Creative (Cont'd)

Stay Consistent Across Channels

The same rules apply to your omnichannel Audience Extension display creative. You can offer your CTV ad's special promotion, or incorporate certain dynamic ad elements to drive engagement.



Countdown Timers

Use these to count down the time to when your sale event ends. It creates a sense of a potential missed opportunity that can prompt them to convert.



Dynamic Product Carousels

Feature popular products, or even the products they viewed while on your site, to remind them to come back and buy.



Performance Pro Tip

Use your messaging to create a sense of urgency to prompt your audience to take action. Let them know time is running out, or that they'll never see these prices again—that sort of messaging can go a long way.



Your Goal Will Determine How to Drive Conversions

Just like Performance TV prospecting campaigns, choosing your retargeting goal will help gauge success and determine how your campaign is optimized. You have four options to choose from.



ROAS

Pick this to drive conversions and efficiently maximize your revenue return.



CPA

Use this to drive as many conversions as possible at an efficient ad spend.



Visits

Use this to maximize the amount of traffic returning to your site.



Completed Views

Select this if you care most about delivering a complete message.



Performance Pro Tip

ROAS is a good choice if you have a product catalog with prices that vary. It ensures your campaign optimizes not just for conversions, but total order value. CPA is a good choice if your price is fixed, or if you're trying to generate non-revenue based conversions (like lead-gen).



Key Takeaways

Retargeting with Performance TV delivers better results than display-only retargeting. When CTV ads are included in a retargeting campaign, you benefit from the heightened impact that only commercials on TV can deliver. Combine them with these best practices, and you set yourself up for success.

01 Never Stop Retargeting

Make the most of your site traffic by keeping a retargeting campaign running to bring users back to convert.

02 Target Based on Intent

Target site visitors who acted like they're interested in your offering and are strongly considering converting.

03 Build Tempting Creative

Tell your audience where to go and what to do, and consider upping the stakes by offering a better offer to this group.

04 Use Consistent Messaging Across Channels

Pair your CTV ads with related display ads on the web and mobile to spread your message across the entire household.

05 Get Dynamic with Omnichannel Ads

Match your display creative to your CTV ads, and make use of dynamic ad elements like product carousels and countdown timers.



NEXT UP:

Let's Talk Measurement

Your creative is set, your audience is defined, and your campaign knows the goal it needs to optimize toward. Now it's time to track and measure performance for both your prospecting and retargeting campaigns.

Measuring Direct-Response Connected TV Performance

Reporting on direct-response CTV campaigns is the same as its digital counterparts. That means you can track a wide range key metrics that keep you informed on how well your campaigns are performing.



Conversions



ROAS



Order Value



Visit Rate



Conversion Rate

Take note that not all CTV ad solutions are created equal in regards to reporting. Many limit your view to branding and awareness metrics like impressions. If you want to use CTV for direct-response, go with purpose built technology like Performance TV.



Performance Pro Tip

Keep an eye on the metrics that matter most to your campaign objective. You can build custom dashboards in the Performance TV reporting suite to help you keep an eye on what's important.



Cross-Device Insight is Absolutely Necessary

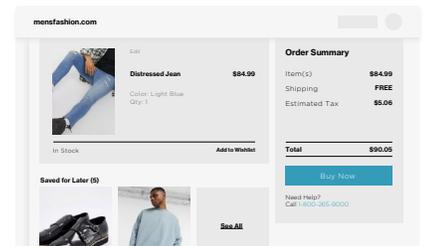
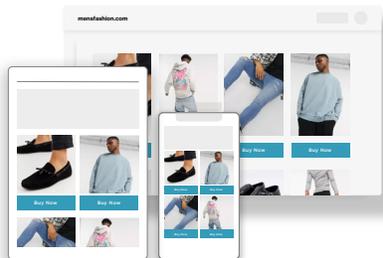
CTV advertising is cross-device by nature. An ad is served on a television, then a shopper converts on a phone or desktop. You need a reliable way of measuring that journey.

Performance TV uses Cross-Device Verified Visits, which is our proprietary technology that measures any user visits to your site following the guaranteed in-view display of your CTV ad.

01 User completes an ad on a household device.

02 User visits advertiser's site on any household device within the Verified Visit window.

03 User converts within the conversion window



VERIFIED VISIT WINDOW
(14 DAYS)



VERIFIED VISIT



VERIFIED CONVERSION



Performance Pro Tip

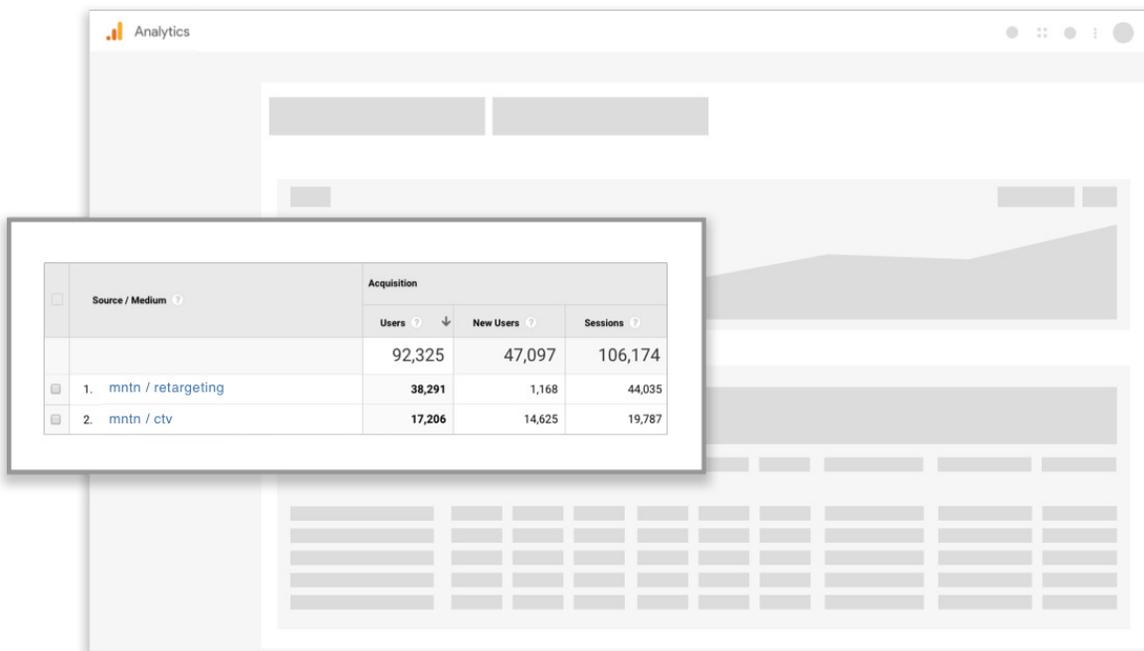
Your conversion window is customizable, so you should sync it with your sales cycle. A general rule of thumb is: if you have a more expensive product, the sales cycle is longer. If your offering is less expensive, a shorter conversion window is appropriate.



Expand Your Reporting to Google Analytics

It's a best practice to integrate a 3rd-party analytics platform into your reporting schema. It allows you to compare campaign performance alongside the rest of your digital channels, giving you a holistic view of your campaign's performance in relation to the rest of your digital marketing plan.

Performance TV is fully integrated with Google Analytics, meaning your CTV campaign performance will populate in your GA dashboard. This is a feature that isn't offered by any other CTV ad solution.



A/B Test Your Campaigns' Creative

This ensures your campaign will be using the best possible ad creative for driving performance. A/B testing television creative has traditionally been a difficult endeavor. Thankfully Performance TV has built-in A/B testing, allowing you to simply upload, test, and pick a winner. The higher performing creative will automatically be applied to your campaign.

When testing two creatives against one another, there are some best practices to follow.

- Limit the differences between the two versions to a single variable, like a CTA, voice over, or special offer. This will tell you exactly what variable prompted the difference in performance.
- Avoid changing too many variables because you'll lose the ability to see which exact difference mattered. You'll muddy the waters and limit what you'll learn.



A family of four is shown from behind, sitting on a light-colored sofa in a living room. They are looking towards a large television screen which is currently dark. The room has a white bookshelf in the background with various items on it. The overall atmosphere is warm and domestic.

CONCLUSION

Start Driving Direct-Response Performance on Connected TV

Don't limit yourself to just branding and awareness campaigns on Connected TV. Performance TV unlocks direct-response ad strategies with a combination of purpose-built technology and measurement.

Want to learn more?

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