

INSIDE CONNECTED TV: A MARKETER'S GUIDE TO PERFORMANCE MARKETING ON CTV



When we talk about Connected TV, we're referring to content streaming through apps connected to a smart TV or through an over-the-top device, including laptops, mobile phones, or tablets.

The eco-system of CTV isn't small, and it has grown rapidly in the last few years, with the number of devices, content providers and advertisers who work together to connect brands with viewers.

While the channel has been an option for some years, it's only now we're seeing it as a tangible growth opportunity for brands outside of the US market. From a rapid increase in devices as well as improvements in the technical buying capabilities on the platform, CTV is proving to be a key area of focus for advertisers.

We'll be taking you through the evolution of CTV and explain how to build an effective performance campaign on this exciting new platform.

AN OVERVIEW OF THE CTV ECOSYSTEM

STREAMING & CONTENT PROVIDERS

The key draw for consumers is the content they consume. These services provide the content at a set fixed cost or by watching advertisements to make it 'free'.

SUBSCRIPTION VOD		
Prime Video	Netflix	Now TV
AD-SUPPORTED VOD		
IMDB TV	HBO Max	ITV Hub
TRANSACTIONAL VOD		
iTunes	Sky Box Office	Amazon Rent or Buy

DEVICES

The content is made available across different devices. CTV devices offer specific buying capabilities for advertisers to tap into while the others sit under typical digital campaigns.

CTV DEVICES		
Smart TVs	Streaming Boxes/ Sticks	Games Consoles
NON-CTV STREAMING DEVICES		
Laptops	Desktops	Mobile

ADVERTISING PLATFORMS

From programmatic platforms that allow automated bidding to buying directly with platforms or publishers, this is where brands can connect to consumers across CTV.

PROGRAMMATIC		
TradeDesk	OpenX	MediaMath
PLATFORM DIRECT		
Samsung Ads	Roku	Amazon Fire
PUBLISHER DIRECT		
Hulu	Paramount+	Crackle

THE EXPANDING FOCUS ON CTV

As with many digital channels, the pandemic acted as a catalyst, accelerating the growth of Connected TV devices.

Demand for entertainment services while the nation was spending more time at home was matched by an increase in options of streaming platforms. Access to these is easier than ever before with streaming sticks and new tv devices almost all being connected.

For brands, the growth in devices has made it an attractive channel and there's also been improvements of the buying capabilities on CTV that makes it more cost effective for brands.

RAPID RISE IN NEW DEVICES

109.1 Connected TV devices were bought in the fourth quarter of 2020 alone
MILLION

Strategy analytics

GROWTH OPPORTUNITY FOR BRANDS

50% Of advertisers cite connected TV as a key growth area for their brand

IAB

VIEWERSHIP INCREASING

71% Of European audiences are watching a combination of traditional and CTV

Magnite

INVESTMENT INBOUND

23% Expected increase of advertising spend on CTV in 2022

GroupM

THE EVOLUTION OF CONNECTED TV CAMPAIGNS

BECOMING MORE PROGRAMMATIC

Specific targeting and precision may not have been previously associated with buying on connected tv but recent developments in the programmatic buying process on CTV has now made this achievable. CTV is now just as capable of achieving the reach and measuring the activity as standard programmatic buying.


AGILE PERFORMANCE CAMPAIGNS

As CTV is a dynamic environment, buyers are now able to optimise their investments by monitoring their performance in real time, using detailed data to understand where investment is seeing the best results and flexibly adjusting campaigns to drive greater results. Rather than having the same advertisement repeat on traditional channels, optimisations can be made quickly and in response to changing environments.

REACHING SEGMENTED AUDIENCES

Using programmatic exchanges to buy and bid for media coverage across Connected TV allows you to reach very specific audience personas. There are thousands of pre-built custom audience segments which give you access to target millions of active users based on their primary interests and activities in order to best connect your brand.

EXAMPLES OF AUDIENCE SEGMENTS

From programmatic supplier 

TECH ENTHUSIASTS

AUDIENCE DETAILS:

1. Shop for electronics and gadgets
2. Under 60 with high tech adoption
3. Visitors of Apple and Best Buy
4. Interested in cameras & computers

AUDIENCE REACH:

63.4 million

MONTHLY CTV REACH:

21 million

ENTHUSIASTS
ENTHUSIASTS
ENTHUSIASTS
ENTHUSIASTS
ENTHUSIASTS
ENTHUSIASTS
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ENTHUSIASTS



FOOD FANATICS

AUDIENCE DETAILS:

1. Eat at gourmet restaurants
2. Collect special food buyers
3. Order food delivery
4. Frequent purchases of food

AUDIENCE REACH:

85.1 million

MONTHLY ACTIVE SCREENS:

135.3 million

FANATICS
FANATICS
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BENEFITS OF A PROGRAMMATIC CTV APPROACH

REACH

Due to the mass adoption seen over the past few years, CTV can match the scale seen on Linear TV, but in a much more targeted and flexible manner when bought programmatically. Audiences can be segmented, and inventory can be cherry picked.

PRECISION

CTV has allowed the standard bulk targeting of linear TV to evolve into a much more precise targeting strategy: from advanced audience segments, to regional, household, and individual targeting.

IMPACT

The audience mindset during television watching can activate an engaged response for brands, particularly with many double screening today. This uniquely effective experience delivers a relevant message to a captive audience. With one or two adverts, much less than its linear counterpart, brands will receive prime attention.

TRACKING

TV is no longer just a top-of-the-funnel exercise, and through CTV, impressions can be tracked in real-time, and user actions can be matched back. We're able to directly track the performance, and in some cases, optimise directly to a user action

CONSIDERATIONS FOR SETTING UP A CTV PRIVATE MARKETPLACE DEAL

SCALE



Because CTV does have some scarcity and because some inventory is set aside for up-front buying, the more publishers that you decide to target and the larger range of inventory you explore, you will find better results across your campaigns.

EFFICIENCY



CTV is an inherently expensive environment, and the average CPM will be more expensive when compared to other channels such as online display. It is vital that you can ensure your ad spend is being executed effectively and efficiently in order to drive cost-effective growth across the platform.

PRIORITY



To access priority target audiences and optimize campaign effectiveness, it is advisable to execute a PMP CTV strategy. The majority of CTV inventory is set aside for private biddings, and there is very little inventory available across the open exchange to execute alternate approaches.

WHERE DOES **LINEAR TV** FIT IN THE MARKETING FUNNEL?

Despite continuing to be an extremely high reach channel, Linear TV still faces targeting and tracking challenges. Due to these challenges, there are various on-going question marks over the cost-effectiveness of the channel, and whether in the age of e-commerce and digital dominance it will survive. The distance between the stages of attention & conversion in linear TV offers real challenges to delivering success for campaigns.

ATTENTION

INTENTION

CONVERSION

COMMITMENT

RECOMMENDATION

WHERE DOES **CONNECTED TV** FIT IN THE MARKETING FUNNEL?

As Connected TV is a far more data-friendly platform, with its real time targeting and tracking offerings, the channel directly covers far more of the user funnel, as well as being a far more consumer-friendly channel in the process of converting audiences through a single click.

ATTENTION

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RECOMMENDATION

FITTING CTV INTO THE INTEGRATED FUNNEL MIX



OBJECTIVES

You must guarantee your CTV campaign is geared towards your overall marketing objectives, as there is so many ways to buy and activate adverts through connected TV, it is vital that these purchases are aligned with your overall strategies and objectives so that you are not creating inconsistencies and confusion amongst target audiences.

AUDIENCE SEGMENTS

Whilst different campaigns may aim to target different unique demographics, it is important to create consistencies between audience segments on Connected TV as well as other digital channels. This uniformity will also allow you to look holistically at your most valuable audiences across channels.

HALO EFFECT

The Halo Effect refers to the immeasurable added awareness generated from your CTV activity that will consequentially benefit the success of your other digital channels, for example an uplift in sales and leads through display campaigns due to increased brand recognition.

ACTIVATION EXAMPLES

BRAND 1: HOMING IN ON AN AUDIENCE

Some brands are faced with the challenge of having too wide of an audience.

For these brands, Connected TV is an effective digital channel to hone audiences into more specific sub-offerings

EXAMPLE: TESCO

- Sub offerings:
- ✓ Pet foods
 - ✓ Beauty products
 - ✓ Lifestyle products
 - ✓ Foods

One of Connected TV's greatest benefits is that it allows brands to use various iterations of creatives to target unique sub-audiences for growth, meaning more personalised and targeted campaigns which will deliver better results

BRAND 2: TARGETED AWARENESS

Other brands, commonly referred to as a challenger brand, may be relatively new in their journey and consequentially must drive brand awareness through a range of channels.

For these brands, Connected TV is an effective channel to target a wider range of audience segments, as well as generating wider general awareness through the Halo Effect

EXAMPLE: GORILLAS/ OATLY/ NIRVANA BEER/ CRYPTO.COM/ BIRD ETC.

Whilst Brand 1 may wish to use hyper-personalised targeted campaigns, Brand 2 uses a more generalised approach to target a range of target segments and drive awareness.



KEY PERFORMANCE INDICATORS

CLICK THROUGH RATE

Click through rate refers to the rate at which your adverts are clicked on and users are redirected to your site. This indicates the first point of engagement that users have with your brand, displaying the initial move from attention to intention in the marketing funnel.

SEARCH UPLIFT

Search Uplift is a measure of how trackable searches for your brand have been impacted by the launch of a campaign. Search uplift is a measure of the Halo Effect, displaying whether general awareness for your brand is increasing or not.

ORGANIC LANDS

Organic lands is another measure of the Halo Effect, once again tracking how awareness has been impacted by campaigns, displaying changes in the number of organic website lands in comparison to before the launch of a campaign.

OPTIMISE YOUR DATA

TARGETING

MEASURE SUCCESS

It is vital to frequently monitor the success of your investments, using the KPI's previously mentioned. These KPI's can be used to directly measure the effectiveness of audience segments and publishers are in driving growth for your brand.

TAKE YOUR TIME

Don't be afraid to pause investment and re-strategise your campaign if your CTR benchmark isn't being met.

CREATIVE

TEST EVERYTHING

Connected TV is an extremely useful platform to AB test the success and effectiveness of different unique creative assets. Have a large catalogue of creative assets available to test and interchange during campaigns to generate the best success.

OPTIMISE ELEMENTS

There are several elements of the creative which you are able to optimise against:

- Length of video
- Personalisation to audience segment
- Level of intimacy with audience

THREE TAKEAWAYS

**LEVERAGE BESPOKE
CREATIVES TO TALK TO
DIFFERENT AUDIENCES**

**OPTIMISE FREQUENTLY.
DON'T WAIT FOR POST
CAMPAIGN ANALYSIS**

**DON'T FOLLOW A TREND.
ACTIVATE CTV IN A WAY
THAT WORKS FOR YOU**