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SMALL BUSINESS QUICK HIT GUIDE

The Small Business Guide to Connected TV Audience Strategy.

How to Expand Your Business with CTV's Powerful Performance

For decades, finding customers with TV commercials was tricky for small businesses. But the advent and growing popularity of Connected TV (CTV) has transformed the medium, enabling brands of all sizes to reach customers on the biggest screen in the house. Now, CTV can be used as a powerful performance channel, akin to Meta and Google.

In a world where consumers are inundated with brand messaging everywhere they look, an audience-first approach to CTV advertising is critical. If you need some support on this front, we're here for you — read on to learn all you need to know about how to develop a strong CTV audience strategy.

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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 that can deliver on your goals. MNTN offers a comprehensive solution with [data-focused features](#) — like automated optimization, precision audience targeting, and robust reporting — to help you turn CTV into a performance channel much like search and social. For the purpose of this guide, we'll approach CTV advertising through the lens of [MNTN Performance TV.](#)

On Connected TV, Audience Building is Easy

Diving into a new advertising channel can be daunting. But audience building on Connected TV doesn't need to be scary or complicated. If you've ever used social ads, you might already be familiar with the strategies that build a strong CTV audience.

Like with paid social advertising, Connected TV allows you to be precise with who you serve ads to — you can target audiences by demographic, job title, interests, geographic location, and more. Meaning, if you know how to build an audience on social media, you can do it on CTV. And in some cases, you may want to target the same consumer groups on both channels (more on this below).

If you aren't familiar with developing social media audiences, don't stress — the MNTN [audience builder](#) is easy to use, no matter what stage of the advertising journey you're in.

Start Strong With Clear Buyer Personas

A key piece of any audience strategy, but particularly of CTV strategies, is developing clear buyer personas. A buyer persona is a profile of your ideal customer(s) that includes insights like demographics, interests, and behavioral patterns. You can use them to identify who you're advertising to and what might encourage them to make a purchase. And because different people use products for different reasons, more than one buyer persona is often needed. For instance, an athleisure brand may have personas like:

1. A consumer that lives an active lifestyle and needs apparel to wear in the gym or on outdoor adventures
2. Someone who works from home and needs comfy, yet stylish, clothing for everyday use

With an intimate understanding of who you want to target, you'll have a big leg up when it comes time to build your audiences. You might already have a good idea of how to develop buyer personas — if not, here's where you should look:

- First party audience insights from your site or your customers — i.e. Google Analytics for demographics and interests
- Third party site traffic tools for topics and keywords
- Strategies that worked for other paid channels like social media

Develop Audience Strategies to Meet Your Business Needs

Once you know who you want to target, you can get to work on audience building. How you develop your audience strategies and the consumer segments you choose to target will depend on which type(s) of CTV campaign you run.

On Connected TV, there are two main ways to target your audience, depending on your goal — prospecting and retargeting. Your audience approach should be different for each.

Here's what you need to know:

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Prospecting Audience Strategy

Use prospecting to drive new business. Widen your audience pool and ensure your brand is top of mind for potential customers by pairing prospecting ads with third-party audience segments.

Support Your Prospecting Efforts with Third Party Audience Segments

Performance TV is integrated with LiveRamp and other trusted data providers, which gives advertisers access to thousands of unique consumer groups. Here are some tips for finding the right third-party audience segments:

- **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). For example: if one of your social media campaigns targeting cost-conscious consumers produced strong results, when advertising on CTV you could choose an audience like "American Dream: Frugality".

- **Zero in on 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 travel company might use: competitors, travel accessory enthusiasts, online shoppers, or even frequent flyers.

- **Consider seasonality.** No matter what product or experience you're selling, the season in which you run your campaign(s) matters. Consider layering in audiences like back-to-school shoppers, Cyber Monday shoppers, gift givers, spring cleaning enthusiasts, summer travelers, etc.

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Retargeting Audience Strategy

This is a little simpler. Use first party data to recapture online "window-shoppers" and past purchasers by targeting website visitors whose digital behaviors indicate their willingness to buy now (or again).

Segment your site visitors based on:

- Time spent on your website

- Number of page views

- Site visit frequency

- Cart abandoners

- Average order value

- Recent conversions
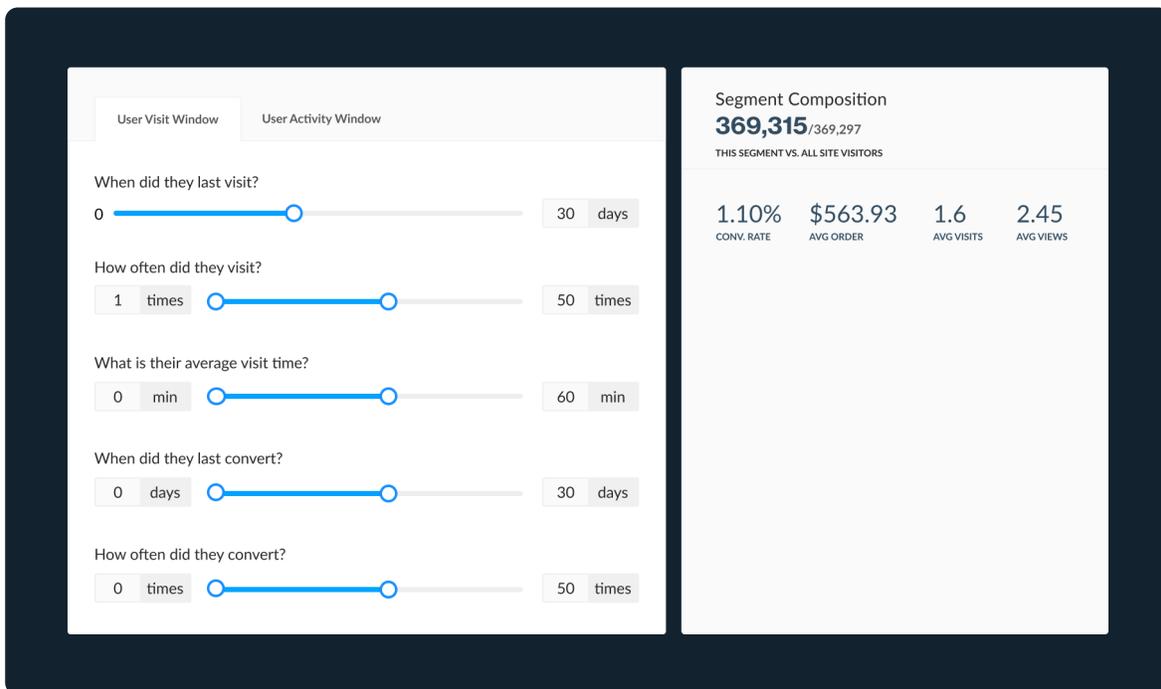
Looking for more audience segments to target? Check out our "Who's Your Audience?" article series here.

The Importance of Real-Time Reporting

Unlike linear television, which mainly monitors vanity metrics like impressions, CTV does double duty by also reporting on key metrics like cost per visit (CPV) and visit rate. To make the best use of this data, it's vital to track results in real time.

This is particularly important for audience strategies. Knowing how your targeted segments are performing enables you to make data-backed decisions on an ongoing basis. Performance TV offers a comprehensive reporting suite that includes many insights to support your audience strategies.

One of the most helpful: the Audience Segment Report, which provides performance tied to individual audience segments. It allows you to test, learn, and optimize your targeting strategy on a consistent basis — ensuring you only dedicate time and resources to the segments, ad creative, etc. that move the needle most. Pro tip: use these learnings on other advertising channels where you might not get this detailed level of reporting.
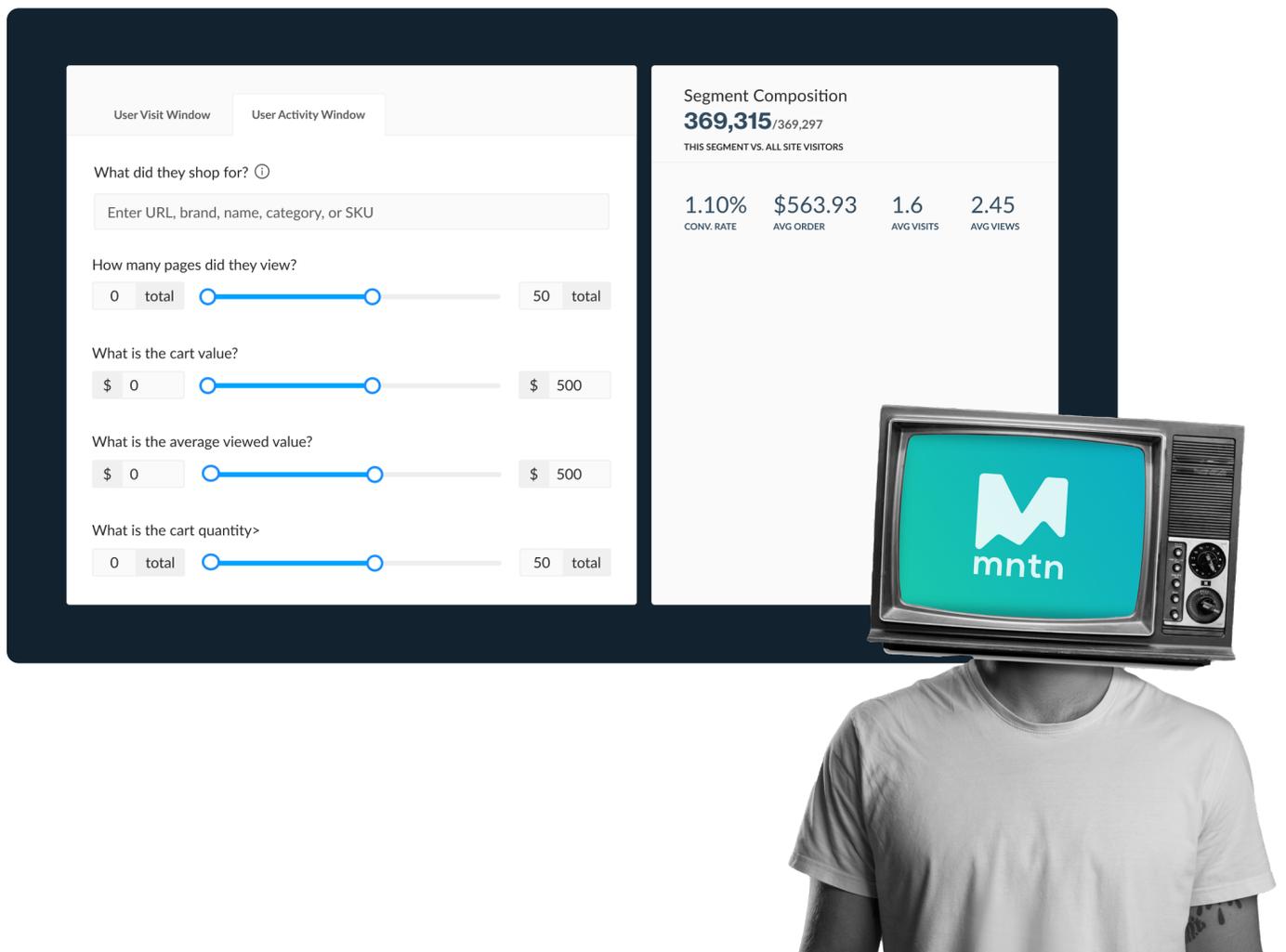
MNTN in the Wild

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.
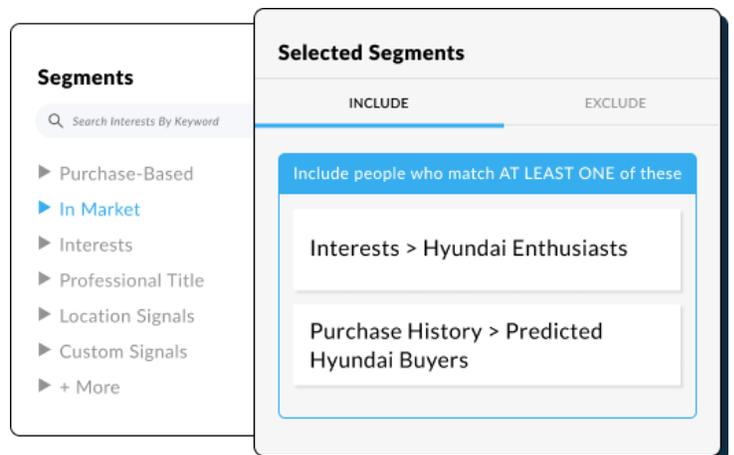
81%
month-over-month improvement
in cost per acquisition (CPA)

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

Reach Your Performance Goals With CTV

Connected TV has made television advertising accessible for brands of all sizes. And it's easier than ever for small businesses like yours to serve ads to ideal audiences on screens across households.

With a comprehensive audience-first approach to CTV advertising, you can ensure that your ads will be seen not only by the masses, but by the right people. In taking the time to develop a robust audience strategy, you can use CTV as a true performance channel that will produce meaningful results.

Learn More

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