



# Your Guide to Building Campaigns on Connected TV.

## Begin Your Connected TV Advertising Journey With Campaign Building

In the past, finding customers with TV commercials was well out of reach for most small businesses. But the advent and growing popularity of Connected TV (CTV) has transformed the medium — and now, with increasingly sophisticated targeting and performance capabilities, brands of all sizes can reach their customers on the biggest screen in the house.

If you've decided to give CTV a try, congrats and welcome! Your small business has taken the first step. If you're thinking "Now what?" you're not alone. Diving into a new advertising channel might seem like a daunting task, but it doesn't have to be. A great place to start is by developing a solid campaign strategy that aligns with your unique goals as a small business. Read on to learn all about CTV campaign building and how to use it to deliver the best possible performance.

## Drive Results With Performance TV

CTV can produce powerful results, but how you approach it is just as important. That's 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.

## Use CTV as a Key Part of a Full-Funnel Strategy

For a long time, advertisers used traditional television solely as an awareness play. But the rise of CTV has transformed the TV advertising landscape. Now, advertisers can use television as a digital performance channel — much like search and social media — to reach consumers at all stages of the funnel.

[In a survey](#) conducted in partnership with Advertising Week, MNTN found that while 81% of marketers said they use Connected TV to raise brand awareness, two-thirds still classify it as a performance marketing channel. And many brands use CTV to drive specific outcomes.



# 52%

**of advertisers use CTV to drive key performance metrics like web visits, conversions, and revenue**

(MNTN & Advertising Week, 'How Marketers are Approaching the TV Ad Renaissance,' April, 2023)

In a time when consumers are inundated with brand messaging across a multitude of channels, it's more important than ever to have a holistic, full-funnel approach. Targeting consumers at every stage of their purchase journey is vital to keeping your brand top of mind, ultimately producing more business. With CTV advertising, it's easy to do exactly that by launching the right type(s) of campaign.

## Choose the Right Type of Campaign for Your Needs

Like many other digital advertising channels, CTV features two primary types of campaigns: prospecting and retargeting. Each campaign type can be wielded strategically to drive different performance goals, effectively reaching consumers no matter where they are in your funnel.



### Prospecting

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 your campaigns consistently find new users.

#### Key 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

Optimizing towards different key performance indicators (KPIs) can help you to reach different goals. Here are some recommended metrics to optimize for in your prospecting campaigns:

- **Cost per visit (CPV):** drive engaged new users to your website
- **Visit rate:** ensure that impressions turn into attributable [Verified Visits™](#), driving conversions and other KPIs
- **Cost per completed view (CPCV):** reach a larger audience and create more brand engagement



## Retargeting

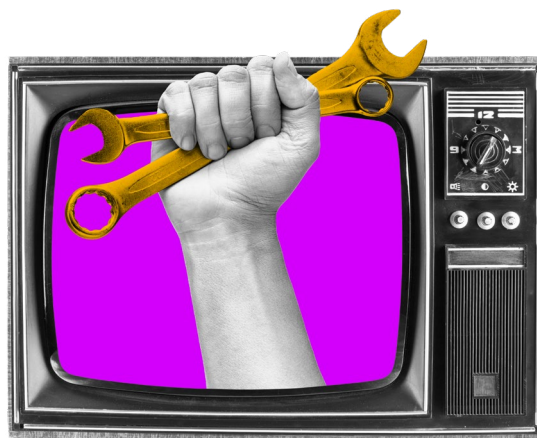
Retargeting is a way to say a friendly “Hey, remember us?” to consumers. It gives you another chance to convert users who have previously visited your website. Using first-party data, you can identify high-intent potential customers who might’ve visited multiple product pages, or added items to their cart but never hit “Buy.” This gives you a direct line to shoppers who already have your brand top of mind.

### Key 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

Here are some recommended metrics to optimize for with your retargeting campaigns:

- **ROAS:** understand which networks, ad creatives, and/or audiences are providing you the best bang for your buck
- **CPA:** produce more conversions and increase revenue





**PRO TIP:**

## Scale Your Advertising Efforts Faster by Running Prospecting and Retargeting Together

While each campaign type offers its own benefits, combining them yields stronger results than they can deliver on their own. (The classic “better than the sum of its parts” scenario.) When used together, prospecting and retargeting campaigns generate new customers while increasing the lifetime value of your existing customers. This translates into more growth, faster.

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.

## Audience Strategies For Different Types of Campaigns

Impressions count, but what matters most is that your ads get in front of the right people. To ensure that your message reaches consumers with a high likelihood of engaging and ultimately converting, you need to develop a robust audience strategy that closely aligns with the type(s) of campaigns used.

The good news here is that audience building on CTV is simple — particularly when you use MNTN. And if you currently advertise on social media, you may already be familiar with the best ways to do so. 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.



## Prospecting Audience Strategy

Widen your audience pool and ensure your brand is top of mind for potential customers by pairing prospecting ads with third-party in-market audience segments.

### **Use Third-Party Audience Segments to Support Your Prospecting Efforts**

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).
- **Tap into 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 your industry's common keywords can be very effective in helping find the right consumers to target.





## Retargeting Audience Strategy

This one's a bit easier. 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 site
- Number of page views
- Site visit frequency
- Cart abandoners
- Average order value
- Recent conversions

## **The Importance of Real-Time Measurement**

Unlike linear television, which mainly monitors vanity metrics like impressions, CTV does double-duty by also reporting on bottom-line metrics like CPV and visit rate. To make the best use of this data, it's vital to track results in real-time. Consistent, continuous campaign reporting will help you understand which CTV networks are driving the best performance and what types of content your ideal audience is most engaged with — ultimately giving you actionable insights that can guide your overall advertising efforts.

Not all CTV advertising solutions are created equal on this front, so be sure to find one that delivers accurate, real-time measurement. Looking for a platform with powerful reporting and measurement? MNTN can help. \*Wink, wink.\*



## MNTN in the Wild

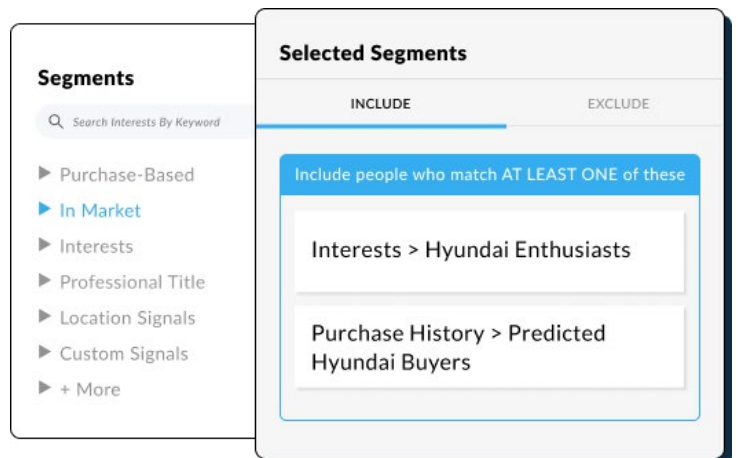
Ready to see CTV advertising in action? Here's a story of how one of our small business customers used MNTN Performance TV to meet their unique needs and drive performance goals.

## 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 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.







## 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](#).

## Reach Your Performance Goals With CTV

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

Understanding which types of campaigns to use is a key piece to CTV advertising success. When you develop a comprehensive, full-funnel campaign strategy that is closely aligned with your goals, you can use CTV to produce top performance.

[Learn more](#)

