

Measurement Series: CTV Advertising for Franchise Brands and Multi-Location Businesses

January 2023



Thank you for joining today!



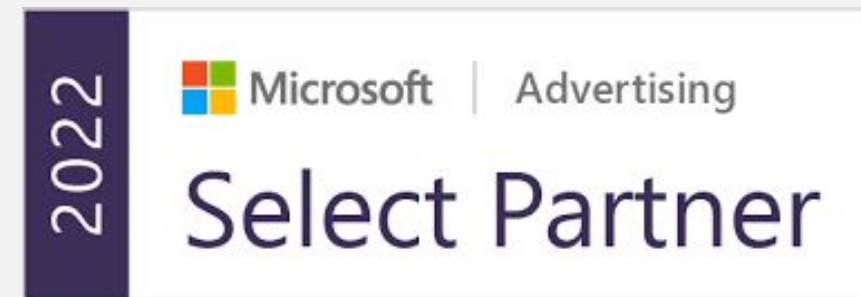
Walker Linares

Director - TV
The Trade Desk



Erin Martin

VP of Marketing
Netsertive



About Netsertive

- Deep expertise in localized digital marketing, including paid media, organic/SEO, and web solutions
- Facilitated nearly \$2 billion in media spend through our platform
- Award-winning brand and location support with named account managers
- Experience driving success for over 100 multi-location brands

Localized Targeting

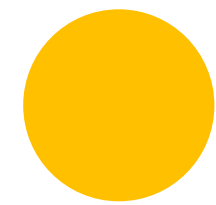
Bringing Audiences to the Table for CTV

CTV AUDIENCE TARGETING



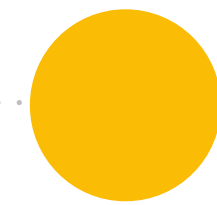
Household Targeting

Frequency cap against first- or third-party data to focus CTV ads on your most valuable viewers. Apply linear TV data and lookalike modeling to use characteristics of your high-performing online audience to find new high-value households and focus your CTV ads.



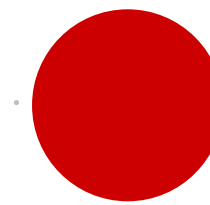
FIRST PARTY

- Website visits
- Display or video clicks
- Previous converters



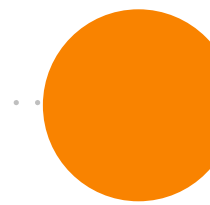
THIRD PARTY

- Age/gender composition
- Interest targeting
- Purchase intent



LOOKALIKE MODEL

- Online purchases
- Email sign-ups
- Store locations



LINEAR TV DATA

- Incremental reach
- Content viewership prospecting
- Competitive conquering



CTV Retargeting

Retarget households that have seen your CTV commercials across all their devices. Take advantage of other formats including native, audio, or display, or even retarget households with another CTV commercial.

Reach Consumers Based on Their Location in Real-Time

LOCATION-BASED TARGETING



CITY / ZIP CODE

Focus impressions to specific towns, cities, DMAs, or states



PAST LOCATION

Reach consumers who have visited store locations



HISTORICAL

Target audiences who have visited your store in the past 1, 3, 6, or 12 months



COMPETITOR CONQUESTING

Reach users who have visited competitor locations



RADIAL

Focus impressions around store locations



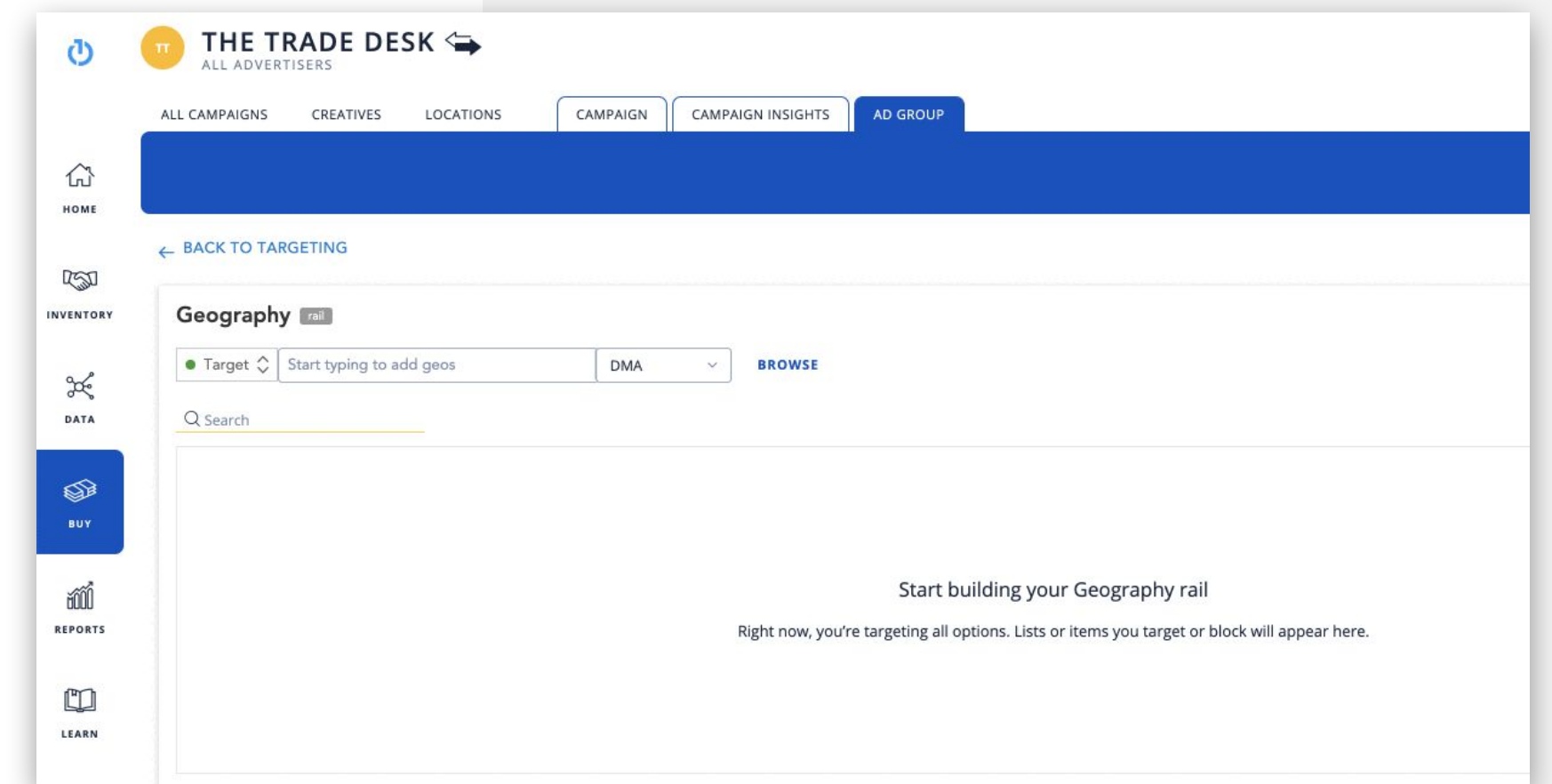
REALTIME PROXIMITY

Deliver ads to users based on where they are in real time



REAL-TIME

Engage audiences nearby to drive in-store footfall traffic



KPIs and Measurement

Connect your campaign to business results



Upper funnel
Brand awareness

- Brand lift
- Inferred brand intent
- Frequency overlap
- Incremental reach



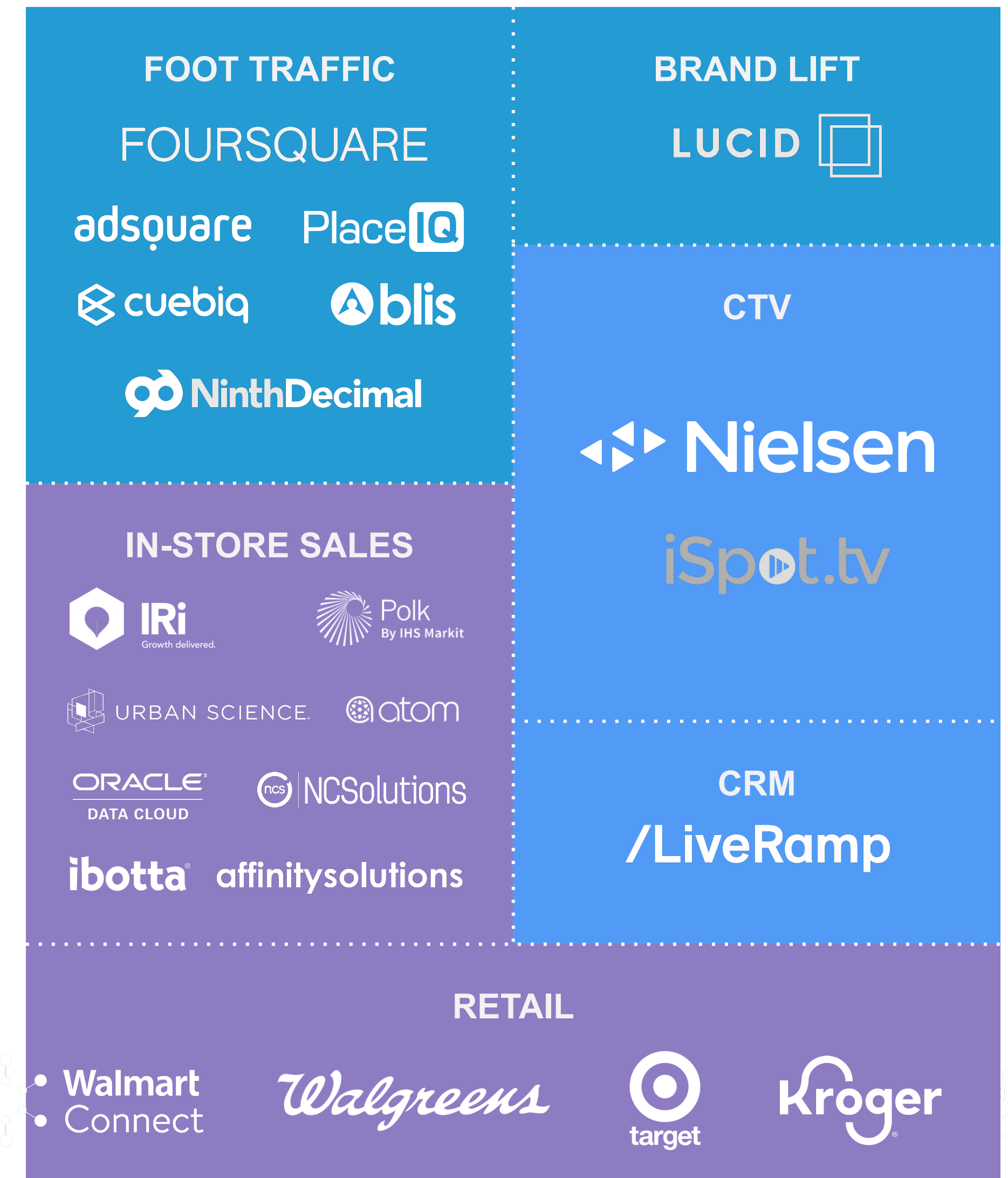
Mid-funnel
Consideration/intent

- Unique users and household reach + frequency
- Completion rate
- Viewability



Lower funnel
Purchase

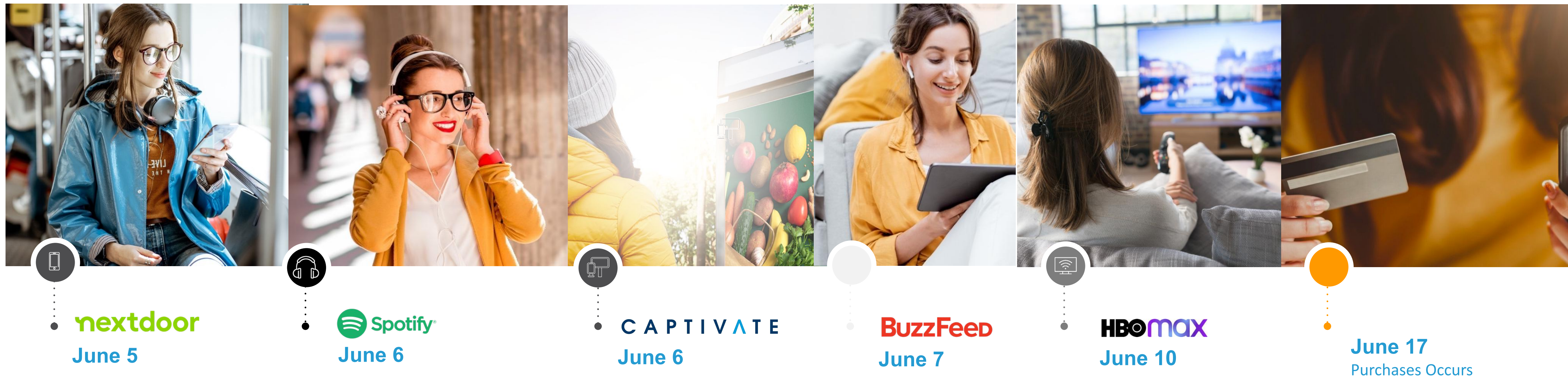
- Online and offline actions
- Foot traffic
- Conversion lift
- Offline sales measurement
- Retail sales measurement
- Path to conversion reporting



Online to Offline Conversion Tracking

Measure the impact of the full journey: Attribute online / offline purchases to users watching CTV

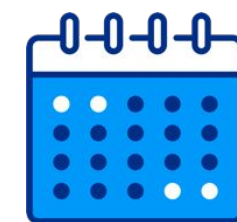
PATH TO CONVERSION REPORTING



TAKEAWAYS
FROM PATH TO
CONVERSION



Average no. of
ad exposures
before
conversion



Average no.
of days taken
for a user to
convert



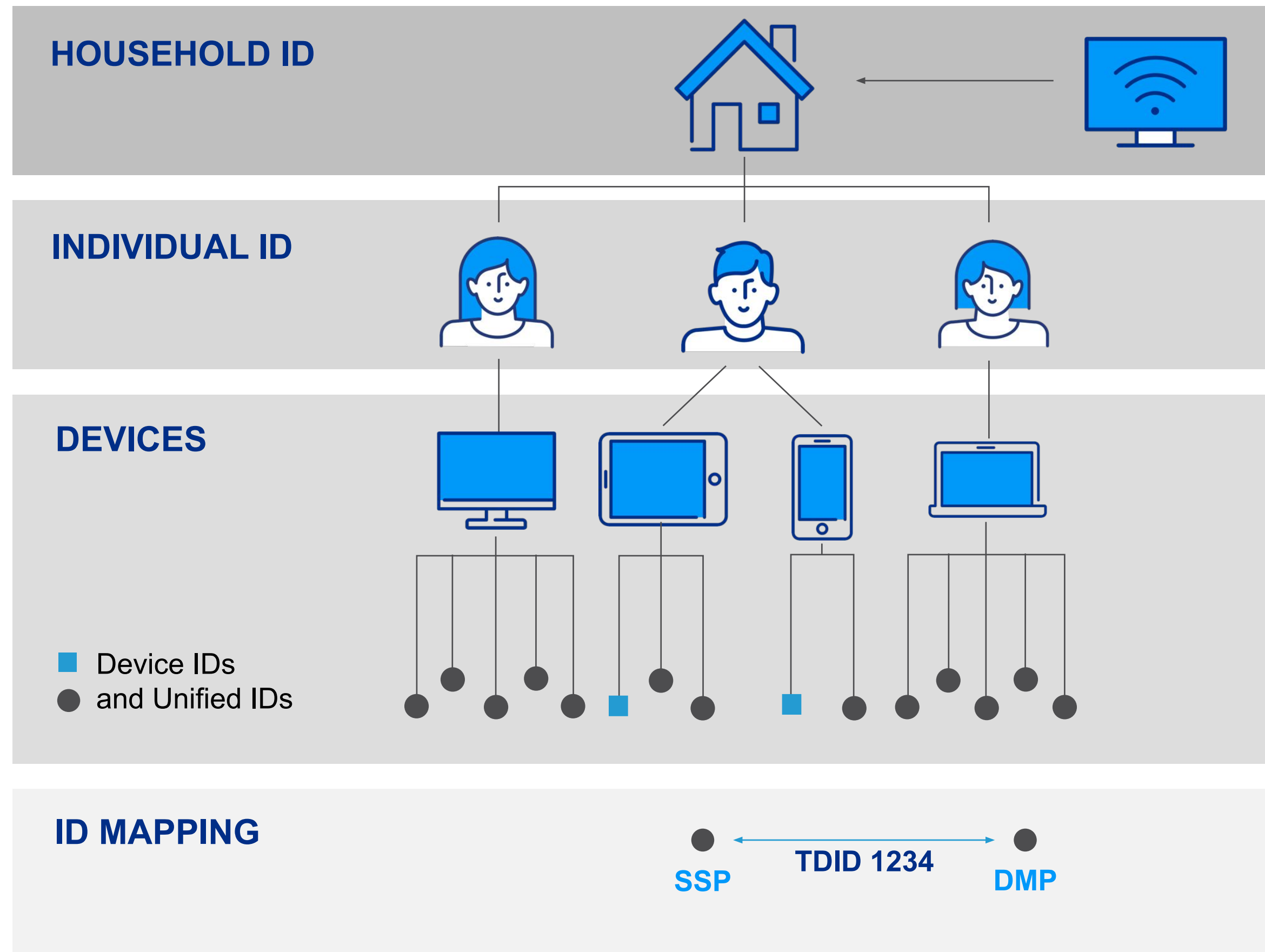
Channel
effectiveness
in driving
conversions

How does this work?!



We're able to tie Greg's laptop device ID back to his household as a resident. Because of this, we can confidently attribute this conversion to the CTV ad he saw the previous day.

Connect the dots across the consumer journey with a robust identity solution



In-platform solutions

- ✓ Proprietary cross-device and household graph
- ✓ Cross-device vendor marketplace
- ✓ Koa™ Identity Alliance

Unified ID 2.0

- ✓ Interoperable
- ✓ Adopted by 50+ industry partners
- ✓ Consumer- and privacy-centric

Conversion Tracking in Action

Attributing conversions made away from home.

10:00AM



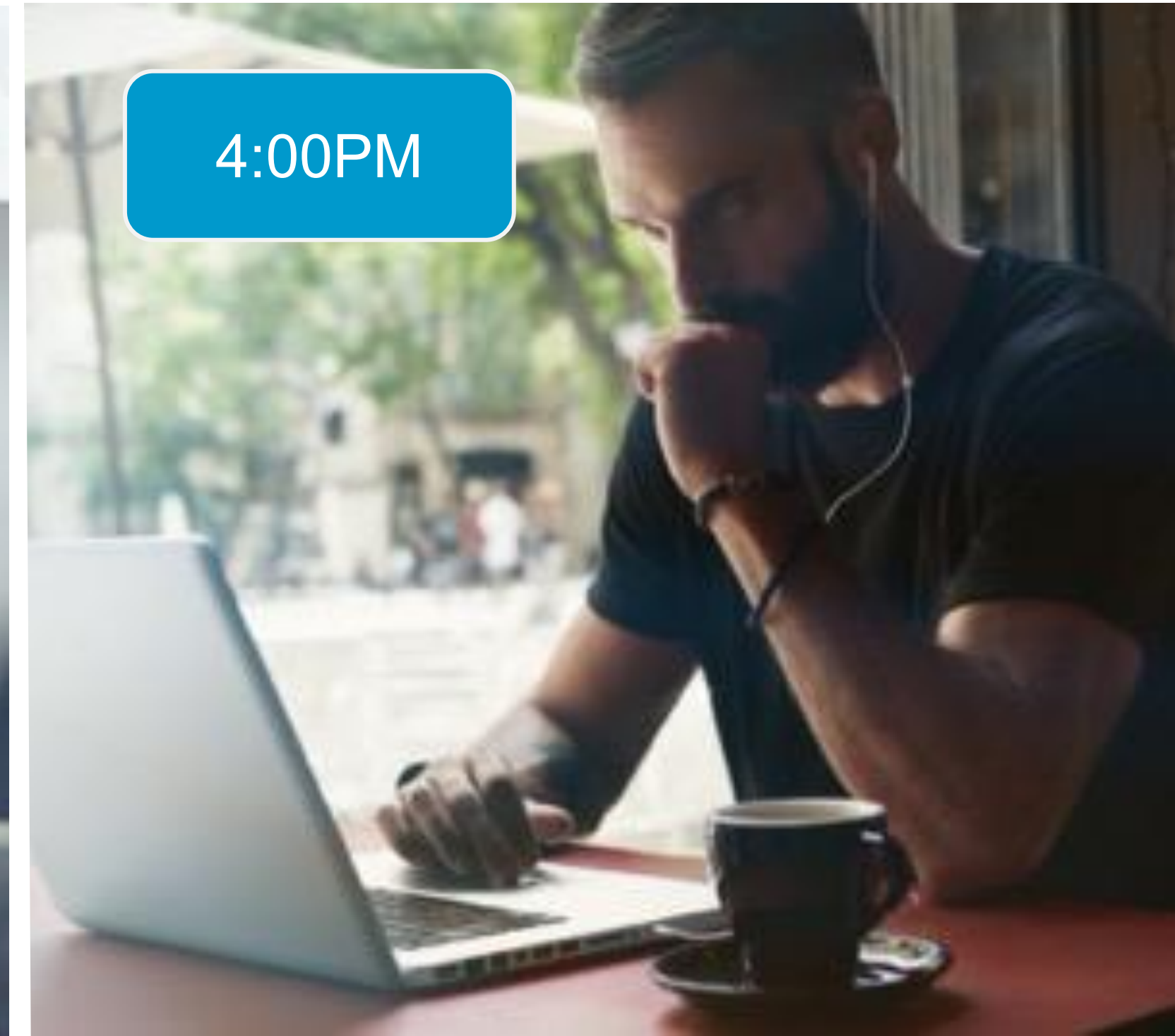
11:30AM



2:00PM



4:00PM



10:00AM

Greg is at home watching a live NFL game when he is served a CTV ad for your brand.



11:30AM

The next morning, he stops by his local coffee shop and connects to the café's public WiFi to get some work done.



2:00PM

While working on the coffee shop, Greg is retargeted with a display ad following the CTV ad from yesterday.



4:00PM

Greg performs a qualifying conversion on this retargeted display ad and the conversion is attributed to yesterday's CTV ad.



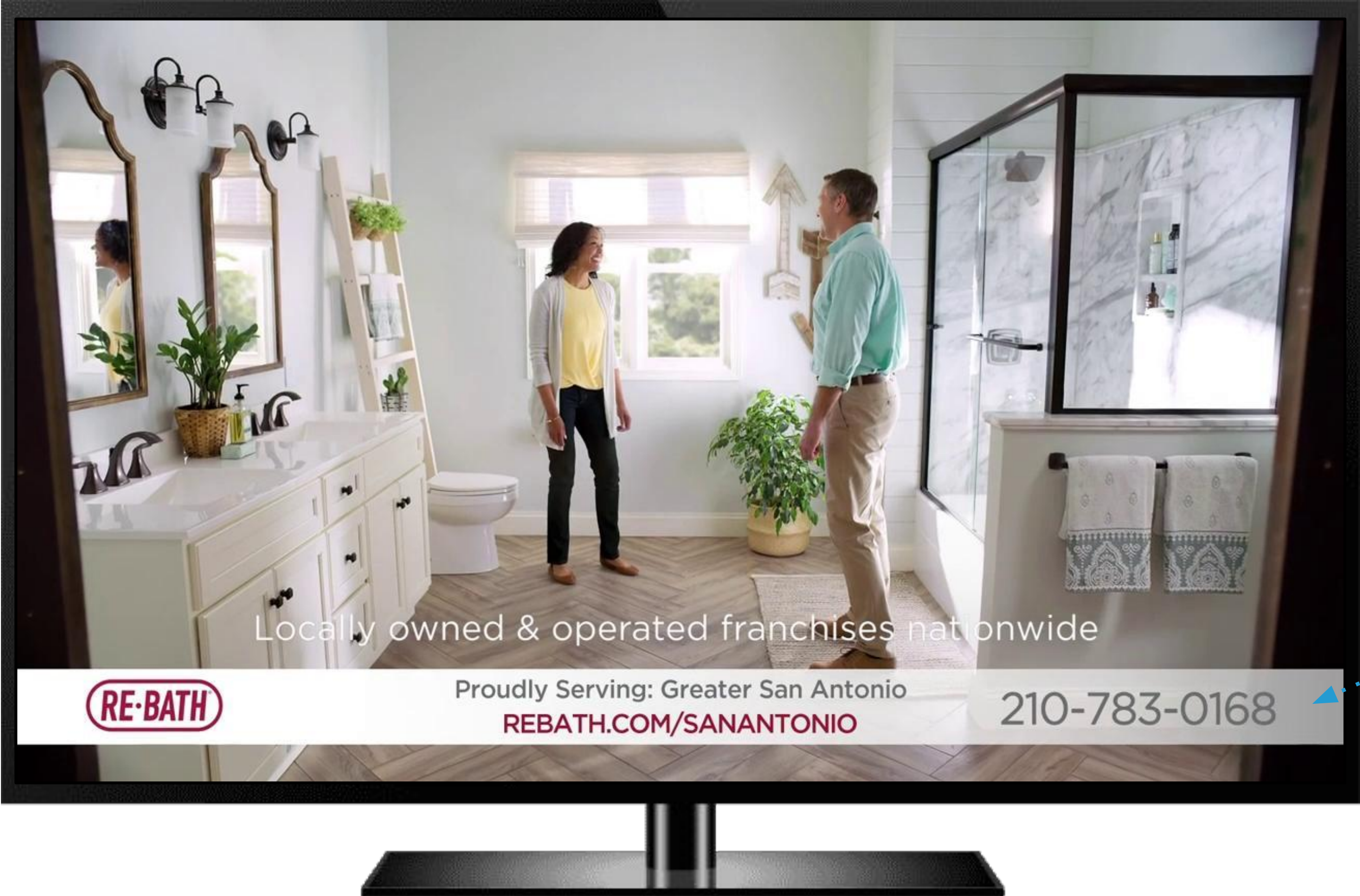
Media Buying at the Local Level

Media Planning and Buying



Localized CTV Advertising Case Study

Localized Video Ads on CTV



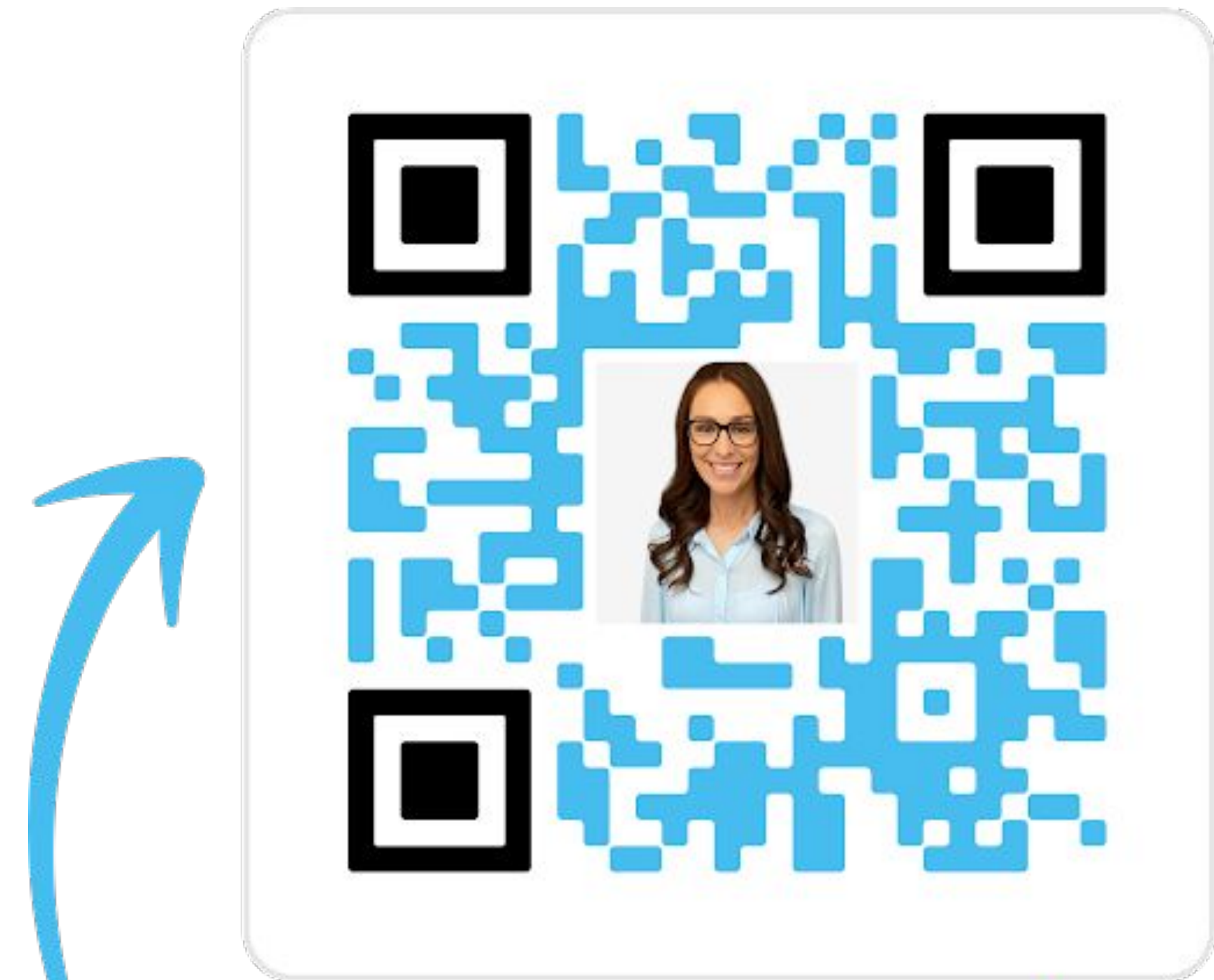
Branded video with localized overlay, directing viewers to closest location

Q&A

Thank You!

Get a Custom, Localized
Marketing Strategy

✉ info@netsertive.com



Connect With Me

Erin Martin

emartin@netsertive.com

Netsertive.com

Thank You!