

# Connected TV Advertising for Franchise Brands

A Deep Dive with Netsertive & The Trade Desk



# What is Connected TV?

TV's Impact. Digital's Precision.



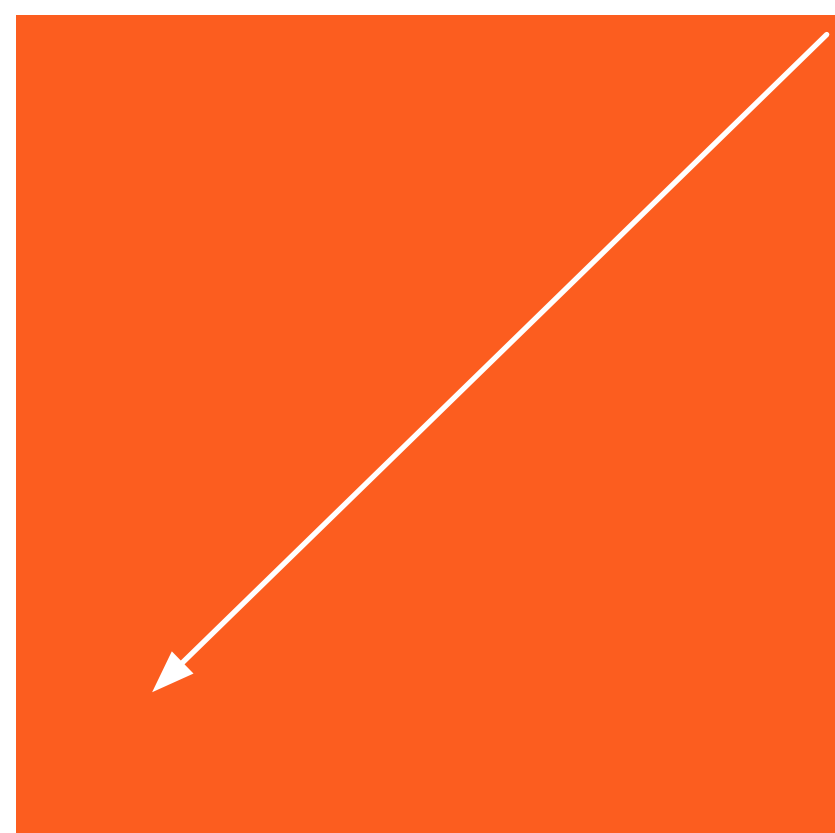
A Connected TV device is the biggest screen in the household, delivering premium TB content through a connection to the internet.

## MORE DEVICES



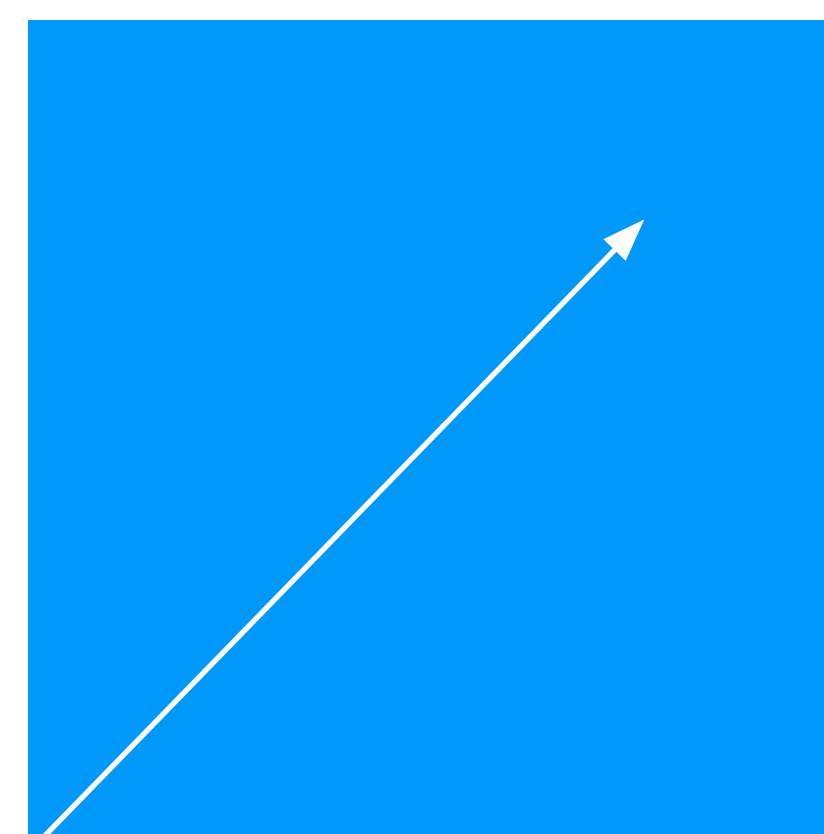
# Marketers can now reach more households through CTV than traditional linear TV.

2022



Cable subscriptions in U.S. estimated to fall to

**68.5 million**

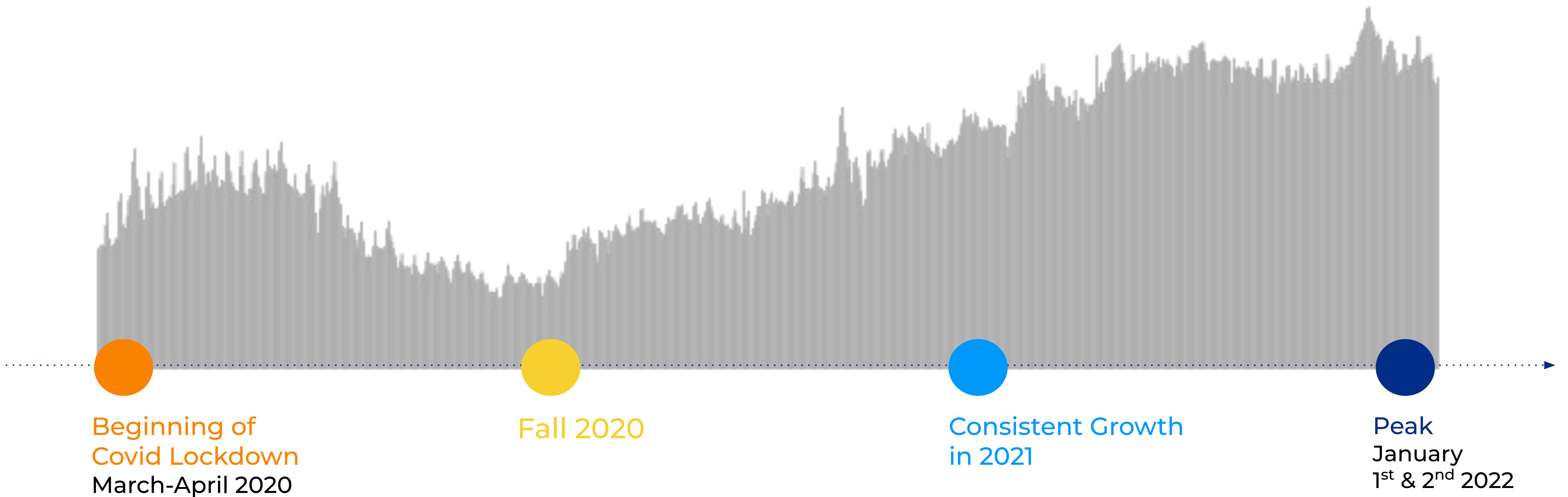


U.S. ad-supported CTV households reach rises to

**99 million**

# Persistent Growth Since Fall 2020

Ever Expanding CTV Impressions



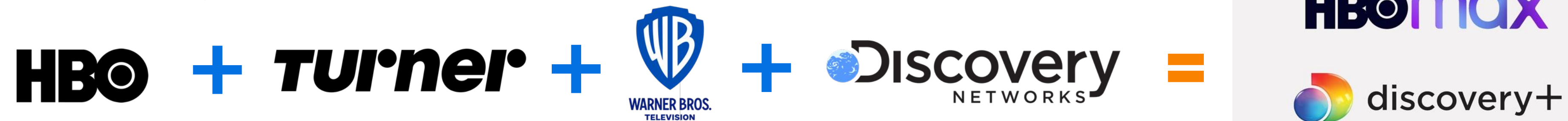
# Multi-Year Consolidation In Media Industry

Leading us to This Moment

EXAMPLE 1



EXAMPLE 2:



EXAMPLE 3:

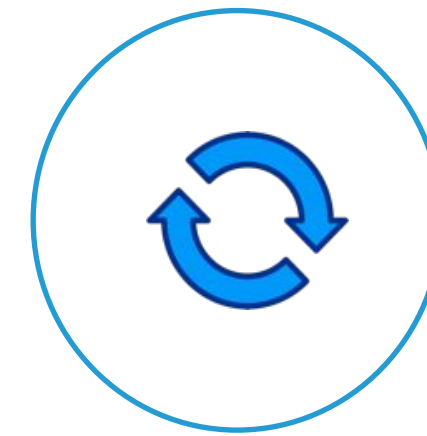


# The Rise of Ad-Funded TV

The Future is Ad-Supported



Competition for subscribers is only increasing.



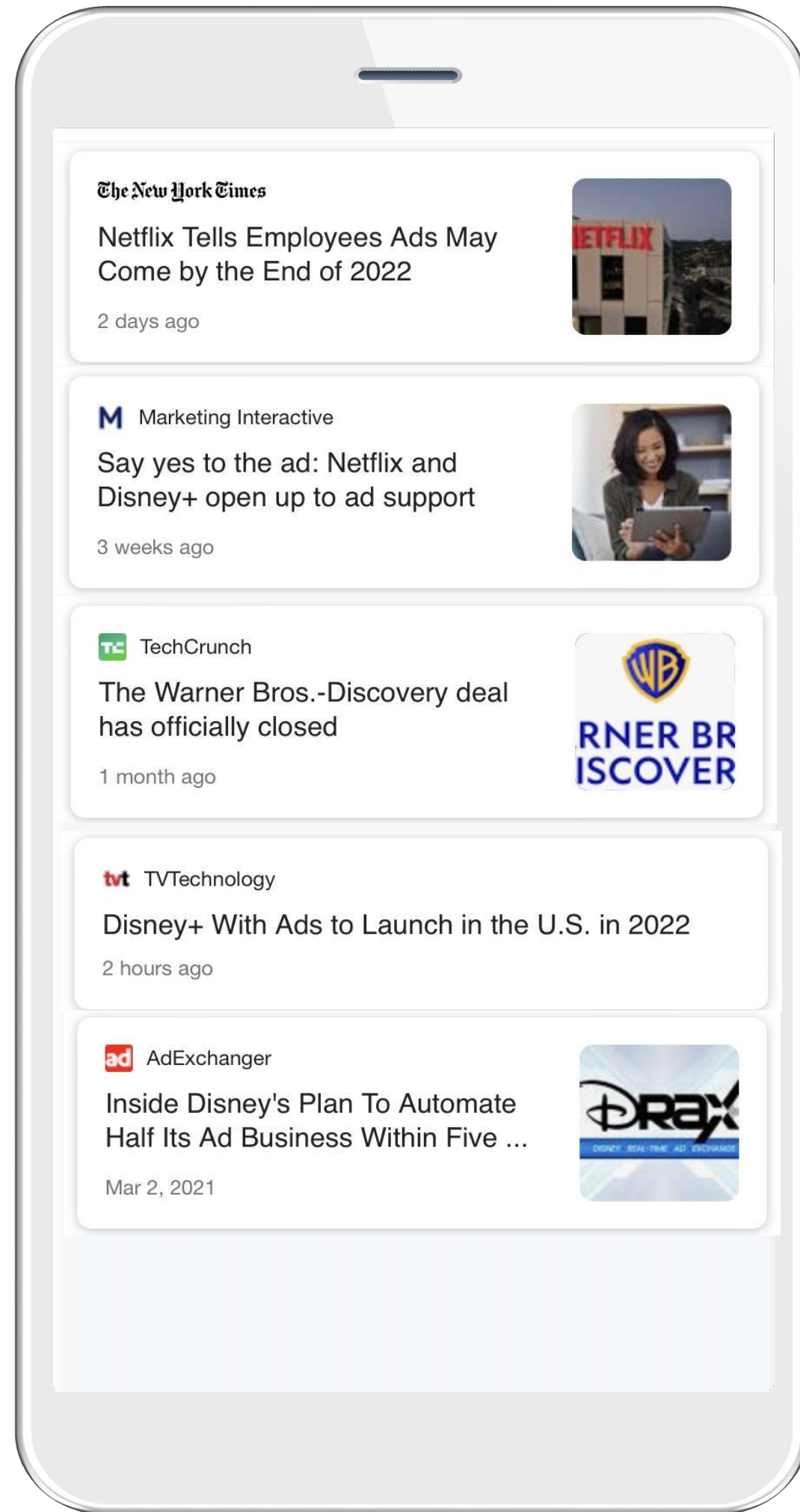
Ads will drive subscribers.



Subscription fatigue.



High production costs.



# The Advertising Landscape is Evolving

Summary: Why Connected TV?



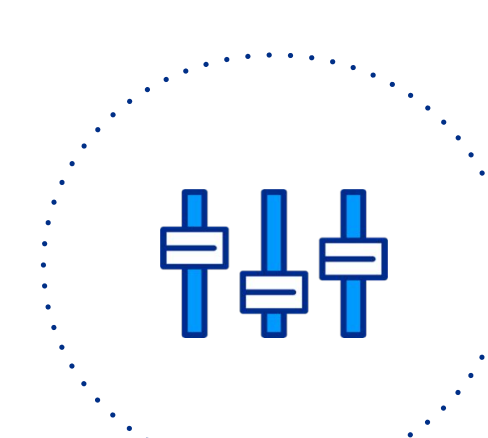
## PREMIUM INVENTORY

Tap into the same inventory you are used to buying direct



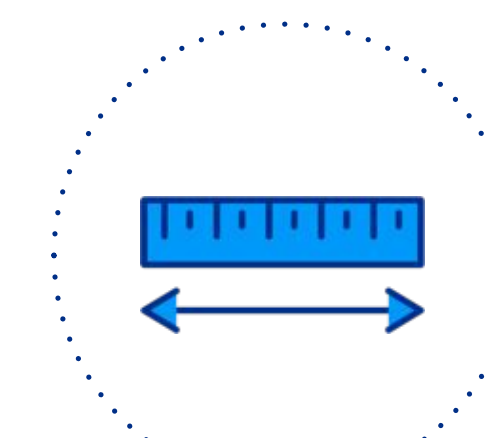
## AUDIENCE TARGETING

Minimize waste by using data to target the right audience



## FREQUENCY CONTROLS

Deliver customized messages in moments that matter most



## MEASURABLE RESULTS

Understand how exposures on TV influence consumer action

# The Future of Live Sports is Digital

Over 2X Growth in Spend Across All Live Sports From 2020-2021

ACCESS TO

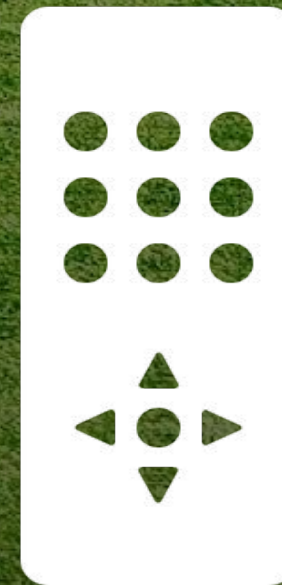
ACROSS PREMIUM PARTNERS





# LIVE SPORTS

The **unpredictability** of live sporting events is a huge opportunity for advertisers.



The NFL game goes into overtime- this is when viewership is at its highest and most engaged levels.

In a linear environment, these ad spots are often wasted because the broadcaster can't plan for overtime.

In a data-driven environment, the advertiser can optimize and shift investments in real-time.

# Moving Beyond Standard TV Metrics

## TRADITIONAL TV METRICS



Household reach



Gross rating point (GRP)

## DIGITAL METRICS



Brand lift insights



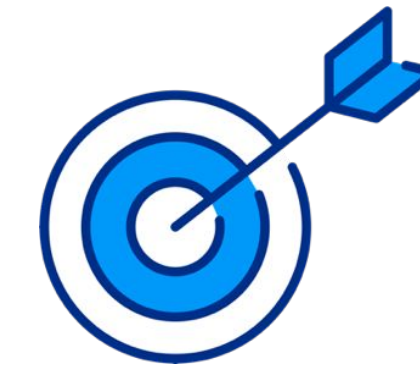
Engagement  
(completion rate, CPCV)



Intent (site visitors, app installers)



Action/conversion (web/in-app  
delivery orders, in-store visits)



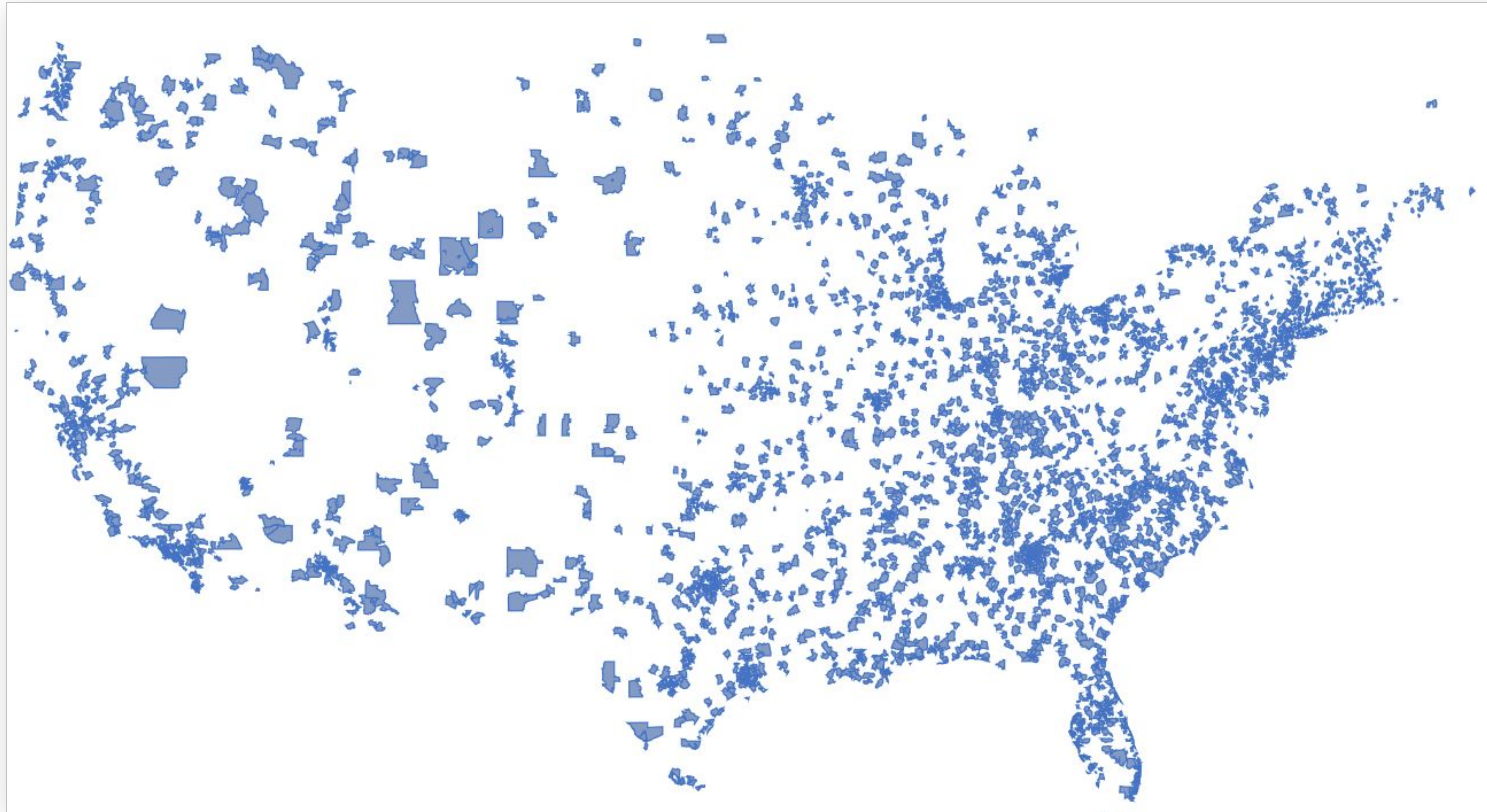
On-target  
percentage (OTP)



Unique person  
reach

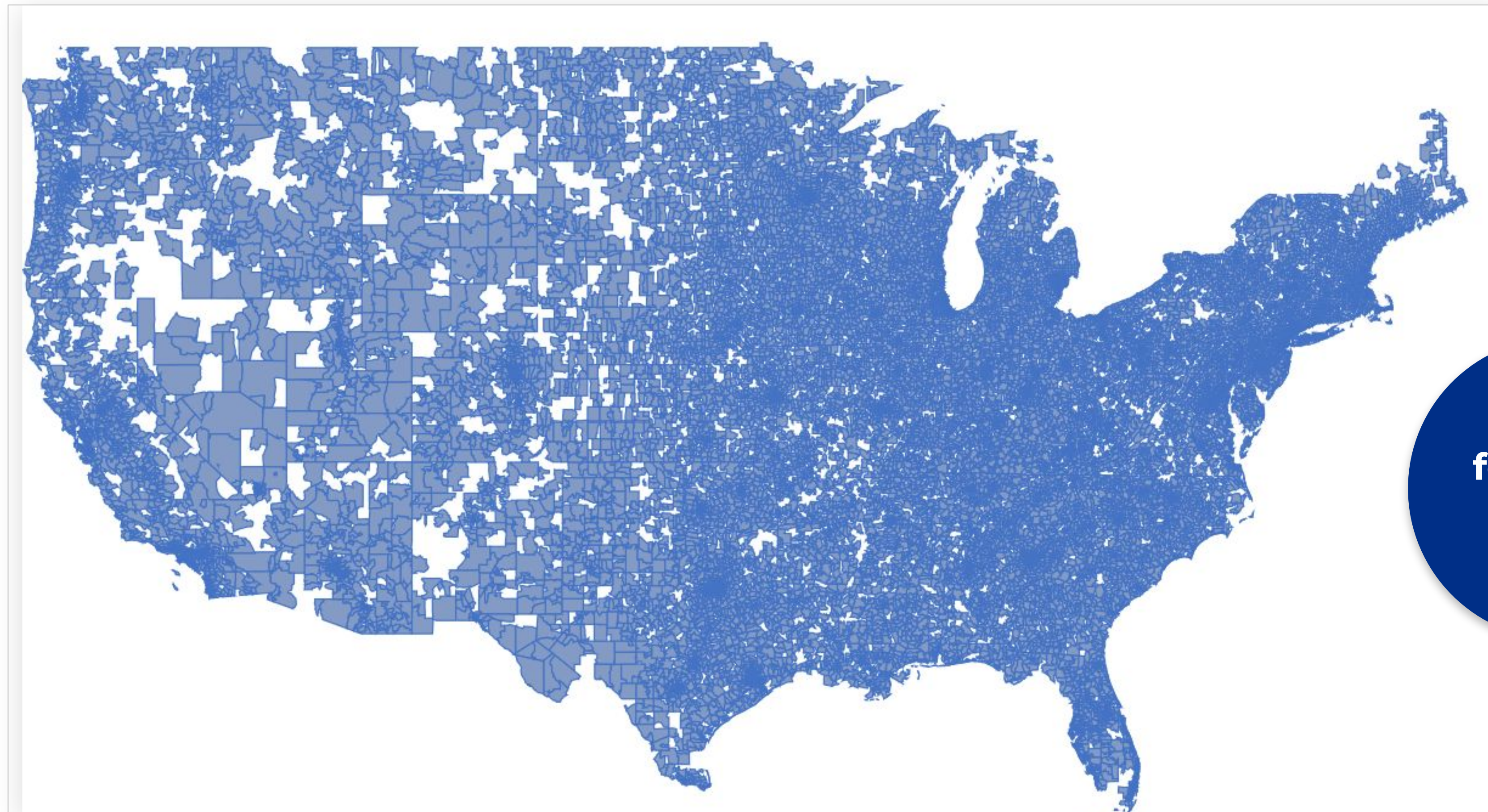
# Single-Source Inventory Results in Limited Footprint

EX: Sling or FOX or ESPN



# CTV Availability on ALL Inventory Sources

EX: ESPN, FOX, HULU, ETC...



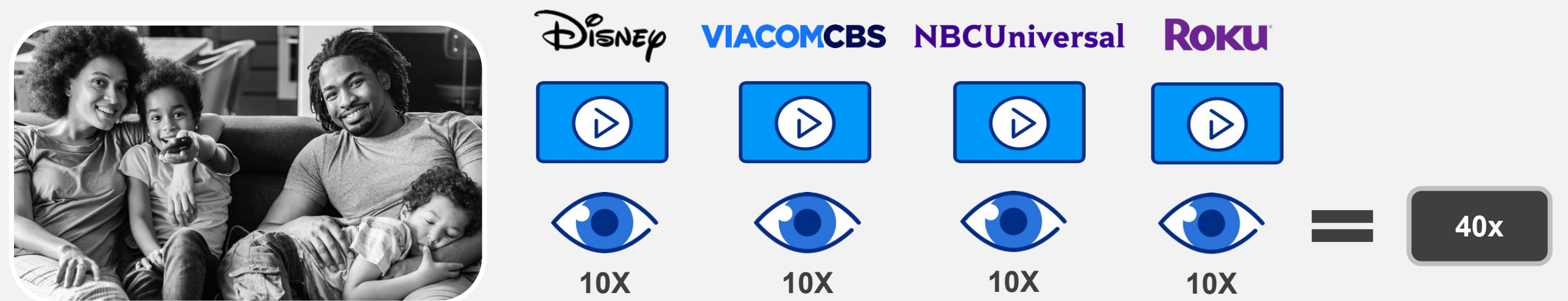
**TTD  
footprint  
by zip  
code**

# Drive Cost-Efficiencies w/ Holistic Frequency Control

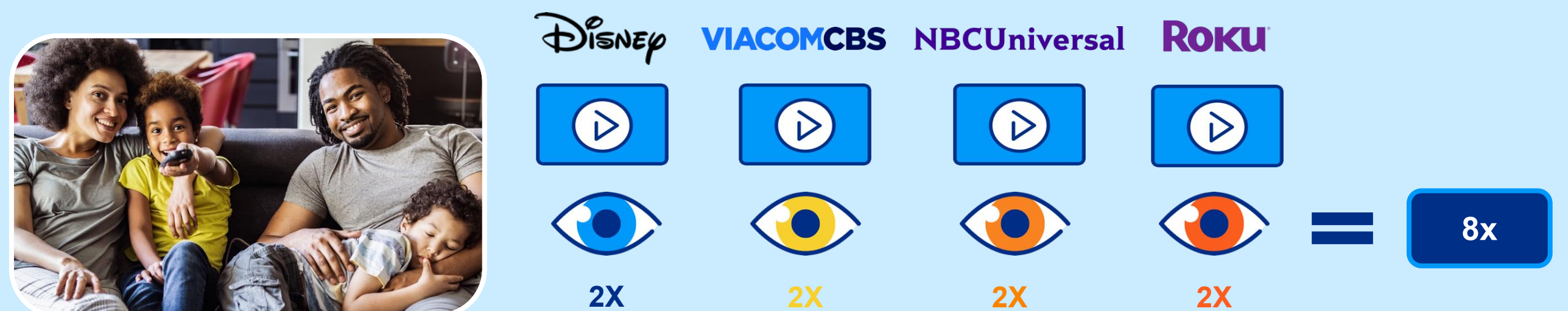
## Frequency Controls

- Maintain Optional Frequency
- Create Better Consumer Experiences
- Avoid Oversaturation
- Drive Business Outcomes & Measure the Impact

Frequency managed by publishers



Frequency managed by single demand-side platform (DSP)



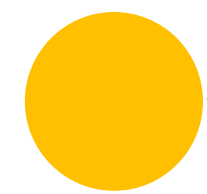
# Bringing Audiences to the Table

## CTV Audience Targeting



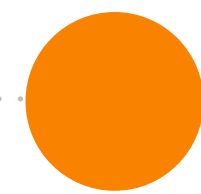
### Household Targeting

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.



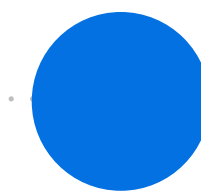
#### FIRST PARTY

- Website visits
- Display or video clicks
- Previous converters



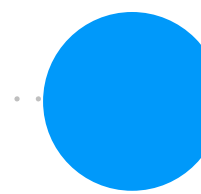
#### THIRD PARTY

- Age/gender composition
- Interest targeting
- Purchase intent



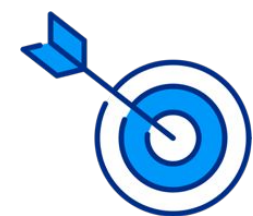
#### LOOKALIKE MODEL

- Online purchases
- Email sign-ups
- Store locations



#### LINEAR TV DATA

- Incremental reach
- Content viewership prospecting
- Competitive conquering

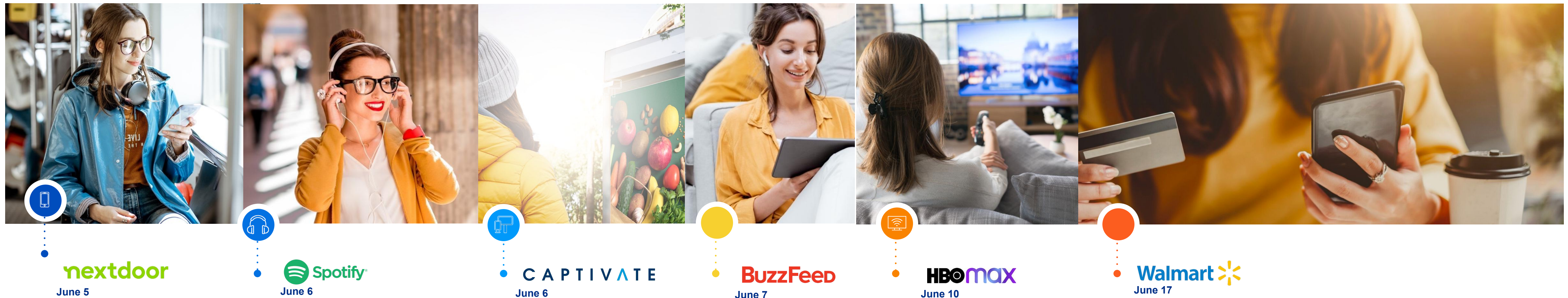


### CTV Retargeting

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.

# Measure the Impact of the Full Journey: Attribute Online/Offline Purchases to Users Watching CTV

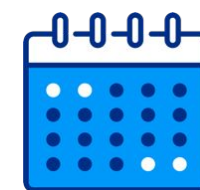
## Path to Conversion Reporting



### 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

# Connect Your Campaign to Business Results w/ Our Extensive Marketplace

## Measurement Suite



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





# Value vs. Cost

Advertisers are rethinking how to measure success and starting to look at their media plans more holistically:

- Reach higher-value viewers with more precise audience targeting.
- Reengage your audience across channels to drive more conversions.
- Set frequency caps to avoid overexposure, spend more efficiently, and increase unique reach.



# What Does All of This Mean for Marketers?

- Tap into the largest premium CTV inventory marketplace.
- Use one-to-one targeting and frequency caps across 130M global CTV households.
- Find savings with robust proprietary and industry planning tools.
- Measure the impact of your media on business outcomes.
- Take advantage of increased adoption of United ID 2.0 by our network partners.



# Localized Video Ads on CTV



Branded video with localized overlay, directing viewers to closest location

# Live Q&A

# Thank you!

To learn more visit [Netserative's CTV advertising page](#)  
or email us at [info@netserative.com](mailto:info@netserative.com)!