



CliffsNotes

Unlocking the Power of CTV Advertising: Dispelling Myths and Reaping Rewards



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What is Connected TV advertising?

A subset of OTT advertising, which both fall under the umbrella of video.



Connected TV is premium television content delivered to the largest screen in the house through a connection to the internet.

ACCESS TO PREMIUM CONTENT VIA THE LIVING ROOM



Reach more of
your target
audience and
reduce over
saturation with
Connected TV
and a holistic
omni-channel
approach.



Buying campaigns in silos across several platforms can mean losing control of audience overlap, especially with TV advertising.

An omni-channel approach inclusive of CTV advertising allows you to maximize the reach of unique households, so you can work towards greater savings – which can then be reinvested into reaching net-new audiences instead of the same ones over and over.

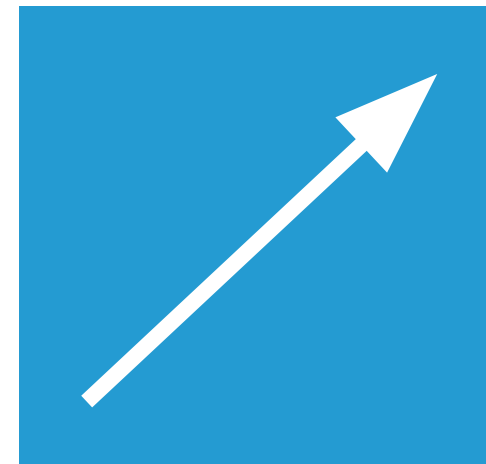
Access to premium Connected TV inventory has increased, opening opportunities for Marketers to take advantage



Today, all major cable and broadcast providers have streaming inventory, which means the same premium content of traditional is available via programmatic and Connected TV advertising.



U.S Cable subscriptions projected to fall below **67MM**¹



U.S. CTV households reached through TTD over **99MM**²

Activate first party data to reach and measure across a customer's buying journey



First party data is the key to understanding customer lifetime value. It enables you to target, optimize, and measure with purchase data directly from the retailer.

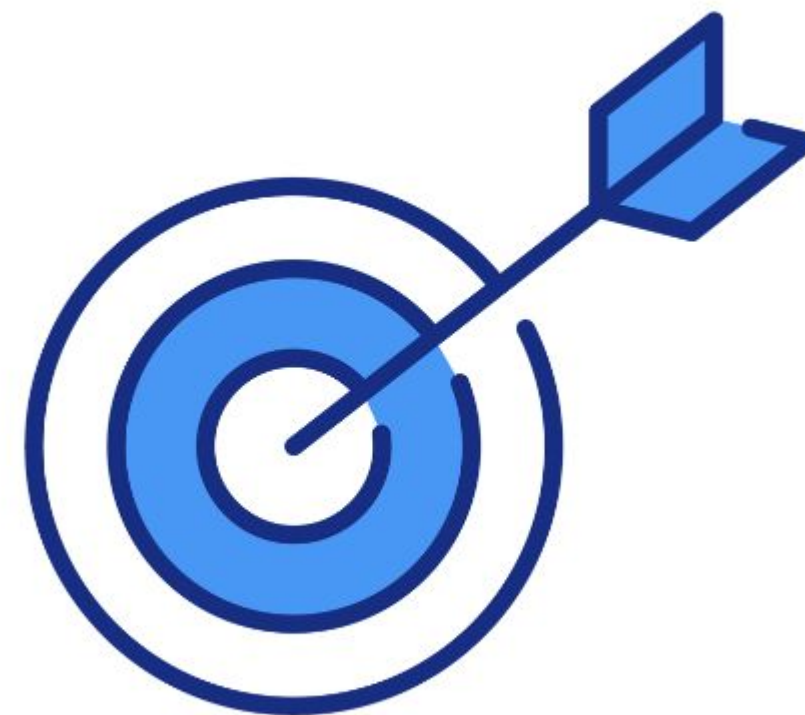
With an omnichannel approach, you can leverage retail data across the entire customer journey and all marketing channels to drive household penetration and desired business outcomes.



**Targeting on CTV
includes
one-to-one
targeting of
valuable
customers and
their households
in real time**



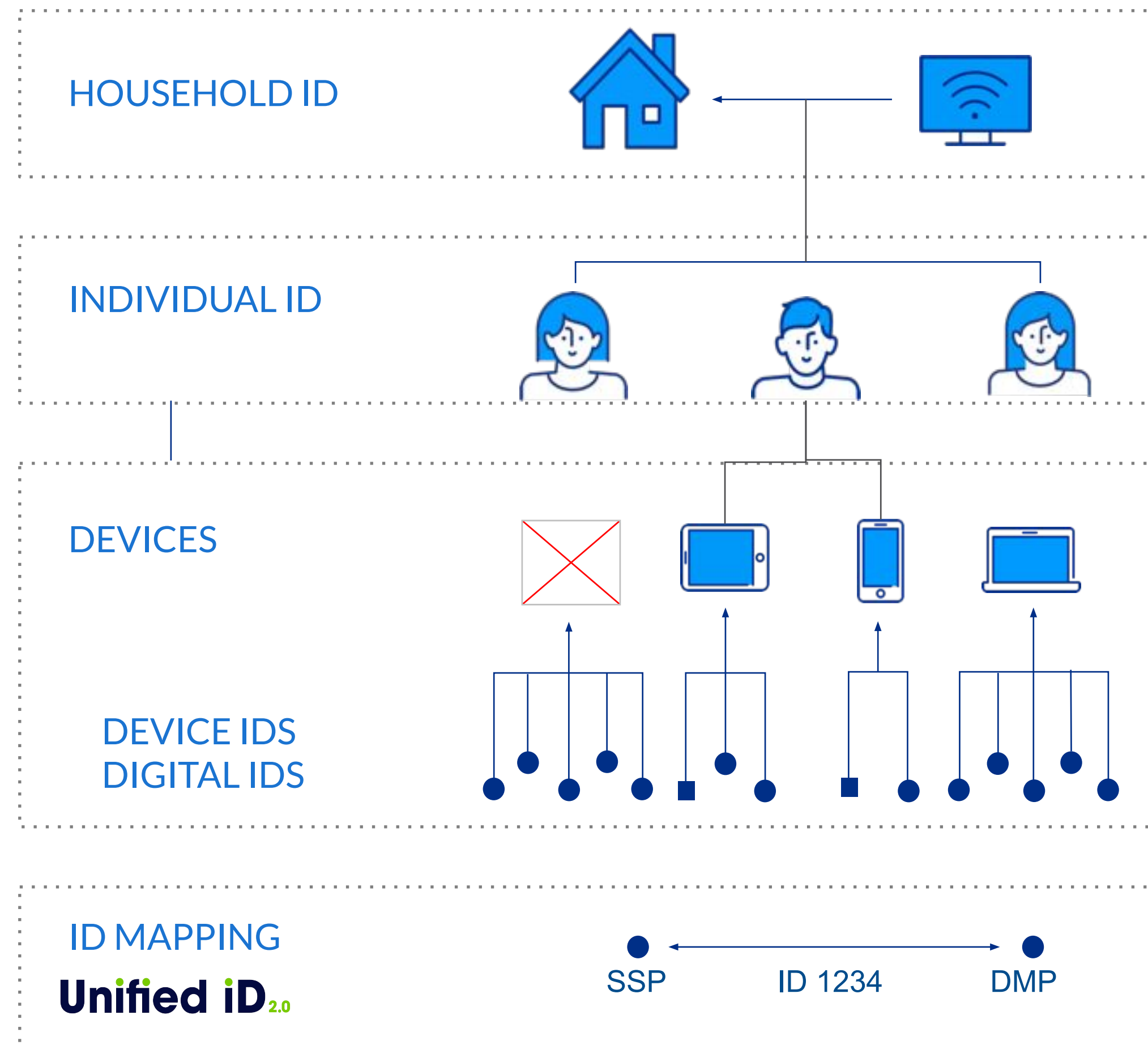
While traditional TV targeting is limited to certain strict parameters, with Connected TV advertising you get 1:1 targeting of your most valuable customers and their households.



Household graphs and targeting let marketers connect all the digital touchpoints



Unified iD mapping allows for more accurate targeting and measurement across households.



Tailor your CTV strategy with Data

Select from various CTV targeting capabilities to reach and engage your target audience, such as:

1. **First Party Data** - Target your most valuable customers using CRM data or data captured by pixels on your website.
2. **Behavioral** – Target based on things like demographics or interests
3. **Omni-Channel Retargeting** - Retarget CTV viewers across other devices in the household using player-event retargeting.

**Connect your
Connected TV
Campaigns
to Multiple
Business
Outcomes,
Beyond Brand
Awareness**



Connected TV is still much more measurable than linear, and as a channel can be used for more than just upper funnel branding and awareness campaigns, such as:

- **Interest and Intent** - Measure users' browsing behavior before and after being served a TV ad to infer changes in brand engagement as a result of your advertising.
- **Conversions and Sales** - Connect your digital marketing campaigns to real world sales online & in-stores with transparent closed-loop measurement from retail partners.

Combine Brand Awareness with Local Calls to Action with Netsertive's Localized CTV Campaigns

Run a brand compliant video campaign with a dynamic localized overlay, to show viewers a powerful message that drives them to their local business to learn more.



Get your Localized
Marketing Strategy

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