

Netsertive VW Digital Certified CTV Common Topics/Questions

1. **What is Connected TV?**

Connected TV (CTV), refers to internet-connected devices that stream content from a variety of sources. The content itself is known as Over The Top (OTT) programming. OTT advertising is the broader category of advertising on any device (ex. Mobile devices, laptop, desktop, and big screen TVs) with CTV advertising being a subset.

CTV advertising is a similar experience to traditional broadcast/cable TV commercials, but in a streaming way where more consumers are gravitating toward. Netsertive focuses most campaigns on the CTV (or Big Screen) experience based on value/performance.

2. **Can I advertise specifically on Hulu or YouTube TV...or some other App?**

The short answer is possibly, depending on your objectives. That being said, Netsertive Connected TV has an audience-first focus which drives higher performance than solely pre-selecting specific Apps for an initial launch. We suggest a campaign objective first that will likely include multiple Apps/properties.

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3. **When should I use Netserive Connected TV Ads vs linear TV Advertising vs other marketing (Linear TV, Search, Display, Social/Facebook, YouTube)...**

Netserive CTV Ads combine the premium traditional/linear TV content with programmatic digital targeting capabilities, which is primarily an Awareness ad type. CTV can target a wide audience, which leads to both direct-response and brand-lift opportunities. Netserive can work with you to establish a campaign plan that includes a mix of coordinated digital marketing that aligns with your consumers' journey.

4. **Is Netserive able to assist with Campaign Planning and Targeting?**

Netserive's Connected TV Ad package includes campaign planning, forecasting, targeting management, attribution setup and overall campaign execution.

5. **What budget range can I expect my local market?**

Successful CTV campaigns can be run with \$2000/mo per location, but we've found that \$3500/mo and higher are more successful out of the gate. Ultimately, **market reach** (number of unique people that will be exposed to your Connected TV ad) and **frequency** (the average number of times you're delivering an ad to a given person) will be key metrics to establish a budget.

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6. I can get really low \$15 CPM rates for CTV

Be sure to ask the following questions if this is the range of unit pricing for CTV ads:

- a. Are my ads being served on other devices (ex. mobile, desktop) beyond the “big screen”? Mobile traffic for OTT ads can be less expensive...and less effective.
- b. What audience targeting, if any, is setup for this campaign?
- c. Are any CTV ads being served on owned properties (ex. Local tv affiliate)? While this may be valuable, again, ask about audience targeting?
- d. What attribution elements are setup and being measured (ex. Is footfall measurement or call tracking used)?
- e. Are CTV campaigns aligned with other digital advertising (ex. Analytics, Google Ads, Facebook, YouTube)?

7. How do I get started with CTV for my business?

It's simple and we can move quickly. We just need to know your goals (ex. Which VW models to focus on? What promotions are available?). We'll help with producing a campaign plan. Ideally, you have a 15 or 30 second ad available. If not, no problem, we can help with that as well. Allow us to help you get started with a campaign proposal that matches your business objectives.