

GUIDE

How to Start Advertising on Connected TV

Why Connected TV is the biggest opportunity in advertising, and how advertisers can get started today.



This Guide Covers

- The stats and trends that make the case for Connected TV advertising
- The variety and impact of performance metrics driven by Connected TV
- The creative requirements and best practices to help you succeed

The Case for Connected TV Advertising

The numbers don't lie. More viewers are cutting the cord and jumping onboard Connected TV (CTV).

77% Of Viewers Who Primarily Watch Connected TV Cut the Cord Due to Cost

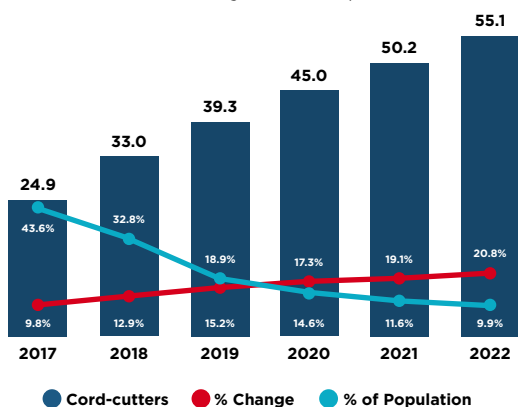
The days are numbered for oversized cable subscriptions stuffed with channels no one watches. Viewers are cutting down on costs for content they never use, and are making the shift to affordable, ad-supported CTV that gives them more control over when and what they watch.

Connected TV Represents Incremental Growth

Viewers who watch ad-supported CTV content watch over four hours less of traditional TV per week when compared to the average viewer. Couple that with tens of millions of cord cutters, and CTV represents a unique way to connect with consumers you may otherwise be unable to reach.

Us Cord-Cutters, 2017-2022

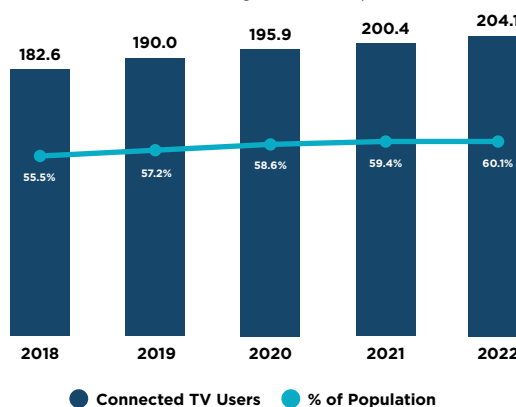
Millions, % Change and % of Population



Note: Ages 18+; Individuals who no longer have access to traditional pay TV services. Source: eMarketer, July 2018

Us CTV Users, 2018-2022

Millions, % Change and % of Population



Note: Individuals of any age who use the internet through a connected TV at least once per month. Source: eMarketer, July 2018

“Connected TV is the next big digital channel, and quite frankly, it’s going to be the largest digital advertising channel ever.”

Mark Douglas
President & CEO, MNTN

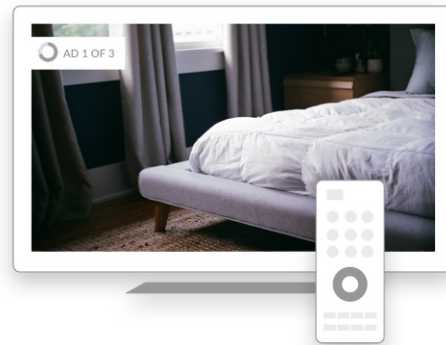


Real Results, Right Now

As viewing habits change, so too does the TV landscape. But too many advertisers see CTV advertising as a solution for tomorrow and not today. That's just plain wrong—it is generating strong results for brands right this second, and anyone not advertising on CTV is missing out.

A Leading Mattress Retailer Drove 16:1 ROAS with Connected TV

Leveraging advanced targeting, accurate measurement, and a list of premium CTV networks, this leading online mattress brand drove immense amounts of site traffic and conversions with CTV advertising.



16:1

ROAS

\$54.17

Cost per Acquisition

0.61%

Site Visit Rate

98%

Completion Rate

The Results

The mattress retailer saw impressive results with Connected TV, generating a 16:1 ROAS and a \$54.17 CPA. The campaign reached 149,000 viewers, generating over 4,600 site visits and over 17,700 page views. This translates to a 0.61% site visit rate, and a 98% completion rate.



"It really can't be overstated how effective Connected TV is at driving site visits. The campaign generated a 10X higher visit rate than their retargeting campaigns over the same time period, at only a \$5.17 cost per visit. CTV is proving itself to be the most efficient and effective ways of getting users to your site."

Dan Terek

Group Account Director, MNTN



Start Advertising On Connected TV Now

Viewers are making the switch to CTV and advertisers are reaping the rewards. Don't get left behind—here's what you need to do launch your own Connected TV ads. It's easier than you think.

01 Check Your Existing Video Assets

Many brands don't realize they already have the right video assets to run CTV ads. Not a video expert? No problem, show these specs to your video team and they can confirm if you're good to go, or make the appropriate edits to get them ready.

Size Ratio

16:9
1920x1080

Length

30 Seconds Max
15 Second & 30 Second Slots

File Format

.mp4 or .mov

Frame Rate

Must be constant
23.98, 25, or 29.97
FPS Based on native frame rate

All scenes used to create the final video must have the same native frame rate to avoid causing duplicate frames.

Bitrate | ≥ 15000 KBPs

Our transcoding service will convert the uploaded video into the Following:

Size	Bit Rates
1080p	1000 kbps
	2000kbps
	3000 kbps
	4500 kbps
	6000 kbps
	12000 kbps
	15000 kbps

Audio Level Restrictions

Overall Mix Level	Music
10db to -14db	-18db to -22db
Dialogue	Sound effects
-12db to -15db	-10db to -20db w/ occasional spikes up to -8db



Start Advertising On Connected TV Now (Cont'd)

02 Be Ready with 15 and 30 Second Spots

Connected TV ads run for 15 and 30 second durations, and depending on your brand or message, one runtime may drive better performance. Don't have a 15 second ad? Edit down your 30 second version so you can test each length and determine which is best for you.

03 Ensure You're Following Creative Best Practices

While every brand has their own style and approach, there are a few creative elements that will help improve your ad's performance.

- Because viewers can't click to visit your site, you need to include a visual or audio call to action at the end of your ad.
- Keep your logo and URL persistent throughout so they know who you are and where to go.
- CTV ads will always have sound, so make use of a voice over to ensure you capture your viewer's attention.

04 Work with a Platform to Make Life Easier

The CTV landscape can be fragmented and confusing if you don't know the lay of the land. Working with a platform like Performance TV gets you access to premium networks and inventory all in one place, allowing you to run ads alongside quality content without having to take a piecemeal approach.



Get Started With Connected TV & MNTN

Viewers are making the switch to CTV and advertisers are reaping the rewards. Don't get left behind—here's what you need to do launch your own Connected TV ads. It's easier than you think.

By working with MNTN you get:

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- Access to premium inventory running across blue chip TV, cable, and native CTV networks, including CNN, Hulu, MTV, ESPN, Food Network, and more.
- The ability to build custom audiences via direct integration with the Oracle Data Cloud, providing audience-first targeting in brand safe TV inventory.
- Our proprietary MNTN Multi-Touch feature, which serves ads to viewers who have seen your CTV ads across their other household devices (such as mobile phone, desktop, and laptop), to reinforce your brand's message.
- An automated CTV platform that executes campaigns based on your goal, whether it be return on ad spend, site visits, cost per acquisition or cost per completed view.
- A streamlined solution that removes the manual processes of setting up networks, audiences, creative, and frequency caps.
- Transparent reporting that gives insight into the metrics that matter most, including site visits, conversions, view rates, CPA, ROAS, and more.



The Opportunity is here

So what are you waiting for?

Let's talk.

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