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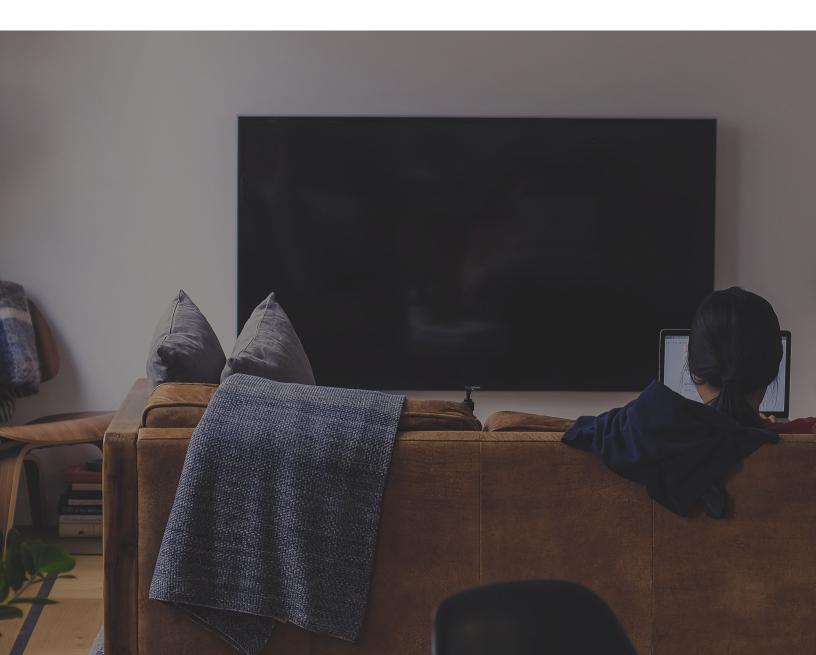
# 5 Must-Know Lessons From $1B+ in Connected TV Transactions

Stories from advertisers using direct-response CTV campaigns to overcome common marketing challenges.

# Introduction

We've reviewed $1B+ in transactions sourced from Connected TV campaigns run across Performance TV, our CTV ad solution. The data makes it clear: there is a better way to build your CTV strategy, and it's all about prioritizing conversions, revenue, and getting the right people to your site.

We've assembled this guide to share real-world insights, sourced from our savviest advertisers, that illustrate how CTV is used to navigate common marketing challenges and drive direct-response performance. Whether it's spinning up a campaign with little lead-time, adjusting for a long or short purchasing cycle, or nailing promotion for Black Friday—you'll learn everything you need to bring nimbleness and ingenuity to your own CTV strategies.

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# Setting the Stage With Performance TV

To help you better understand how advertisers are using Connected TV to tackle marketing challenges, here's a quick step-by-step primer on how to launch a campaign with our CTV ad solution, Performance TV.

Our platform and technology play significant roles in our advertisers' success, so it's important you understand the basics.

## Select Your Campaign Type
Choose from prospecting or retargeting.

## Upload Your Creative
Simply upload your video ad file.

## Choose Your Audience
Select 3rd party (prospecting) or 1st party (retargeting).

## Pick Your Budget & Goal
Your campaign will automatically optimize based on goal and budget.

## Launch
That's it—your campaign is ready to go live.

# Tools of the Trade

While each marketing scenario presents its own unique set of challenges, you'll notice a number of common technologies throughout the stories in this guide. Here's a quick rundown of the Performance TV features that helped advertisers accomplish their goals.

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## Performance TV Retargeting

It functions just like any other digital retargeting campaign, but with a TV commercial as the ad unit.

## Performance TV Prospecting

It uses third party audience data to not only reach new users, but specifically those who are likely to visit and convert.

## Automated Media Buying

Based on the campaign's budget and goal, our optimization technology tailors bidding, targeting, and frequency to reach high-intent shoppers.

## Audience Extension

Every Performance TV campaign serves related display ads across web and mobile, expanding campaign presence across every device in the household.

## Cross-Device Verified Visits

This tracks when a viewer sees your ad on TV, and whether they visit your site and convert on a different device. It doesn't take credit if a user interacts with a different ad before visiting—showing your campaign's true impact.

## Oracle Data Cloud

Offering access to tens of thousands of third party audiences at no additional charge, the Oracle Data Cloud is fully integrated into Performance TV.

# How to Nail Black Friday

# How to Nail Black Friday

Black Friday—the biggest shopping day of the year. It doesn't get more "seasonal" than the time when holiday shoppers are hunting deals and looking to buy. Much like promoting any shopping event, you need to hit the entire sales funnel.

Shoppers are out in full-force and the competition is fierce during this time of year. What do advertisers need to claim their share of conversions and revenue to have themselves a very merry holiday season?

## Full-Funnel Campaigns
Raising awareness among the right shoppers then bringing them through the entire customer journey is crucial.

## Focused Creative
You need to make your brand noticeable, your offer prominent, and tie it all to Black Friday.

## Effective, Precise Measurement
Shoppers are bombarded by ads from competitors—and even your other campaigns. Accurate attribution is key to know your campaigns' true impact.

# How to Nail Black Friday (cont'd)

## The Story: A Very Merry Black Friday

This leading direct-to-consumer (DTC) air purifier brand attacked the full funnel. They used Performance TV prospecting to reach new high-intent audiences, and retargeting campaigns to bring them back to convert.

## General Approach

- They launched their prospecting campaign 60 days before Black Friday to generate awareness, then ramped their retargeting three weeks before.

- This allowed them to drive new highly-qualified site traffic, and tap into that newfound audience for more conversions.

## Hitting the Full Funnel

- Prospecting campaigns targeted in-market audiences, shoppers interested in air purifiers, and health enthusiasts.

- The retargeting targeted shoppers who had shown high-intent while visiting their site; for example, they focused on users with multiple page views and abandoned carts.

## Focusing Their Creative

- As the holidays approached, their ad creative was heavy on Black Friday messaging and prominently featured an aggressive offer.

- Their retargeting ad hyped up the urgency to remind shoppers deals would come online soon.

# How to Nail Black Friday (cont'd)

## Trusting Precision Measurement

- Cross-Device Verified Visits ensured they were able to track who saw their ad, then visited their site to convert.

- To ensure accurate attribution, it didn't include any metrics sourced from users who had interacted with a different ad before visiting their site.

## The Results

**8x**

**Combined ROAS**

**13x**

**Retargeting ROAS**

# How to Nail Black Friday (cont'd)

## The Lesson: Cover the Entire Funnel with Prospecting and Retargeting

By staggering their prospecting and retargeting campaigns, this leading air purifier DTC brand was able to reach new audiences and drive conversions during the most important time of the year.

Their prospecting campaigns laid the groundwork and raised awareness among valuable audiences, and their retargeting campaigns reconnected with shoppers who visited but didn't convert. Importantly, both campaigns generated positive return on ad spend—combining for an 8X ROAS between them. This speaks to Performance TV's ability to reach viewers who are likely to convert.

Black Friday is tough because your competition is fighting for the same placements as you are. By utilizing Performance TV, they brought their message to CTV (which isn't as crowded as social, for example) to differentiate themselves and deliver compelling ads with a strong offer. This approach paid off in a big way, and brought holiday joy to their marketing team.

# How to Launch a Campaign ASAP

# How to Launch a Campaign ASAP

We've all been there—you need to launch a campaign as soon as possible. Historically speaking, this wouldn't be possible on television. But that's no longer the case on Connected TV.

When it comes to getting a campaign up and out quickly, the name of the game is flexibility. What do advertisers need from their CTV ad solution in order to spin up a campaign in record time?

### Creative Control
The ability to upload video creative and have it serving ASAP is crucial.

### Streamlined Targeting
Targeting specific audiences should be as simple as searching and selecting.

### Automated Media Buying
Manually optimizing campaigns and adjusting bids is time consuming; automated optimizations are key.

# How to Launch a Campaign ASAP (cont'd)

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## The Story: Seizing a Big-Game Opportunity

Here's how a leading shoe retailer spun up a campaign to capture the excitement around a major sporting event to reach their audience.

## General Approach

- The NBA Finals were set to begin and they identified it as an opportunity to drive serious business.

- They were active on other digital channels, but saw the opportunity to expand their message to CTV.

- They quickly launched a fresh prospecting campaign to reach new audiences.

## Taking Creative Control

- They didn't have time for a creative cycle, so they used an existing video asset showcasing their brand. They then simply uploaded the file into Performance TV.

- Their creative showcased the quality of shoes on offer—a perfect way to connect with their intended audience.

# How to Launch a Campaign ASAP (cont'd)

## Leveraging Streamlined Targeting

- They leveraged the fully integrated Oracle Data Cloud to target NBA, college basketball, and football fans to build out their audience strategy entirely within the platform.

## Trusting Automated Media Buying

- They entered their budget and goal and trusted Performance TV to deliver—taking a major piece of planning out of the setup phase and expediting launch.

- Their campaign reached their audience no matter what they were watching—including during the NBA Finals.

- Automated media buying purchased inventory during the games that would have cost a small fortune if purchased via linear TV buys.

## The Results

**$1.52**
**Cost per Visit**

**24%↓**
**Lower CPV vs. Goal**

# How to Launch a Campaign ASAP (cont'd)

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## The Lesson: Have Assets Ready to Roll, and An Ad Platform Built for Speed

This leading shoe retailer felt the opportunity to run TV ads during the NBA Finals was just too good to pass up. They were set up to launch quickly— they had their video asset ready and their targeting strategy thought out— so they just needed a way to implement their campaign ASAP.

The lesson? Tap into existing assets to expedite the ad creative part of the process, then rely on your ad solution to deliver on the rest—as long as it's built for flexibility and automated performance. Performance TV was purpose-built with those three things in mind, and the campaign exceeding its goal by 24% proves it.

They easily uploaded their creative, selected their audience, and set their budget and goal in less than 10 minutes of setup time. This got their campaign from ideation to implementation in a couple days—just in time for opening tip-off. Thanks to automated media buying, the campaign served ads to their target audience alongside top programming, including the games themselves, at extremely lucrative prices. This ensured their cost per visit would stay low, and also drive in-market prospects to their site.

# How to Handle High AOV

# How to Handle High AOV

A high average order value (AOV) means a longer sales cycle. This can pose unique challenges for brands looking to tie conversions and revenue to specific campaigns.

Shoppers take their time when buying high-priced products because they want to make sure they're spending money wisely. That means advertisers need a lot of touchpoints across multiple devices—so what do they need from their CTV ad solution in order to prepare for this?

## Omni-channel Presence
Your audience will bounce from device to device over an extended period of time, so your ads need to be there to meet them.

## Accurate Attribution
Long purchase cycles require attribution that accommodates long visit and conversion windows, and also cross-device measurement.

# How to Handle High AOV (cont'd)

## The Story: Owning the (Long) Customer Journey

Let's take a look at how one of our most successful advertisers, a leading mattress retailer with a high AOV, used Performance TV to drive incremental growth.

## General Approach

- They launched a prospecting campaign to reach new-to-file shoppers.

- They targeted in-market shoppers; to ensure incremental growth they excluded site visitors from the previous 12 months.

- They didn't have a TV ad, so they got creative by editing together existing video assets.

## Tackling Omni-Channel Presence

- They used Audience Extension to extend their reach and serve related display ads across web and mobile.

- These ads automatically served to households who saw their CTV ad, keeping their brand top of mind throughout the household's purchase cycle.

# How to Handle High AOV (cont'd)

## Ensuring Accurate Attribution

▪ They leveraged Cross-Device Verified Visits to track when shoppers saw their ad on television, visited their site, and converted.

▪ To prevent over-attribution, the campaign did not take credit for any visit if the shopper interacted with a different ad before visiting the site.
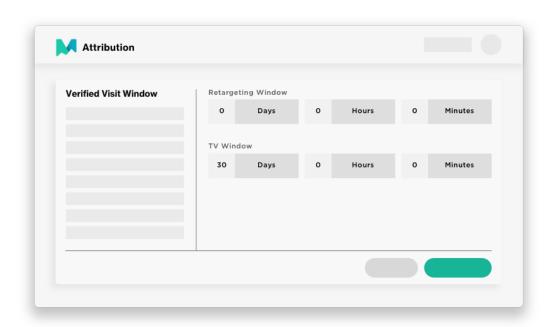
## The Results

**1.5x**
**Incremental ROAS**

**427%**
**Site Visit Lift**

**29%**
**Conversion Lift**

# How to Handle High AOV (cont'd)

## The Lesson: Stay Top of Mind and Measure Every Step

With a long sales cycle, our mattress retailer needed ways to keep their audience engaged across multiple touchpoints and devices. They nailed this by leveraging Audience Extension to expand their message from the TV screen to every device in the household. The combination of TV, web, and mobile ads kept their brand prominent and high in prospects' consideration sets.

Attribution can be tough over such a long period of time; it's hard to track shoppers as they bounce from device to device, or interact with a wide range of ads. Thankfully by using Cross-Device Verified Visits, they simplified matters. Its cross-device measurement allowed them to track the full customer journey while filtering out any visits driven by different ads.

The lesson? You need a reliable attribution model that can handle the needs of a long sales cycle. And importantly, you need a consistent presence to make sure you're top of mind when it's time to buy.

# How to Drive Performance With a Low AOV

# How to Drive Performance With a Low AOV

Advertising products with a lower AOV means efficiency is a must. You need to generate profitability with lower order values, so you need well-optimized campaigns to drive more shoppers to your site and convert (without breaking the bank).

Low order values operate inversely to higher ones; the sales cycle will be shorter since shoppers are more comfortable spending on a lower price tag. What elements do you need to succeed in driving solid results?

### Commanding Creative

You need to make an immediate impact with your ads, which means they need to be noticeable and prompt action.

### In-Market Audiences

By targeting shoppers already looking to buy, you can cut to the chase and drive visits and conversions from interested shoppers.

### Effective Optimization

You don't want to overbid since your order value can't support a wasted ad budget.

# How to Drive Performance With a Low AOV (cont'd)

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## The Story: Efficient Site Visits, Better Returns

Here's how a top organic skincare retailer raised awareness and drove conversions for their affordable and effective line of beauty products.

## General Approach

- They launched a prospecting campaign to tap into new audiences likely to convert.

- Playing to their strengths, they featured their celebrity co-founder in their ad creative.

## Creating Commanding Ads

- They didn't just rely on a recognizable face in their ads; they followed creative best practices and used a persistent URL and visual/audible CTA.

- To ensure a cohesive experience, they used the same look and messaging in their Audience Extension ads to increase brand recall and keep top-of-mind during the short sales cycle.

# How to Drive Performance With a Low AOV (cont'd)

## Targeting In-Market Audiences

- They leaned into their sales cycle and focused on shoppers in-market for cosmetics and beauty products.

- They raided their competitors' customers by targeting users shopping at competing brands like Sephora and ULTA.

## Effective Optimization

- Automated media buying technology focused on shoppers in their audience segments that were likely to take action.

## The Results

### $0.64
**Cost per Visit**

### 1.33x
**ROAS**

# How to Drive Performance With a Low AOV (cont'd)

## The Lesson: Target In-Market Audiences with Commanding Creative

Specializing in organic skincare and beauty products, this leading retailer knew they were dealing with a short sales cycle. This gave their approach a sense of urgency; they needed to target shoppers already strongly considering a purchase, and give them a reason to convert.

With audiences sourced from the Oracle Data Cloud, they targeted the exact shoppers they knew would have high intent to buy. Once their campaign launched, automated media buying tailored bidding and ad delivery to ensure their campaign efficiently reached the right viewers. By leveraging Connected TV's effectiveness at grabbing viewer attention and delivering a complete message (Performance TV ads average a 97% completion rate), they ensured their message would land and leave an impact.

Importantly, their creative included best practices for direct-response CTV advertising; a persistent URL, and an audible and visual CTA at the end of the ad. This helped them net a cost per visit well below their targeted price, and a return on ad spend which exceeded their expectations.

CREATIVE TESTING

# How to A/B Test and Find Your Best Performer

# How to A/B Test and Find Your Best Performer

Your budget is ready, your audience strategy is set, and your campaign goals are mapped out. You're confident you have a winning strategy—but are you sure your ad creative will deliver on your aspirations? A/B testing ads can ensure you're running the best possible creative for your goals.

A/B testing for television ads has never been easy. On linear TV it was all but impossible to get accurate data. Connected TV makes it easier thanks to its natural measurement abilities, but not all CTV ad solutions are created equal on this front. What do you need to streamline testing and ensure your ad creative is effective?

### Integrated Testing
Having a testing tool included in your campaign management suite streamlines the process.

### Detailed Results
You not only need to know which ad is more effective for your stated goal, you need insight into other metrics for unexpected findings.

### Quick Turnaround
Once you have your winner, you need your campaign leveraging it ASAP to maximize performance.

# How to A/B Test and Find Your Best Performer

## The Story: Test for Success

This leading B2B domain provider launched campaigns targeting a lucrative audience and needed to ensure their budget was well spent. They wanted data to inform their creative decisions, so they made full use of Performance TV's integrated A/B testing tool.

## General Approach

- They launched prospecting campaigns to reach small-business owners.

- They had multiple creatives at their disposal; one that was more general, and others that were vertical-focused.

- They tested general vs. vertical-focused in separate campaigns, adjusting targeting to fit the intended audience.

## Leveraging Integrated Testing

- Their tests started when the campaigns launched, and utilized metrics captured by Cross-Device Verified Visits.

- They set weights for each ad, and tested Audience Extension creative along with their CTV ads to get full omni-channel insight.

# How to A/B Test and Find Your Best Performer

## Using Detailed Results

- They discovered which ads were most effective in driving visits and conversions.

- Other data was uncovered, including ROAS, conversion rates, order values, and more.

- This data helped them identify which creative would be effective for other goals.

## Expediting With Quick Turnaround

- Once the winner was known, the campaign switched to serving the top performing ad.

- They adjusted their budget based on the results to capitalize on lucrative opportunities.

## The Results

### 450%↑
**Higher ROAS vs. Goal**

### 5.5x
**ROAS**

# How to A/B Test and Find Your Best Performer

## The Lesson: Make Full Use of Testing to Maximize Performance

These were important campaigns for this leading domain provider, which meant they needed to be sure they were as effective as possible.

Their approach was to target specific audiences with each campaign, then test their general value props versus a more vertical-focused message. They focused on small-business owners; their general ad went up against those with ecommerce- and retail-oriented messaging. The tests showed that personalized messages were more effective, and helped the campaigns not only raise awareness among new audiences, but also drive conversions that generated a return on ad spend that far exceeded their goals.

The approach of testing messaging proved effective, and we have seen other advertisers find similar success in testing other elements to their creative. Anything from testing different promotions or discounts, to even the wording of a call-to-action can make a big difference.

# Tap Into Performance TV's Ability to Handle Everyday Marketing Challenges

From quick turnaround times, to the biggest shopping events of the year—Performance TV meets these challenges head on.

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