



WHITE PAPER

Your Guide to Connected TV Audience Data.

A tour of the first, second, and third party audience data available to use in Connected TV campaigns

Introduction

There's no faster growing ad channel than Connected TV. The question "Should I run CTV?" has been answered with a resounding yes. The next question is "How and where should I run it?"

You can find your answer by being smart in your approach and educating yourself on everything you need to know. One of the biggest pieces to familiarize yourself with is CTV's ability to target viewers much like you would on a digital ad channel. But there is a lot of audience data out there—so where do you start?

In this guide we'll run you through some of the most prevalent CTV audience sources, and provide summaries on what they are, where they're found, and why they're useful. So whether you're a digital pro and just need a rundown of what you can do with CTV, or you're coming from the world of linear TV and need a full audience-targeting tour—we've got you covered.

Making the Most of Your Audience Strategy

There's no denying the opportunities audience targeting offers on Connected TV. But, the CTV ad platform you use makes an immense difference in how effective audience outreach will be.

For example, if you advertise directly with an ad-supported streaming network, your ads are served only on their service and behind a "walled garden." When you consider the average American household watches a minimum of four streaming networks, you can see limitations with that approach when trying to maximize touchpoints.

That's why it is important to select an ad platform that offers the following:



A fully integrated audience builder that allows you to create and segment audiences within the platform.



Access to top-tier streaming network inventory that pairs your ads with premium content to elevate brand perception.



Audience-first, programmatic media buying that ensures your ads target viewers wherever and whenever they're watching.



Automated media buying that optimizes your campaigns thousands of times per day to ensure your campaign is buying the best placements at the best price.



Integration with Google Analytics and a fully customizable reporting suite within the platform to give you a complete view into your campaign performance.



Audience-First Programmatic Vs. Going Direct

Many new advertisers make the mistake of treating CTV as if it were linear television, and make direct, targeted media buys tied to specific networks or programming.

This is a good approach for linear TV, because the assumption is that certain types of viewers will watch certain programming. But viewers' tastes are eclectic, and they generally watch a variety of shows. The linear approach limits your reach because once a viewer watches something else, you can't reach them.

Connected TV doesn't have that problem. It's an audience-first ad channel, which means you can target viewers no matter what they're watching. Your ads aren't stuck in one spot, and that is a key reason why CTV is such an effective ad channel.

If you want to truly get the most out of CTV, incorporate a programmatic, audience-first approach to your strategy. Don't get stuck in a linear TV mindset—your ROI will thank you.



Audience Data Sources

What they are, where they're found, and why they're useful.

CATEGORY: FIRST PARTY DATA

Website Traffic

Advertiser Benefits: Lower-Funnel Touchpoints, Conversion-Focused, Unlocks Personalized Messaging

Rating: Immensely Valuable



What is It?

This data is sourced from your own website traffic, and can be used to create targeted audiences for Connected TV advertising. It's collected using first party cookies, thus avoiding the privacy firestorm surrounding third party cookies. Case in point, Google is famously removing third party cookies from Chrome, but has said first party cookies are protected, vital, and necessary for building strong relationships with consumers.



Why is it Useful?

Intent can mean a lot in advertising, and shoppers who visit your website tend to have plenty of it. You can tap into this extremely valuable audience by retargeting them with Connected TV campaigns.

- Connected TV retargeting lets you reach high-intent shoppers with an extremely effective ad unit.
- You can use the biggest screen in the house to add vital touchpoints to a crucial part of the customer journey.

Leveraging this audience source unlocks conversion-focused, lower-funnel campaigns.



Website Traffic (cont'd.)



Where Can You Find It?

Obvious answer: your website! The challenge tapping into website traffic as an audience source has more to do with the Connected TV ad solution you use. Not every CTV ad platform allows for retargeting, which means you need to find one that does.



Best Ways to Use It

This audience data is great for reaching prospects lower in the funnel, and can be immensely useful for conversion-focused advertisers like direct-to-consumer, retail, or even B2B brands.

You shouldn't target your entire website audience, however. That approach will result in spending ad budget on users who bounced from your page due to lack of interest or a mistaken click. Instead, you should refine your audience to focus on users who exhibited interest in your offering:

- Build an audience based on the actions users take while they're visiting your website.
- Focus on high-intent activities like number of page visits, time spent on site, or items added to cart.
- Serve them ad creative that aligns with where they are in the customer journey, and feature a prominent call-to-action.



CATEGORY: FIRST PARTY DATA

CRM Email List Audience Matching

Advertiser Benefits: Nurture Valuable Audiences, Loyalty Campaigns, ABM Strategies, Personalized Messaging, Upsell Existing Customers, Bring Email Strategy to TV

Rating: Immensely Valuable



What is It?

These are emails you already possess and store in your customer relationship management (CRM) platform. Your brand likely already uses them for email marketing, or to match against audiences in other digital marketing channels. Granted you're using a CTV ad platform that has this functionality (not all do), you can do the same with Connected TV and match your email lists to CTV audience segments.



Why is it Useful?

Repeat shoppers are very good for business, and it's easier to retain customers than acquire new ones. By targeting users from your CRM email lists and serving them highly-engaging ads, you're reaching an audience that unlocks major benefits.

- More touchpoints means more retained customers, and a 5% increase in customer retention can increase company revenue by 25-95%.¹
- Over 50% of annual revenue is generated from repeat business, and those shoppers spend 67% more than new customers.²

This is also extremely useful in the B2B space, specifically for ABM campaigns. Imagine using CTV ads to support a sales team tasked with bringing in high-value customers; their calls go from cold to well-warmed after those prospects see your ads while streaming their favorite shows.

1 "The Value of Keeping the Right Customers" Harvard Business Review

2 "Achieving Big Customer Loyalty in a Small Business World" BIA Advisory Services



CATEGORY: FIRST PARTY DATA

CRM Email List Audience Matching (cont'd.)



Where Can You Find It?

This data is housed in your CRM, but you need the right CTV ad platform to make it accessible and actionable. For example, MNTN Performance TV offers built-in CRM email audience uploading and targeting.



Best Ways to Use It

Loyalty campaigns are the perfect way to get the most out of your CRM email lists. You can tap into your audience of repeat customers and send them offers and promotions that should get them back to your site or store and convert. Since you're only targeting users on your specific lists, you have license to get as specific with your messaging as possible, and deliver a personalized experience that can prompt action.

B2B brands can use its targeting sophistication to unlock television as a major player in revenue-driving strategies, and can leverage it for their ABM, nurturing, and upsell strategies.



CATEGORY: THIRD PARTY DATA

Interest, Demographic, Device, Geographic Data

Advertiser Benefits: Budget Efficiency, Expanded Reach, Audience-First Approach, Unlocks Personalized Messaging

Rating: Immensely Valuable



What is It?

This is data collected by a wide range of entities, then bundled and offered to advertisers for ad targeting purposes. The audience data covers both online and offline actions; everything from past-purchase behavior and demographic data, to geographic- and interest-based audiences. You can even search for users based on the devices they use, like a Samsung phone or television.



Why is it Useful?

Looking for football fans who like trucks? How about home gardeners with disposable income?

If you want to target new audiences that match a certain criteria, leveraging third party data is how you do it on Connected TV.

- Third party audience targeting allows you to expand your reach and deliver messaging to relevant viewers.
- You can narrow your focus by targeting specific audiences that match your brand's ideal customer profile.
- By limiting your targeting to only the audiences that matter, your budget is spent solely on viewers who are likely to engage.



CATEGORY: THIRD PARTY DATA

Interest, Demographic, Device, Geographic Data (cont'd.)



Where Can You Find It?

There are countless audience providers out there, so it's best to find an ad solution that brings them all together in a convenient package. For example, MNTN Performance TV is fully integrated with LiveRamp and other data providers. This is especially useful for a number of reasons.

- 01 It combines countless audience data sources to expand your options.
- 02 Audiences are regularly curated to ensure data is up to date.
- 03 It includes custom audiences which group together all associated targeting data. For example, to target Black Friday shoppers, simply search "Black Friday" to surface a highly effective audience.



Best Ways to Use It

To get the most out of third party audiences, you should put your market research to work—who are your key demographics? What are they interested in? What do they normally buy?

Use your ideal customer profile and find the audiences that would encompass that consumer; if your CTV ad platform is similar to MNTN Performance TV, you can use keywords to search for audiences that fit your criteria. There's a wealth of audience data available, so be sure to search a wide range of keywords related to your business to see what surfaces.



CATEGORY: SECOND/THIRD PARTY DATA

Smart TV & Connected Device Viewers

Advertiser Benefits: Viewer-Specific Targeting, Native Device Ads, Unlocks Personalized Messaging

Rating: Valuable



What is It?

Ever wondered why TVs have gotten so cheap? If you guessed, “They’re collecting data,” then you are correct. Smart TV and connected device manufacturers (think Fire TV Stick) monetize this data by offering access to it in their own native ad solutions, or by selling it to third party data providers. It’s a major reason Amazon recently announced their entry into the TV manufacturing industry—they want the ability to collect more viewership data to help fuel their ad business.

The data is collected in a number of ways, but starts with viewers opting in to use a connected device or smart TV’s native features, much like a user would opt-in for cookies on a browser. When a viewer uses the built-in apps, or streams TV content via the native streaming service (Vizio’s SmartCast or Samsung’s TV Plus are examples), the viewer info is collected and matched to other audience data to build targeting profiles.



Why is it Useful?

Similar to accessing third party device data, this is another way to hone your targeting. Or if you’re working directly with the manufacturer’s ad solution, it gets you access to their inventory. Device manufacturers are also looking for additional ad placements outside of the traditional TV commercial break. Many offer ad units built into the home menu of their smart TVs.



CATEGORY: SECOND/THIRD PARTY DATA

Smart TV & Connected Device Viewers (cont'd.)



Where Can You Find It?

This data is available from the device manufacturers directly through their ad solutions, or via third party audience data providers. If you're interested in serving static smart TV menu ads, then you'll have to work directly with a device manufacturer's ad solution.



Best Ways to Use It

If your brand would benefit from targeting specific device users, be it for competitive conquering or user synergy, this data can be valuable to your strategy. Similarly, if you intend on tapping into native smart TV or connected device ad units, it could be a good idea to scout out the different device ad solutions available.



CATEGORY: SECOND PARTY DATA

Streaming Services AKA “Walled Gardens”

Advertiser Benefits: Viewer-Specific Targeting, Brand Safety & Prestige, Unlocks Personalized Messaging

Rating: Somewhat Valuable



What is It?

This is audience data that is offered exclusively by streaming services themselves. When working directly with an ad-supported streaming service, they offer audience data that is specific to their viewership.



Why is it Useful?

This data has the allure of only being located behind a “walled garden.” The appeal is the single sign-on component; because viewers must sign into the service, advertisers have high-confidence they are reaching the right viewer.



Where Can You Find It?

You can only access it if you work directly with an ad-supported streaming service.



Best Ways to Use It

If you’re interested in specifically reaching a single streaming service’s viewers, then this audience data is your best bet. It’s a double edged sword however; because this data is only available through the streaming service, you can only use it there—your ads will stay behind the walled garden. That means you would need to build and maintain direct relationships with multiple services if you want to deploy this strategy more than once.



Unlocking Audiences With Performance TV

What they are, where they're found, and why they're useful.

Now that you know the landscape of audiences on Connected TV, it's time to put that knowledge to good use. MNTN Performance TV combines premium inventory, intelligent automation, and precise measurement to deliver results that matter to your business.



Access to Hulu & Other World-Class Networks

Get your ads seen on Discovery+, ESPN, and 150+ other top-tier streaming networks.



Premium Programmatic Inventory

Maximize your ROI by tapping into our preferential pricing that you won't find anywhere else.



Goals That Turn Reach Into Results

Tie success to goals that impact your bottom line like return on ad spend, cost per visit, and more.



Intelligent Automation

Replace manual campaign management with AI-driven optimization, testing, and more.



Measurable Success

Track the metrics that matter most to your goal both in the platform and Google Analytics.



Start Putting Connected TV Audiences to Work.

MNTN Performance TV connects you with the audiences that are likely to engage with your brand, and optimizes your campaigns to ensure you reach the specific viewers likely to take action.

Let us show you how it's done—speak to an expert today.

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