

QUICK HIT GUIDE

B2B Audiences— They Watch TV Just Like the Rest of Us.

How CTV Can Help You Effectively Target Your Ideal B2B Consumers

There's a pretty major misconception out there that B2B brands don't belong in television advertising, particularly on Connected TV (CTV). A key piece to this line of thought is that B2B audiences are best acquired "in the office" during work hours. But this is far from the truth—in actuality, CTV is an extremely productive channel for finding your ideal B2B customers.

Because of its precision targeting capabilities, CTV enables businesses to reach consumers in the comfort of their own homes, through a plethora of specific factors—job title, company size, industry and more. B2B advertisers can successfully utilize Connected TV to reach their ideal customers on screens throughout the home.

Drive Meaningful Results With Performance TV

In order to effectively leverage Connected TV to produce powerful results, it's important to choose an advertising partner that best meets your needs. MNTN Performance TV is a comprehensive solution that offers data-focused features that enables you to transform CTV into a performance channel similar to paid social or display. For the purpose of this guide, we'll look at CTV audience targeting through the lens of Performance TV.

Connected TV is the Premier Advertising Channel

When advertising on CTV, your brand won't be stuck running ads during golf on a Sunday afternoon (like with linear TV), hoping your audience is watching. Instead, your ads will find your potential customers wherever and whenever they're watching, across top streaming networks.

Target consumers on popular channels like:

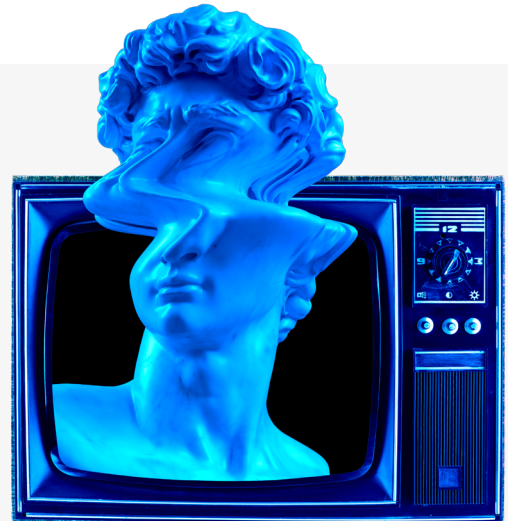


CTV Improves and Outperforms Other Advertising Channels

Connected TV's advanced audience targeting lets B2B brands serve ads that produce a halo effect that boosts campaign performance on other channels—including paid search and social.

B2B ADVERTISERS WHO ADD CTV TO THEIR OMNICHANNEL ADVERTISING STRATEGY SEE:

- More attention
- More qualified visits
- More opportunities to convert on ad channels across the board



An analysis of MNTN Performance TV advertisers shows that marketers improve the impact of their paid search and social campaigns—reducing customer acquisition costs, on average.

Brands That Add MNTN Experience

+22%

Stronger Conversion
Rates for Paid Search

+9%

Stronger Conversion
Rates for Paid Social

Not only does MNTN strengthen other advertising channels, it actually delivers higher quality traffic.

Audiences Who View MNTN B2B Ads

+49%

Longer Average Session
Duration Than Paid Social

+19%

Longer Average Session
Duration Than Paid Search



Reach the Right B2B Audiences

When it comes to B2B advertising, you need assurance that your ads will reach the right types of people—those who are in-market and/or have the ability to make the decision to purchase. CTV audience targeting offers a level of sophistication that you need to reach those who matter most.

HERE'S HOW TO LEVERAGE SOME OF THE VALUABLE AUDIENCE GROUPS ON CTV:

- **Decision Makers:** These consumers make the final choice as to whether to purchase your product or service. When advertising to this group, it's best to get specific and target within your given field.
- **Purchase Intent:** A huge advantage here is that this segment is already interested in purchasing. Ensure strong campaign performance by developing pointed messaging that pushes these engaged consumers to convert.
- **Spending Power:** Guarantee a high likelihood of conversion by targeting consumers who have the power to spend a lot within your given category.
- **Job Titles:** Add a plethora of job titles to your audience strategy. This allows you to get specific in the types of roles you're targeting, expand reach, and ensure that you're reaching those who are likely to engage.
- **Trade Show Attendees:** If you've been to a trade show for your industry then you know exactly what attendees are looking for. Target guests of trade shows that are similar to your space.

B2B Data Providers Can Help Find Your Ideal Audiences




Deciding on your ideal audience(s) is only the first step. Once you've chosen who to target, you might be wondering how to find those consumers. That's where data providers come in.

When using paid social media platforms like Meta, you are able to integrate some top performing data providers like Bombora. However, these platforms often require advertisers to pay for a subscription to that data provider and then manually set up an integration. This can make for time consuming and costly experiences.

MNTN Performance TV is fully integrated with multiple trusted data providers—giving you immediate access to continuously-refreshed segments that can be used to build custom audiences by interests, demographics, geography and more.



Here are some of the key B2B data providers integrated with MNTN:

Provider	What You Need To Know	Example B2B Audiences
 AnalyticsIQ	<ul style="list-style-type: none">• Offers the ability to link together B2B and B2C data to provide a complete view of the people you're trying to reach—at home and at the office• 57.5 million B2B2C linkages	<ul style="list-style-type: none">• Small Business Owners• Small Business Decision Makers• Top Spending Executives• C-Level• Remote Business Decision Makers• Professional Tech Business Decision Makers
 bombora	<ul style="list-style-type: none">• Offers B2B predictive intent and demographic data• Owns the largest predictive online B2B data pool with 4B+ interactions on 400M+ professionals profiled per month internationally	<ul style="list-style-type: none">• Systems and Business Analysts• Small Business Professional• Small Business Decision Maker• Enterprise Business Solutions (EBS)• Business Professional• Marketing Professional
 dun & bradstreet	<ul style="list-style-type: none">• Provide 400+ predefined segments including business and professional targeting• Ninety percent of the Fortune 500 companies have trusted their targeting to them	<ul style="list-style-type: none">• Sales & Marketing Decision Makers• Managers• IT/Technology Decision Makers• Healthcare Decision Makers• Finance Decision Makers• Online Interest in Enterprise Resource Planning Software• High Spenders on IT Products & Services• High Spenders on Business Products & Services• High Capacity to Spend

Audience lists constantly evolve. So, to accurately search for ideal B2B audience groups at any given time, use keywords like these as a starting point:

Business **Executive**
Interest **Job Title** **Professional**
Purchase Intent **Spend**

Bolster CTV Efforts by Retargeting Your Own Audience

Possibly the best B2B audience for your business is your own site traffic. Launching a retargeting campaign will help you to keep new users engaged and moving through the sales funnel. Furthermore, retargeting allows you to get hyper-specific—target by how long someone spends on site or how many web pages they visit.

Stand Out From the Crowd By Advertising on Connected TV

CTV is a space that is still relatively open for businesses like yours. By leveraging Connected TV as a performance channel, your B2B brand will have a leg up on the competition.



90%

of B2B decision-makers
buy from companies
they already know

With solutions like Performance TV, you can target any audience you need, and go a step further by retargeting your own audiences to better ensure conversions. Combined with a suite of features, it is the perfect way to target ideal B2B audiences and drive meaningful campaign performance.



Real-Time Reporting

Continuously view campaign data via [customizable dashboards](#)



Performance Attribution

Via integrations with Google Analytics and Adobe Analytics, accurately track and verify traffic and conversions across all devices



Incrementality Reporting

See the true impact of Connected TV in comparison to the results that would have been produced anyway



Precision Audience Targeting

Performance TV's Oracle Data Cloud integration gives advertisers access to over 80,000+ audience segments—from “typical” demographics (age, location, etc.) to psychographic targeting via consumer interest or behavior



Auto-Optimization by KPI

Performance TV campaigns will [automatically optimize](#) based on your chosen key performance indicators (KPIs)—optimizations can occur thousands of times throughout a campaign to ensure accurate results

[Learn more](#)

