

From Office to WFH: What B2B Needs to Know About CTV Measurement.

B2B looks a little different these days. The marketing mix has shifted; no longer is the TV screen solely a brand awareness play with limited access to data that makes it virtually off-limits to B2B brands. Connected TV has enabled them to reach their target audiences with precision targeting and real-time measurement.

The B2B target audience is also doing business differently. Many office workers have traded their pantsuits for sweatsuits and a swivel chair at the office for a few days on the couch at home. Advertisers would be wise to remember that a B2B target audience is probably in front of the TV just as much as anyone else, making it the perfect place to find them.

Connected TV's Digital Roots Make It Fully Measurable

One major difference between using CTV as a performance tool compared to paid search and social is that TV isn't clickable. But just because the TV screen isn't clickable, doesn't mean it's not attributable.

TV watchers use multiple devices to interact with a brand, often at the same time.

The key is cross device attribution. At MNTN, we developed a proprietary model called Cross Device Verified Visits to help brands understand the true impact of their CTV ad buys.



87%

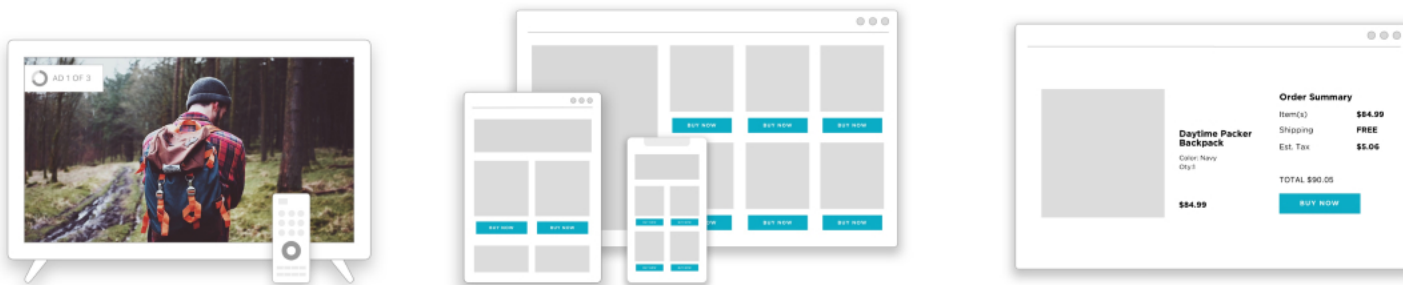
of TV Viewers Watch with a
Secondary Device in Hand



VERIFIED VISIT:

A site visit driven by a MNTN ad that occurs within a predefined window of time. The visit is only attributed if the viewer does not engage with another media source, and visits the site directly or organically.

How Do Cross Verified Visits Work?



STEP 1:

A user sees a CTV commercial or a Multi-Touch ad that is in view by IAB standards.



STEP 2:

The user visits the advertiser's website on any device within their household, within the predetermined attribution window.



STEP 3:

Once the user converts within the conversion window, we count that as a conversion within our reporting.



FYI

Don't stress about double-counting CTV with your other advertising initiatives: MNTN's Cross Device Verified Visits only takes credit when it's due, and leaves out any visits driven by other media sources.



MNTN MULTI-TOUCH:

MNTN Multi-Touch allows advertisers to easily extend their campaign to more devices in the household, including mobile devices, tablets, and laptops.

A Week in the Life of a B2B Decision-Maker

B2B brands should treat their audiences like the hybrid-working, TV-loving people that they are. With CTV, target audiences can be reached where they are watching with high-impact ads. This is an essential way to build demand and to help make the brand part of the consideration set when it comes time to make a business decision.



90%

of B2B decision-makers buy from companies they already know

AN EXAMPLE OF THE CONSIDERATION JOURNEY FOR A HYBRID B2B DECISION-MAKER

(For the sake of simplicity, we'll frame it as a week. Obviously, your buyers' journey may vary)



Monday: Our B2B prospect sees a CTV ad for MNTN.



Tuesday: He sees a Multi-Touch ad while on his work computer.



Wednesday: Now in the office, our prospect does some research to see if MNTN is a good fit for his company.



Thursday: He presents his findings to his peers and key decision-makers during a meeting at the office.



Friday: Back at home, our prospect is back in front of the TV and exposed to targeted advertising.

Grade CTV on the Same Rubric as Paid Search and Social

Since CTV is the third-pillar of performance marketing, it should be measured as such. MNTN offers a fully customizable and easy to use dashboard to track the results of a CTV campaign, but also makes it easy to integrate into Google Analytics. That way, advertisers can track the results of their CTV campaigns alongside their other campaigns to easily compare the results of each strategy.

CTV Elevates B2B Brands and Their Ad Mix

Connected TV not only allows TV to act as a performance channel like paid search and social, but it actually benefits those channels as well. We looked at advertisers who used all three channels to see the effects of adding CTV to the mix. Compared to the other channels, CTV actually drove more qualified site traffic:

AFTER ADDING CTV WITH MNTN, B2B BRANDS SAW

49%

longer average session
duration vs. paid social

19%

longer average session
duration vs. paid search

Source: MNTN First Party Data



HALO EFFECT:

The tendency for an impression created in one area to influence opinion [or performance] in another area.

Source: Oxford Languages

Adding CTV also created a halo effect for the paid search and social channels. When CTV was added to the mix, advertisers' paid search and social campaigns saw elevated performance metrics, including increasing conversion rates just 30 days after being added and continuing to drive stronger results 90 days later.

PAID SEARCH CONVERSION RATES

1.64%

higher after 30 days

22.27%

higher after 90 days

PAID SOCIAL CONVERSION RATES

4.19%

higher after 30 days

8.52%

higher after 90 days

Source: MNTN First Party Data



FYI

CTV not only drives strong performance in its own right—it makes other performance channels better too.



Let's Get Started.

Ready to start reaching your B2B audience with high-impact ads, and measure the entire journey?

[Learn more](#)