



# How to Grow Your Business With Connected TV.

CTV Advertising Isn't Just for Mega Brands — It's a Powerful Performance Channel for Businesses of All Sizes

Gone are the days when television advertising was just for the Nikes and Coca-Colas of the world. With the invention and increasing popularity of Connected TV (CTV), businesses of all sizes can effectively reach consumers wherever they stream their favorite shows. It doesn't matter whether you're in the B2B or B2C space, or how big your business is, or even what industry you're in — CTV offers a never-before-seen opportunity to directly engage ideal customers and generate real, meaningful performance.

## Drive Results With Performance TV

CTV can produce powerful results, but *how* you approach it is just as important, which is why you need an advertising partner that can deliver on your goals.

[MNTN Performance TV](#) is a comprehensive solution that offers data-focused features to help you turn CTV into a performance channel much like paid social. For the purpose of this guide, we'll approach CTV advertising through the lens of Performance TV.

## Choosing the Right Type of Campaign(s) for Your Needs

So you've decided to give CTV a try...now what? A great place to start is developing a campaign strategy.

Like most digital advertising channels, CTV features two primary types of campaigns — prospecting and retargeting. Each type of campaign can be used to drive different performance goals, depending on what you need.

Here's what you should know about prospecting and retargeting on CTV:



### Prospecting

#### Overview:

Prospecting allows you to reach [top-of-funnel](#) customers who haven't purchased from your brand before (also known as "net new"). This can increase brand awareness and help grow your business.

#### Benefits:

- Drives new, highly-qualified traffic to your site
- Attracts site visitors with a high likelihood of initiating the sales process
- Generates leads, demos, or conversions from the top of the funnel
- Fills your first-party targeting pool, which you can retarget later on



## Retargeting

### Overview:

Retargeting is the “just circling back” approach — it allows you to convert users who have visited your website. Using first party data, you can identify high-intent consumers who might’ve visited multiple product pages, or added items to their cart but never hit “Buy.” This gives you a direct line to shoppers who already have your brand top of mind.

### Benefits:

- Focuses on high-intent visitors who haven’t yet converted on your site
- Keeps your audience engaged at a crucial time in the sales cycle
- Delivers leads and conversions at the bottom of the funnel
- Easily integrates into your existing [account based marketing \(ABM\)](#) strategy



### PRO TIP:

**To Maximize Performance,  
Use Prospecting and  
Retargeting Together**

While each type of campaign offers its own benefits, combining them yields stronger results — MNTN advertisers who launch both prospecting **and** retargeting together deliver

**27%**  
more site traffic

over their first 90 days than those who launch with prospecting alone.

Source: MNTN advertisers who launched in 2022 (n = 620)

## Reach Your Ideal Audience

One key feature that sets CTV apart is the ability to get hyper-specific with audience targeting. This ensures that advertisers only target high-intent consumers who will actually take action after seeing an ad.

MNTN's precision audience targeting allows you to access the largest pool of Connected TV households in the U.S. Whether you're focused on driving new business, reengaging previous purchasers, or both, CTV has something for you:



**Don't Waste impressions.  
Get MNTN Matched.**

Wondering what “high-intent” even means? For many brands, finding the right customers can be difficult, and traditional TV targeting just doesn't cut it. Here's how [MNTN Matched](#) helps to solve that:

- Our AI analyzes your website and mobile app and recommends keywords to reach your ideal customers — this list is customizable
- MNTN's audience AI uses your keywords to find customers in over 99% of U.S. households that are most likely to visit your brand's website and convert
- Your previous site visitors are automatically excluded to focus your campaign on new customer acquisition and revenue opportunities
- Your budget is automatically allocated to your highest-intent audiences first (i.e. customers who are likely to make a purchase today)
- Best-in-class performance — Matched audiences generate 6x more site traffic and 2x more revenue than traditional audiences
- You'll get real-time reporting down to the keyword level

Even beyond MNTN Matched, our audience suite can help you reach consumers who are engaged and ready to spend.



## Use Third-Party Audience Segments To Support Your Prospecting Efforts

Performance TV is integrated with LiveRamp and other trusted data providers which gives advertisers access to thousands of unique consumer groups. Here are some tips for finding the right third-party audience segments:

- **Target an audience that's already working for you.** Found success on other advertising channels with certain target audiences? Start by adding similar segments to your CTV campaign(s).
- **Tap into purchase intent.** Consumers who plan on making a purchase are a huge opportunity for advertisers, as they're already engaged and ready to spend. To best leverage these types of audiences, consider targeting: frequent purchasers, high spenders, and in-market consumers.
- **Use industry-wide keywords.** CTV audience-building doesn't have to be rocket science. Using your industry's common keywords can be very effective in helping find the right consumers to target.



## Retarget Consumers Based on Previous Behaviors

Recapture online “window-shoppers” and past purchasers by targeting website visitors whose digital behaviors indicate their willingness to buy now (or again).

**Here are some examples of how to segment your site visitors:**

- Time spent on site
- Number of page views
- Site visit frequency
- Cart abandoners
- Average order value
- Recent conversions

## Develop and Deliver Engaging Creative

Audience building / targeting is only one piece of the puzzle. To ensure top CTV advertising performance, a strategic approach to developing and delivering ad creative is needed. Ad fatigue is *real*, so it's vital to create advertisements that will not only capture people's attention, but also encourage them to take action. Additionally, you'll want to closely monitor the performance of different versions of your ad creative and do refreshes periodically.



### CTV Creative Best Practices

- **Align your creative strategy, target audience, and conversion point.** A creative strategy isn't complete if it doesn't align with your other campaign goals. So be sure to:
  - Keep your customer persona in mind and ensure that your ad creative speaks to your ideal target audience.
  - Align your call to action (CTA) with your ultimate conversion point(s). If your conversion point is purchases, implement a "Shop Now" CTA. Or, if your conversion is more of a lead generation strategy (like a form fill), a "Request a Quote" CTA could be a great option.
- **Change creative periodically.** Creative fatigue is a challenge for advertisers and CTV viewers alike. To combat this, try [refreshing your ad creative](#) periodically. Don't worry, this doesn't mean that you have to reinvent the wheel — making changes to your CTA or the end card on your ad are effective ways to freshen things up.
- **Test — then iterate on your findings.** Testing different versions of your ad creative can help you to determine which messaging and / or visuals best resonate with your audience. The results of these tests can be used to guide your strategy for future creative refreshes.



## How To Create Engaging CTV Ads

- **Keep CTAs audible and visual.** Viewers (usually) can't click to convert on their TVs, so your call to action needs to be visual and audible — and memorable — to get them to your site.
- **Display your logo and URL throughout.** Tap into CTV's direct-response nature by keeping your logo and URL visible from start to finish.
- **Articulate a clear value proposition.** Utilize voiceovers and text overlay to share what you bring to the table.

### Don't Go It Alone

For brands with in-house creative teams, developing and updating ads is a relatively easy feat. If this isn't the case for you, you still have options. [QuickFrame](#) helps marketers build high-performing video for every channel, audience, and objective. The QuickFrame platform removes traditional video production obstacles — including high costs and long lead times — and replaces them with an efficient, data-driven solution. Or, give [Creative-as-a-Subscription™](#) (CaaS) a try. With CaaS you can bundle creative and media to maximize your results on CTV by delivering a constant stream of fresh ad creative, all at no additional cost.



## Track and Measure In-Depth Campaign Performance

CTV reports on bottom-line metrics like cost per visit (CPV) and visit rate. This data can help you to understand which networks are driving the best performance and what types of content your ideal audience is most engaged with — ultimately providing you with actionable insights to guide your overall advertising efforts.

Here are some of the core metrics we recommend reviewing when evaluating your performance on MNTN:



**Households Reached:** The number of households that received a MNTN ad impression



**Visit Rate:** The percentage of users that were served an impression that also resulted in a Verified Visit™ (More on Verified Visits below)

- Calculation:  $\text{Total Verified Visits} \div \text{Users Reached}$



**Cost per Visit:** The total media spend to drive a Verified Visit

- Calculation:  $\text{Total Spend} \div \text{Total Verified Visits}$



**Total Verified Visits:** The number of interactions with your in-view ad unit that resulted in a visit to your site within your defined Verified Visit window

## Verified Visits

All performance platforms have attribution models to track performance, but measuring performance on TV is hard — after all, you can't click or tap your TV screen. That's why we created a patent-pending attribution model built specifically for CTV called [Verified Visits](#). It's the first attribution model that allows you to accurately measure when a viewer sees your ad on TV, and the actions they take afterward — from site visits to conversions.

You can measure Verified Visits, their resulting conversions, and other key performance indicators (KPIs) directly in MNTN's reporting or alongside your other marketing channels in Google Analytics.







## MNTN in the Wild

Ready to see CTV advertising in action? Here's a story of how one of our small business customers used MNTN Performance TV and MNTN Matched to meet their unique needs and drive performance goals.

## MNTN Matched Groomie Club With Their Most Valuable TV Audiences, Doubling Their ROAS

[Groomie Club](#) is the premier creator of precise head shaving products for men. Their products are highly rated, but their ideal audience is very specific. For innovative advertisers like Groomie Club, traditional audience targeting just doesn't cut it. Eager to increase their site traffic and generate a significant volume of new revenue with Connected TV (CTV), Groomie Club turned to [MNTN Matched](#).

### Solutions

With MNTN Matched, Groomie Club leveraged keywords suggested by generative AI to match with this database and built an audience of hyper-specific consumers who were highly likely to love and purchase their head shaving kits. Their previous site visitors were automatically excluded from this segment, ensuring their campaign focused on acquiring new customers.



## Results

**2.3x**

Higher ROAS

**3x**

Higher Visit Rate

**24%**

Higher Conversion Rate

**344%**

Increase in CTV  
Investment YoY

Read the full case study [here](#)

*All results sourced from Groomie Club Performance TV data comparing TV campaign performance with MNTN Matched vs. TV campaign performance without MNTN Matched.*

## Propel Your Business Forward With CTV

Connected TV has made television advertising accessible for brands of all sizes. It's easier than ever before for businesses like yours to serve ads to ideal audiences on screens across households, all while producing meaningful results.

With [more and more](#) consumers making the move from traditional television and cable subscriptions to Connected TV, now's the perfect time to give CTV advertising a try. Solutions like MNTN Performance TV allow you to seamlessly launch comprehensive CTV campaigns to reach your performance and audience goals. So what are you waiting for?

[Learn more](#)

