



Fueling the B2B Pipeline for Longevity.

A solid pipeline is the dream of any B2B marketer. We should know — we're B2B marketers ourselves. We talk a lot about why we're such firm believers that B2B brands should leverage CTV, but we're boiling it down to the top questions for anyone who has yet to find themselves on every screen audiences stream TV content on (including that big one in the living room).

How Can I Grow My Pipeline?

As B2B marketers ourselves, we know that growing your pipeline is an essential part of your job — a never-ending one, at that. But have no fear, Connected TV is here to help! Linear TV has always been a broad awareness play. Not only is it inaccessible to B2B advertisers, but TV ads haven't been great at pushing people down the funnel. CTV has changed all that. Thanks to CTV, TV advertising can be used as a performance platform that drives lower-funnel results.

Connected TV is a powerful demand generation tool that works in conjunction with your other efforts to help fuel your pipeline. What makes CTV so powerful? A few reasons: high-impact, unskippable ads ensure your message gets heard in its entirety. Real-time measurement allows you to verify that your ads are doing exactly what you want them to do. While everyone wants to make sure their ads are working, this is especially vital for B2B advertisers because B2B purchasers mainly buy from a brand they already know. CTV helps brands ensure they are one of them.

90% of B2B decision-makers purchase from companies they already knew at the start of the buying process

(Harvard Business Review)

CTV also offers something performance channels like search and social do not. These other channels are great at capturing existing demand — but CTV can generate *new* demand. Paid search requires that someone already be searching for what your company has to offer, but with CTV, you can reach a whole new group of people who need your brand's offering but may not know about it...yet. In doing so, it's generating new demand your other performance efforts can then capture.



Is My B2B Audience Available on CTV?

Let's be real: most people you know watch TV. Believe it or not, B2B decision-makers don't live in their suits 24/7 and spend their free time reviewing spreadsheets. Just like your nearest and dearest, B2B advertisers are also unwinding with their favorite shows. What better time and place to capture the attention of your audience than on TV when they're open to receiving your message? Plus, you won't have the same type of competition as you do in other spaces, since not all of the B2B realm is clued into this media type yet.

Connected TV's digital DNA helps you to reach your specific audiences. Third party targeting allows you to find your target audience based on things like their industry, decision-making power, affinities, and other attributes you've identified in your ideal user profile. Integrations with partners like LiveRamp and other data providers make it even easier to target in the same ways you do on your other performance channels.



Not sure where to start? Here are a few target-audience suggestions:

- **Job Title**
- **Company Size**
- **Decision-Makers**
- **Tradeshow Attendees**

*Level up your targeting by adding your specific industry





With MNTN, I can hit my addressable audience at scale whenever they're streaming TV. That's important because B2B buyers — when they aren't working — are people who are logging into streaming apps like ESPN. While they might not buy anything right there, they might take a moment to visit our site. That's why we've seen MNTN deliver site traffic with better cost efficiency relative to other channels."

— Koji Takagi, Senior Director of Marketing at Pluralsight

CTV isn't just limited to third party targeting, either. We know the importance of your own first party data and CTV allows you to utilize this valuable dataset to target your audience on TV. Retarget your website visitors with a CTV campaign, or use your CRM data to speak directly to your most loyal customers.



What Insights Can I Get From CTV?

Unlike linear TV, CTV offers a wealth of knowledge and data. Its extensive measurement and reporting makes it just as powerful a performance tool as your paid search and social campaigns. When used as a performance tool, CTV can be optimized to pursue whatever KPI (or KPIs) is most important to your business. Measure your success with extensive backend reporting, from leads generated to cost per site visit. And with network reporting that shows where your audience is most resonating with your message, you'll know exactly where your ads are running — and hitting. You can even see your metrics alongside your other performance channels in Google Analytics to maintain parity across your efforts.



A look at two types of CTV reports:

- **Audience-segment reporting:** This report allows you to look at performance based on audience, even if they are a part of the same campaign. Use this report to see who is converting for you and where you may want to reallocate funds. This is also a helpful tool to apply to other platforms that may not offer such detailed reporting.
- **Incrementality reporting:** Ok but how much is CTV actually helping you reach your business goals? Let incrementality reporting tell you just how much. This type of reporting shows you the impact of your CTV efforts compared to the results you would have produced anyway.



What if I Don't Have Creative for CTV?

When advertising on CTV, having video is, obviously, essential. But not everyone has gorgeous, TV-ready assets on hand right away. Fret not: video creative doesn't need to reinvent the wheel or break the bank. First, check with your social team to see if they have anything on hand that can be repurposed. Your video doesn't need to be purpose-built for CTV — especially not when you're starting out.

33% of B2B marketers say video is the most valuable type of content marketing

(Statista)

That said, if you *really* don't have video that you can use, there are still innovative solutions to your creative problems that won't balloon your budget. One example is QuickFrame, a creator marketplace that connects you with B2B creative experts who can help you produce video on your own budget.





Break Up with Boring

B2B creative is often dry and, let's face it, *boring*. B2B brands have a much harder task of explaining what they're all about, often without a physical product to help viewers understand the offering. But fun and emotion-filled creative isn't just for B2C advertisers anymore. More and more, B2B brands are shaking it up and evoking emotions with their video ads. A few things to consider when putting together your video ads:

- **Craft a story:** Recognize your audience's pain points, casting them as the main character and your product or service as the tool to help them overcome them.
- **Stir emotion:** B2B buyers' main concerns are utility, need, and perceived value. Focus on these instead of B2C tactics like fear or pleasure.
- **Limit the buzzwords:** Learn the terms your customers use, but don't get bogged down in them. Find ways to discuss them in easy, digestible language.



How Should I Use CTV for My Brand's Long-Term Growth?

When it comes to thinking about your brand's longevity, we think that our client Koji Takagi, Senior Director of Marketing at Pluralsight, said it best:



Marketers need to be playing a different game than our counterparts. BDRs (and SDRs) think in terms of months. AEs think in terms of quarters and years. B2B marketers need to be thinking in terms of decades. We are trying to build a lasting brand. And we know that if we don't make certain investments today, then our pipeline is going to struggle next year and the year after."

Our first party data has shown us a clear way to make the most of your CTV strategy for long-term growth: evergreen campaigns. Rather than starting and stopping, maintaining a regular spend throughout the year ensures that your campaign has time to optimize. A pulsed approach not only yields worse returns, but also risks falling out of that ever-important early consideration set.

Our research has also shown the importance of continuing to spend, even during an economic downturn. We know how volatile a B2B ad budget can be, so it can be tempting to lessen or pull your media as the economic landscape shifts. Doing so, however, can have demonstrable downstream effects on your long-term goals, as Koji describes above. When analyzing brand performance during the economic downturn of 2008, Harvard Business Review saw those that maintained ad spend fared better in the following year. As they put it, "Brands that are out of sight on the television screen will sooner or later be out of mind for a large percentage of consumers."



From our own research, we saw that brands that maintained spend during the economic downturn caused by the COVID-19 pandemic saw a 26% higher ROAS in following months than those that went dark. While it may feel like a tough strategy in the short term, spending strategically over time pays off.



Power Up Your Pipeline.

Did we answer all your burning questions? Now it's your turn.
See CTV in action and harness the TV screen today.

[Get Started](#)