

ON DEMAND:

# The Ultimate Guide to Breaking Into CTV

By Stefanie Gonnella, Tommy Mama, Amanda Tordanato and Stella Yorgensen

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# Introduction: The Big Picture

Did you miss the latest episode of Love Island or Jimmy Fallon Tonight? No worries. These days, viewers can stream their favorite shows on smart devices at their convenience due to technology like OTT (over-the-top) and CTV (connected tv).

It's no secret that there's been a consumer shift from linear TV to streaming. For some time, smart TVs have empowered users to connect to the internet and stream their favorite programs. While this TV transformation has redefined how we consume content, it has also created new opportunities for advertisers and marketers.

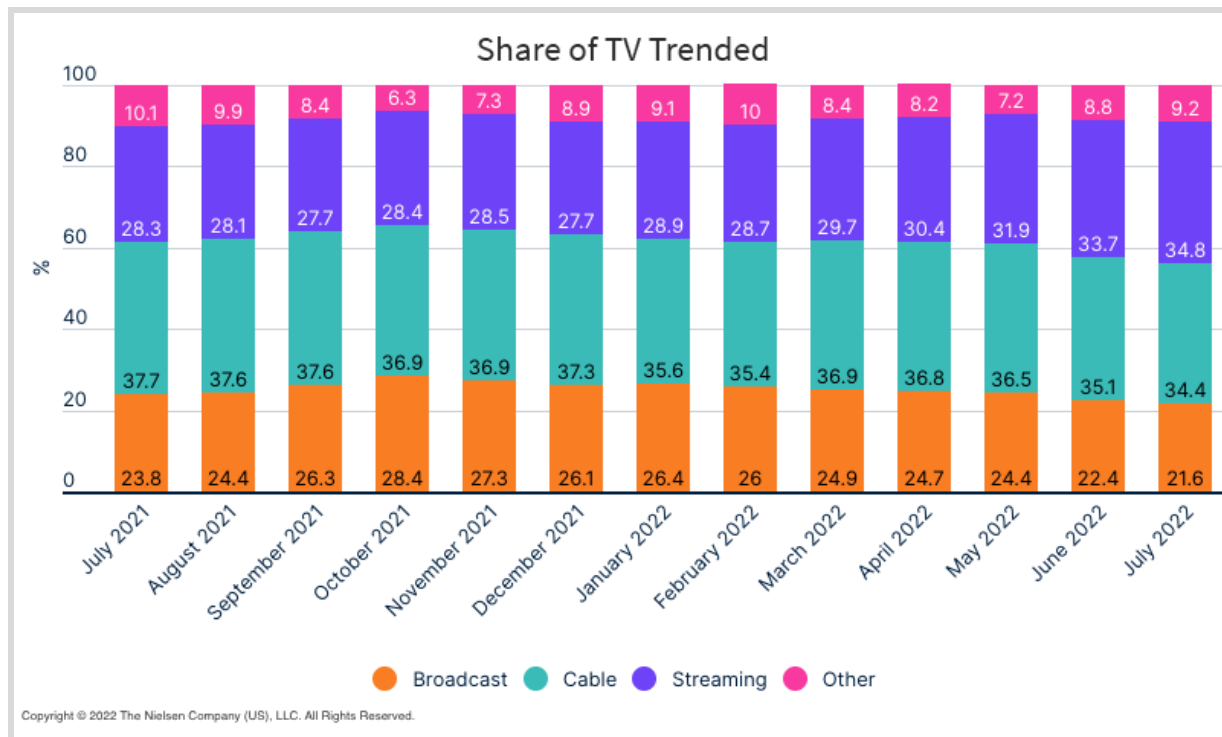
## COVID-19 & The Rise of CTV

COVID-19 influenced a significant increase in the use of streaming services. While many industries were hit during the pandemic, the media streaming industry was *not* one of them.

**There was a reported total of 8.3 billion hours spent watching CTV in the US in June 2021**  
([AdSvertise, 2022](#))

During initial lockdowns, companies like Netflix, Amazon and Disney+ saw substantial video consumption increases. According to Forbes, nearly 48% of US online adults subscribed to at least one streaming service ([Forbes, 2021](#)). Moving into a “post-pandemic” period, researchers concluded that heavy TV/video consumption would continue.

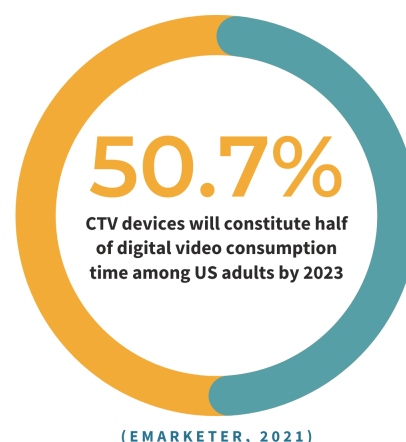
And this consumption doesn't seem to be slowing down. In fact, according to Nielsen, streaming TV overtook linear TV for the first time in July 2022.



The decline in watching traditional TV remains present among consumers. From 2010 to 2020, there was an average decline of 4.4 hours per week spent watching offline TV/video. During the same time, there was a 5.3-hour average increase in time spent watching online TV and video. Research also suggests that younger consumers will rapidly experiment across streaming platforms as they navigate choices ([Nielsen, 2020](#)).

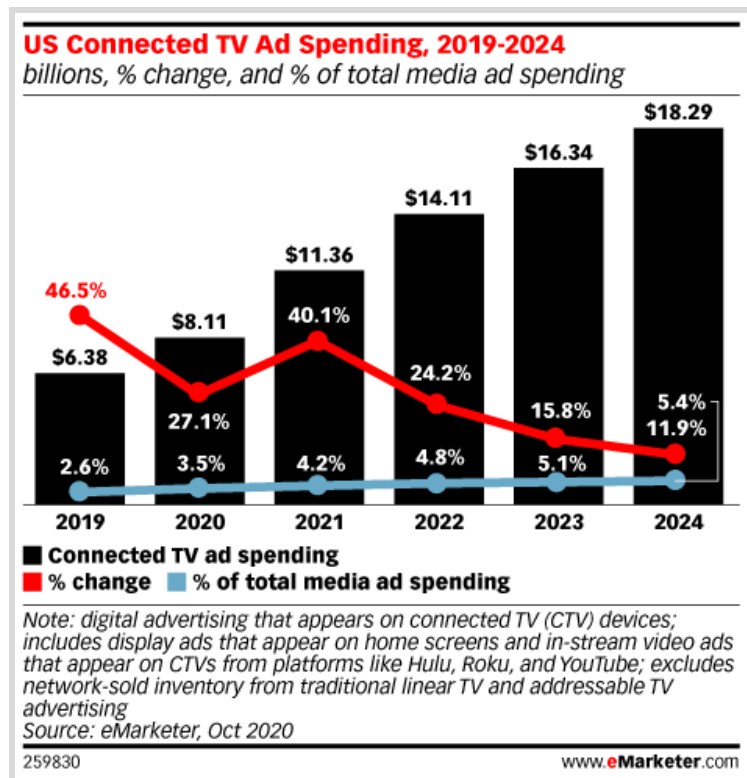
These increases in OTT and online streaming service usage are accompanied by the rise of “cord-cutters,” smart TVs and CTV devices. CTV devices offer consumers many different content options, so while online TV/video consumption increases, the need for easy access also does.

CTV advertising is one of the fastest-growing channels for advertisers coming out of the pandemic. In 2021, there was more programmatic CTV inventory than ever before, and the importance of linear TV decreased. Ad spend on CTV was up 59.9% YoY from 2020 to 2021 and is projected to continue to increase in coming years ([Insider Intelligence, 2022](#)), excelling above pre-pandemic projections of the channel.



CTV is now a staple among consumers. And for any leading brand, marketers must be where their audiences are to target them effectively. That's why we're here to help you with this e-book. Our goal is to provide the knowledge you need to start or improve your CTV efforts in advertising:

- Planning and strategies for CTV success
- Targeting the right audiences
- Powering CTV campaigns with measurement
- Creative best practices for CTV

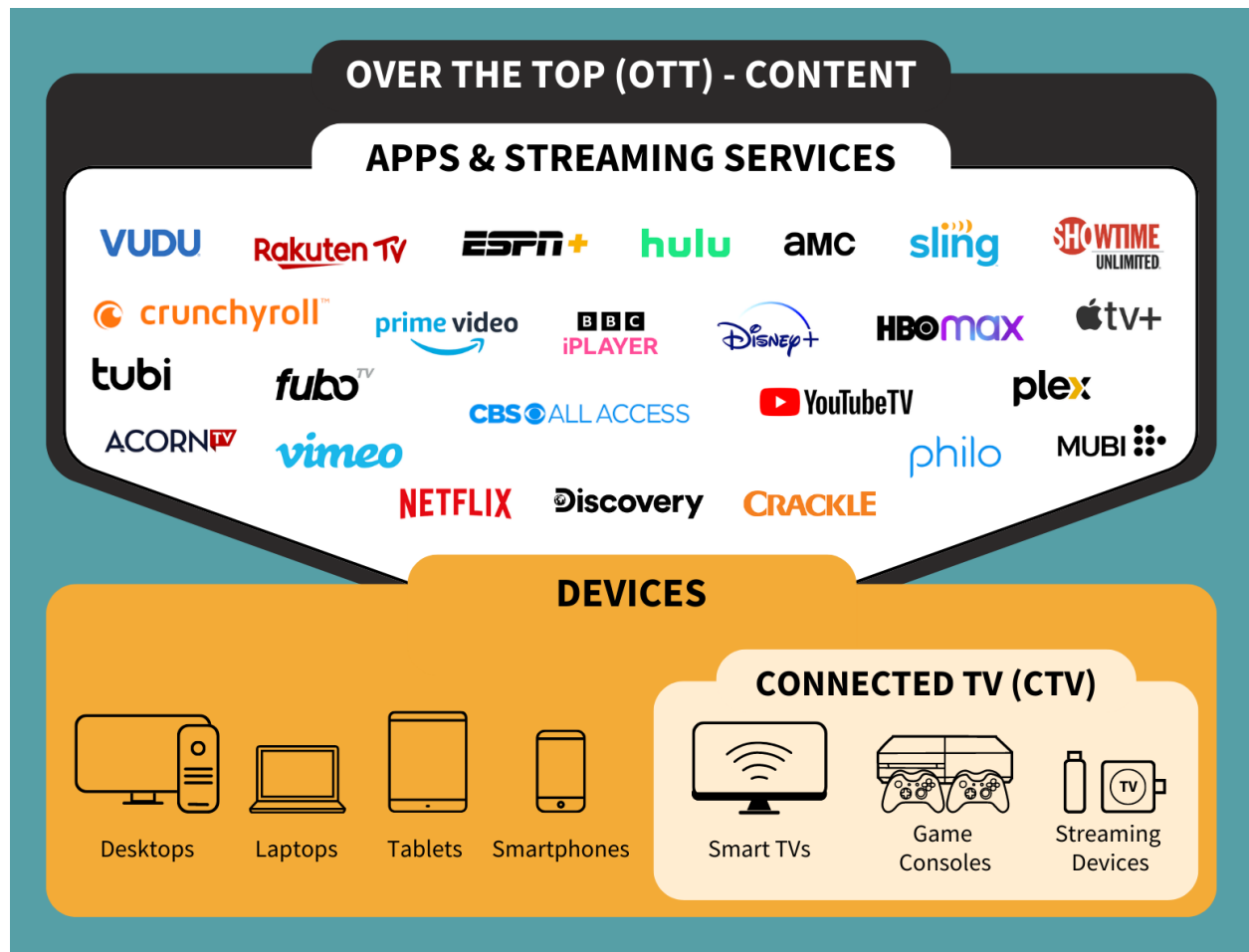


The digital marketing landscape continues to evolve alongside the rapid rise of technology. And advertisers need guidance more than ever to stay ahead of trends. Marketers who master CTV during this pioneering phase will earn tomorrow's market share.

## What is CTV?

Connected TV is a way for people to watch television connected to the internet, either natively through a smart TV or an external device, such as a Roku or gaming console. Smart and connected TVs allow individuals to integrate traditional television with internet services. Now, audiences can stream digital videos, listen to music, browse the web and make purchases across multiple providers on connected TV devices.

## CTV vs. OTT



CTV and OTT are often used interchangeably, confusing many. For the sake of this guide, they have distinct interpretations:

**CTV or connected TV:** is the device used to watch a streaming service, i.e., Roku, Playstation, and Amazon Fire Stick.

**OTT or over-the-top-TV:** is television programming viewed via internet streaming on connected devices, such as TVs, phones, laptops and tablets. It is the streaming service itself, i.e., Hulu, Netflix and YouTube TV.

The difference between OTT and CTV is the screen/device used to watch the streaming service vs. the streaming service itself. To use one, you likely have to use the other.

A live example of the difference between OTT and CTV would be the following:

*If you watch The Bachelor on its regular time slot on ABC on your traditional TV set in your home, not connected to the internet, that's linear TV. If you visit Amazon Prime's website and watch The Bachelor on your mobile device or laptop, that is considered streaming OTT content. However, if you decide to watch the reality show via your Roku or Amazon Fire TV stick, you're consuming OTT media using a CTV device.*

If a brand desires its ads to be on a particular show, marketers leverage an OTT buy with targeting on that said show. If a brand wants its ads to reach users based on a specific target, marketers leverage a CTV buy with specific audiences.

For the greatest reach, consider a CTV buy vs. OTT, as it allows for more visibility and targeting options due to showcasing on multiple platforms.

## The benefits of CTV

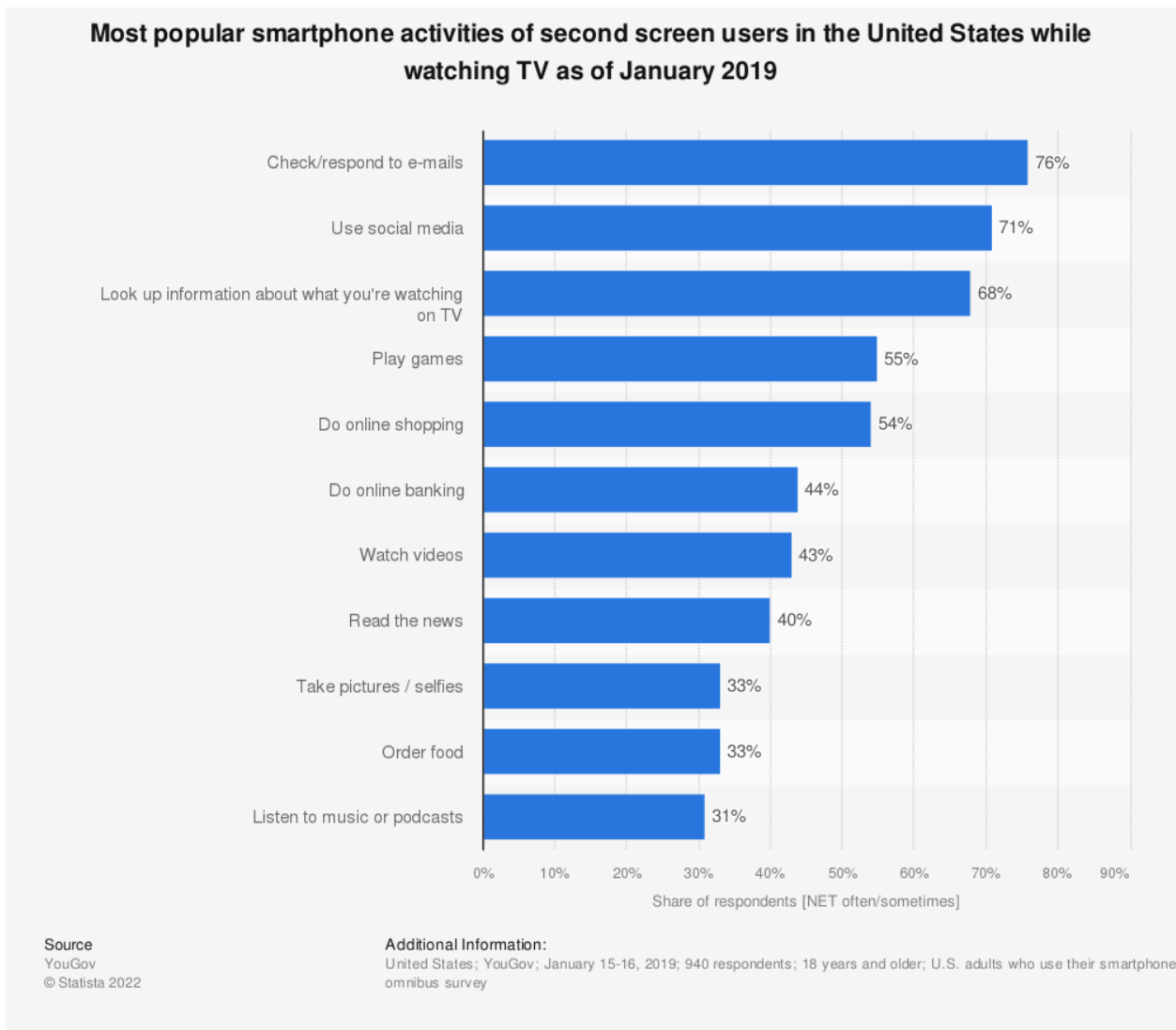
Aside from the increasing growth in viewers of CTV, the real benefit of CTV is its sophisticated targeting capabilities. Unlike linear TV, CTV enables advertisers to target based on the audience, not the content. Rather than hoping your audience is watching “The Bachelor” at 8 pm, you can be sure of it. This ability to pinpoint a specific audience creates more ways to find your buyers at the right moment, which is paramount for having an effective campaign. Layering in first and third-party audiences results in a sophisticated way to capture a “broad” audience.

In addition, advertisers can use cross-screen targeting to reach users on alternate devices simultaneously or after viewing an ad on CTV.

Let's talk about cross-device usage & CTV:

- Advertising on CTV is more powerful when you're doing cross-screen targeting. Nearly, 73% of U.S. adults use another digital device while watching TV ([Nielsen, 2018](#)). At the same time, 68% of consumers look up information related to the content ([YouGov, 2019](#)).
- Marketers can't guarantee cross-screen targeting when they run on linear tv. Linear tv assumes the audience is seeing your ad. With CTV, marketers know if someone has seen an ad when targeting them on their desktop/mobile device.





Finally, unlike traditional television, advertisers on CTV have more control over audience targeting, the frequency of ads and more real-time reporting insights. But that's not the only reason why CTV is popular among advertisers. It also has these advantages:

- **Real-time reporting:** CTV empowers advertisers with insights to make optimizations in real-time, allowing brands to monitor the efficacy of campaigns with metrics.
- **Full-screen environment:** Users don't have to squint to see a CTV ad. In fact, they are displayed in a full-screen environment by users.

- **Not skippable:** Brands can convey their full message to viewers due to CTV ad's no-skip feature. And that means better-engaged viewers for advertisers since audiences can't fast forward or switch channels if they desire to watch their content.

## Getting Started with CTV

### When should you use CTV?

CTV is best used as a top-of-funnel initiative to drive product or service awareness to a particular audience. CTV is your best bet for pushing awareness while still holding some control over who sees your ad.

Its granular audience targeting capabilities appeal to B2B and B2C advertisers. The interactive ad units with high measurability also entice advertisers solely running on digital media looking to scale.

### How much should you budget?

The region(s) you target will play a significant role in determining your budget. It is recommended not to restrict yourself when it comes to geography because this tactic is best used for broad awareness. There are still some limitations when trying to target super-specific zip codes or addresses. It is best to cast a wide net upon launch and then draw back once the scale is determined.

For a national buy, a recommended entry spend to see the impacts of CTV is **\$100K/month**. If targeting states or larger DMAs, you could get by with a \$20K/month spend and closely monitor to ensure you are pacing evenly throughout your flight dates.

### How long should you run?

Advertisers need to commit to CTV to observe the actual impact. Every new CTV tactic needs at least 30 days to ramp up, allowing for machine learning, automation and manual optimizations. We recommend making, at minimum, a three-month commitment to a CTV/OTT buy to best drive performance and assess results, such as reach.

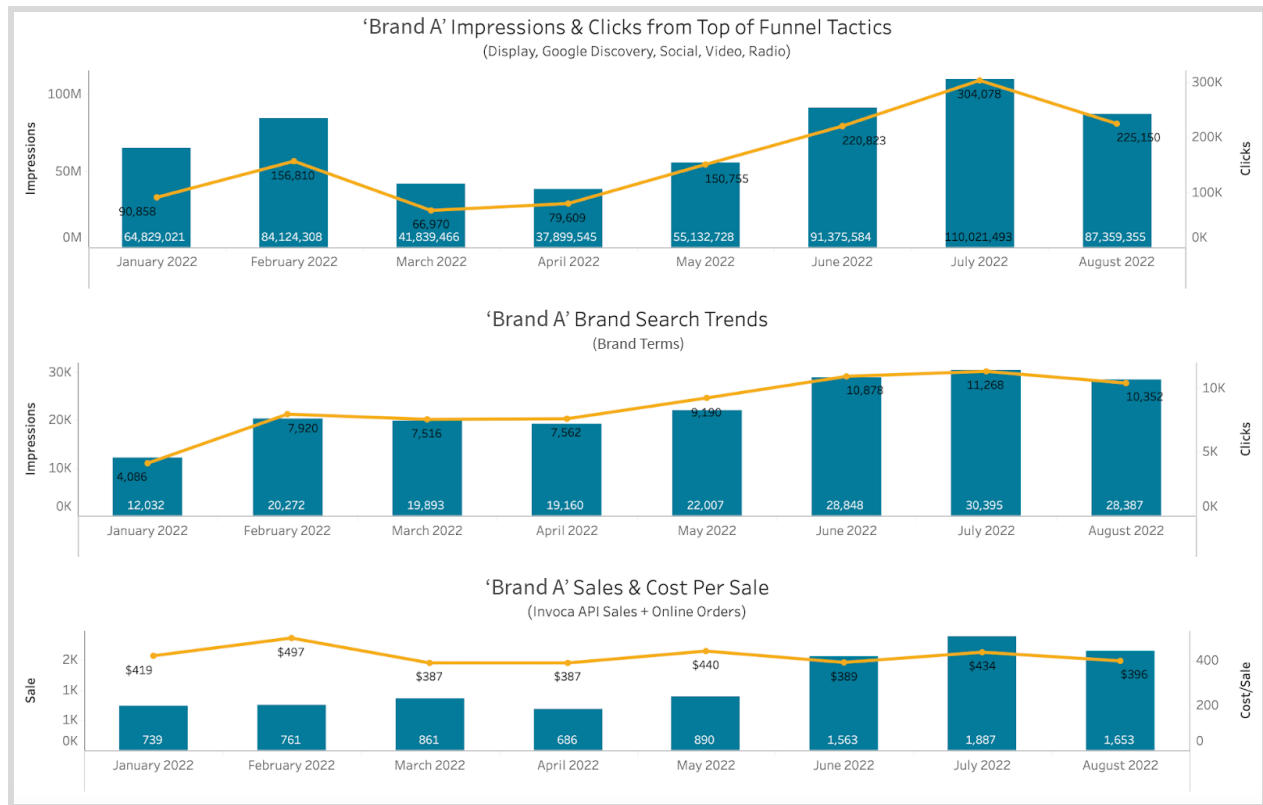
## Tips for getting buy-in

Understanding CTV, marketing goals and objectives are the first steps. But the next mountain to climb is securing the funds to launch your campaign with stakeholders.

Conversation with your team about desired outcomes of CTV as a media tactic is mission critical. Setting up and executing a maximum reach buy will be much different than an audience-focused buy. Once you get alignment on this, the desired outcome will be achievable and applauded.

Remember these tips for getting buy-in:

- **Prove the value of upper funnel advertising and awareness tactics in your media mix using the right tools:**
  - *Google Analytics* has attribution reports and views that include top conversion paths to see where CTV intersects
  - *Google Campaign Manager* has custom reports that show top conversion paths and assisted conversions (interactions that lead to the conversion but aren't the primary source or conversion point). Do note that Campaign Manager impression and click tags need to be accepted and placed cross-channel to see these views.
- **Establish reporting to show the impact of CTV/OTT efforts:**
  - To make your CTV strategy a success, use reporting that highlights the efficacy of CTV/OTT on brand search volume, organic search and conversions from other channels. Create custom views in reporting to show impression volume from TOF tactics alongside brand search volume and conversions driven from different channels within the same timeframe. You'll often see an impact on selected user engagement from other internally managed channels, with awareness efforts producing high impression volume. As so, you'll need reporting to reflect that. The next chart shows the importance of detailed reporting for CTV:



Source: Closed Loop

## Setting objectives and goals

Successful marketing campaign execution begins with thoughtful planning, and CTV is no different for brands. Effective campaigns begin with establishing clear objectives and goals. And it also calls for understanding the platform. In the wise words of Marshall McLuhan, “The medium is the message.”

As mentioned, CTV is a robust awareness driver. If a brand wants to communicate a new product launch, expansion, promotion or service offering at mass reach and has an adequate budget, CTV would be our recommended medium to spread the word.

### For CTV campaign planning, marketers should focus on:

- Reach
- Completion Rate
- CPM
- Cost per Completed View

It's also important to look at any lift and impact CTV efforts have on other channels. For example, we recommend looking at brand search and organic search impressions before launching CTV efforts and monitoring any fluctuations there are in-flight and post-launch. Marketers should expect a noticeable lift in impression activity with these channels due to launching and increasing budgets within CTV/OTT.

An attribution tool, such as Google Analytics, is also valuable in assessing the value a channel like CTV provides. In order to best evaluate CTV's performance as a whole, we recommend appending UTM tracking parameters and looking at the number/percentage of introducer and influencer touch points CTV accounted for, which ultimately led to a conversion through another channel. Remember, channels like CTV do not directly drive conversion activities. Another report recommended to assess is a Path to Conversion report in Google Analytics. This allows brands to see the full consumer journey and the full impact a channel like CTV has on a brand's success with other channels in the mix.

## Targeting the Right Audiences

CTV advertising allows us to tap into various first-party and third-party audience data sources to ensure we reach the precise target segment for every campaign.

First-party audience data comes from the particular CTV/OTT partner, and these audience segments can be pre-existing. In some cases, partners may be able to build a custom audience specifically for your desired target, especially if it's very niche.

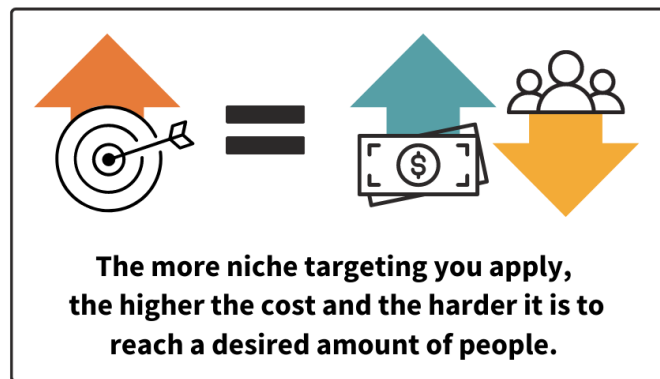
Third-party audience data can be leveraged via a DSP (demand side platform), like DV360, using well-regarded partners in the space, such as Dstillery, Oracle and PlacIQ, to hone in on your target audience. Multiple segments can and should provide the most reach and allow for optimizations during the campaign flight. If you want to ensure you're targeting the right audience and not just have mass appeal, CTV will always be recommended over linear TV.

### Broad vs. niche audience targeting:

CTV allows for both broad and niche audience targeting opportunities. There is a balancing act between running one, the other or both. It should depend on how important strict niche targeting is to the brand.

The more broad the targeting is, the lower the cost, but you potentially risk showing your ads to certain audiences you may not necessarily be focused on. In essence, you could be wasting media spend. Niche targeting is always more expensive because multiple facets are layered (i.e., company size, specific industry professionals, age, interest categories). Sometimes, the partner will

need to custom-build them from scratch. Broad audiences are less expensive because they are readily available and have minimal segmentation.



## Usage of third-party audiences

Using third-party audiences is recommended to complement the CTV partner's first-party data offerings. We additionally suggest that the partner's first-party data solutions should always be leveraged first because they are the most customizable option. This is especially important when you want to have niche targeting in place. Third-party audiences are recommended to expand further reach and/or if the first-party audiences available are not large enough for the activity you want to drive.

## CRM lists

CTV allows advertisers to upload and ingest their CRM list(s). This is especially recommended when brands want to ensure they are targeting a niche audience who resembles current or past customers, as advertisers can build and create look-a-like or similar audiences from them.

## Powering Campaigns with Measurement

CTV/OTT advertising is leaps and bounds ahead of linear TV advertising regarding the available measurement opportunities. Gross Rating Points (GRPs) are the standard measurement metric for linear TV, whereas CTV/OTT provides additional metrics for measurement, such as frequency, in-flight reach and ad completions.

When determining what metrics to use when analyzing a CTV campaign, it's essential to understand that this is an actual awareness tactic at the core. To expect direct website conversions from this effort, you'll set this campaign up for failure before it starts. This being tailored to more of an awareness approach focusing on impressions, completion rate, reach and frequency are great metrics to understand what is working and what's not.

## Triangulating data

CTV measurement differs from other digital mediums as there is no 'silver bullet' metric. Advertisers must triangulate data from multiple perspectives to understand the true impact of your CTV advertising. This approach requires looking at the following:

- 1) **Advertising metrics** - These metrics are critical for understanding the immediate impact of your ads. *Are they reaching enough of your audience? Is your audience engaging with the ads? Are they seeing it enough times to make an impact?*
- 2) **Engagement metrics** - These metrics are your cursory look at whether your ads impact your brand. *Have users reached your website? Have they transacted in your store?*
- 3) **Lift metrics** - These metrics are your long-term analysis of whether your campaign made an impact. *Did your audience search more for your brand name? Did you see an increase in traffic to your site?*

Consider and view all of these metrics holistically when evaluating the success of your CTV campaigns.

## Advertising metrics

Advertising metrics are typically provided by the CTV platform, through a DSP or tracked with an ad server such as Google Campaign Manager. These metrics provide the first insights into campaign performance and opportunities for fine-tuning your campaigns.

Here's a breakdown of each metric in order of importance:

- **Impressions:** The number of times your CTV ad has been displayed
- **Completion Rate:** The percentage of viewers reaching the end of the ad. Depending on your provider, a healthy completion rate will range from 94% to 97%.

- **Pro Tip:** If you see completion rates below 80% or less, this is probably due to your ads being served across desktop and mobile placements, which are part of the streaming inventory compared to true CTV placements.
- **Reach:** The number of unique users your CTV campaign reaches.
- **Frequency:** The number of times one unique user has seen your ad.

## Engagement metrics

Engagement metrics rely on impression-based tracking tags and web analytics platforms like Google Analytics. These metrics provide insight into whether you're reaching the right audience at the right time. Low engagement might mean your placements or targeting aren't as strong as they should be.

- **View through traffic:** Amount of users viewing your website after seeing your CTV ad.
- **Visit rate:** Percentage of visits vs. ad impressions
- **View through conversions:** Number of users that converted after seeing your CTV ad.
- **Duration:** Average amount of time viewers are watching CTV ad before skipping

## Lift Metrics

Lift metrics are intended to show the ultimate impact of the campaign on your business. Showing lift is the hardest but most critical part of CTV measurement. Measure lift in at least three of the four following ways:

- **Traffic lift:** The total increase in traffic to your website due to your CTV advertising.
- **Organic search lift:** The total increase in organic search traffic due to your CTV advertising.
- **Paid search lift:** The total increase in brand name searches due to your CTV advertising.
- **Conversion lift:** The total increase in conversions due to your CTV advertising.



Advertisers need to consider their options for measuring lift BEFORE the campaign launches. We will typically run hold-out tests to maintain a test and control group.

## Best practices for data measurement

From a best practice perspective, not one metric mentioned above will be the key indicator in determining if a CTV campaign is performing well. It's a combination of analyzing each metric on how often you're being shown and how users engage with those ads to understand how often a user sees your ad within a specific time frame. With this being an awareness tactic, it's crucial to measure your frequency because the more times a user is exposed to your ad, the higher chance that message will stick with the user. A healthy level frequency rate provides a better opportunity for a user to engage with the brand on other channels.

- Use a combination of metrics to measure performance
- Provide a cross-analysis to observe the influence
- Seek to understand the frequency and its impact

## Challenges for CTV ad campaigns

With any ad platform, there are obstacles. As such, advertising challenges do exist in the CTV space. Advertisers who desire to run effective CTV ad campaigns must know what they're up against to plan accordingly.

### Limited reach

One of the biggest hurdles in CTV is the reach compared to linear TV. Traditional televisions are still in most households, limiting advertisers' reach when running CTV campaigns. However, the upside is that there is still tremendous opportunity in the rise of users for CTV compared to the decline of traditional TV consumers over the past few years.

### Lack of audience tracking

Alongside limited reach, there are challenges related to matching cookies or mobile ad IDs to IP, limiting the inventory for IP-based audience targeting where most first and third-party audiences derive. This makes it difficult for advertisers to get in front of the right user at the right moment. Hence, why it is suggested marketers use CTV ads as a broad brand awareness tool for upper funnel objectives. Account sharing can also become problematic while trying to narrow down audience behaviors.

## Fragmented marketplace

Lastly, there is more and more competition with companies selling CTV devices. This fragmented market challenges advertisers to expand their reach while maintaining budgets and ensuring they meet stakeholders' minimum spend threshold ([Oracle, 2022](#)).

- Traditional TV is still a big competitor for CTV
- Audience tracking is still in its infancy, requiring unique solutions for reporting
- Account sharing affects the accuracy of data reporting
- Platforms for CTV continue to emerge, creating a fragmented market for advertisers

## Creative: Cutting the Noise with CTV

The advertising landscape is changing all the time. Every year, new ad platforms emerge. Although in existence for some years now, CTV is still relatively new. The space has yet to be carved out as brands continue to explore possibilities.

However, one thing is for sure. CTV is a powerful platform and important branding tool to create top-of-mind brand awareness with targeted audiences.

With any ad campaign, an ad is only as good as its creative strategy. Before you press play on throwing up any CTV ad campaign, consider the following principles to ensure your brand breaks through the clutter from conception to performance management.

### Creative Ad Interactive Capabilities:

Another unique offering with CTV vs. linear TV advertising is that we can include interactive ad units, such as video galleries and dynamic overlays in our CTV buys.

We can also measure related engagement metrics, like time earned, which is impossible via linear TV.

## Tactics for creative performance on CTV

Here are a few tactical best practices when approaching CTV to ensure you're delivering the best results include:

**Ensure frequency caps are in place and implement brand safety guidelines.**

**Pro Tip:** Frequency caps will help avoid bombarding unique users with the same ads over a specific period. Depending on your goals and how aggressive your overall reach is, there are various options for setting a frequency cap. You can cap your frequency by the hour, day, week or month. The rule of thumb for a moderate frequency cap is two or three per day to open up the touchpoints for a unique user.

Brand safety guidelines will protect your brand from being displayed on placements considered sensitive or controversial topics across the web. For example, excluding mature placements or sensitive topics is a great way to avoid hurting your brand presence.

**Measure the reach and frequency to understand how often your campaign hits unique users to help brand recognition.**

**Pro Tip:** Pulling a reach and frequency report will help provide insight into the overall impact of your CTV campaign. For example, if your overall reach is increasing for your CTV campaign, but the frequency is below 1.5. This indicates that more unique users only see the CTV ad once. With this being a brand awareness play, the amount of times an individual user sees your ad is essential to improve brand recognition.

**Build an audience pool from past viewers to leverage within your retargeting strategy across your display efforts.**

**Pro Tip:** When using a DSP such as DV360, you can build unique audience segments based on activity where this audience can be leveraged through a display effort with a message that moves users throughout the funnel.

**Implement bids that are aggressive enough that you have enough inventory to scale overall reach.**

**Pro Tip:** When starting a CTV campaign, you have a minimum CPM bid that needs to be met to win impressions. Start a campaign by taking the minimum CPM bid and increasing the amount by 15 to 20 percent by gathering more data quickly at the start of a campaign and implementing optimizations to scale performance.

Here's a quick summary of vital creative points to help develop assets that resonate with your targeted audience within the CTV space.

- Make sure your concepts have multiple layers, including a critical message and call-to-action.
- Draw the user within the first frame.
- Don't bury your lede or create a complicated scene.
- Use visual cues to help viewers follow your script.
- Consider using a good narrator instead of relying on actor dialogue.

## Key Takeaways

CTV is a rapidly growing media landscape; relatively, it's a whole new world. And with that, it's an exciting time for advertisers and brands alike.

Linear TV advertising was once solely for the big companies with deep pockets. But the rise of CTV has made TV advertising affordable and accessible for small and big brands with the option to target audiences more effectively. Brands can also make it their while. There are many platforms, different buys and creative options available for testing. For any advertiser thinking of full-funnel marketing, CTV is one of the many mediums you can use in your media mix.

Yet, there is still a vast misconception about the CTV and its value. Now is the time for brands to facilitate the next new thing in mass media. Advocates are needed to educate, dispel myths, create case studies and explain the benefits of CTV.


Opportunities lie ahead for advertising pioneers who desire to lead the way, earn market share and define the best practices for the next great media frontier in CTV. To solidify your knowledge in jumpstarting CTV for your brand, consider the key takeaways from this eBook:

- CTV advertising is one of the fastest-growing channels for advertisers coming out of the pandemic, becoming a media staple among consumers. And for any leading brand, marketers must be where their audiences are to target them effectively.
- The significant difference between OTT and CTV is the screen/device used to watch the streaming service vs. the streaming service itself. To use one, you will likely have to use the other.

- CTV has sophisticated targeting capabilities, including first and third-party audience layering, cross-screen targeting, real-time reporting, a full-screen environment and not skippable ad features.
- The platform is best suited for top-of-funnel initiatives to drive awareness of a product or service while having some audience targeting capabilities for streaming TV.
- Due to limitations when targeting by geographical region, it's best to cast a wide net upon launch, then optimize the budget once the scale is determined.
- The more niche targeting you apply, the higher the cost and the harder it is to reach the desired audience size.
- CTV campaigns need at least 30 days to allow for machine learning, automation and proper management. A three-month commitment to a CTV/OTT buy is best for optimal performance.
- To achieve buy-in for stakeholder investment in CTV, focus on providing the value of TOF initiatives and establishing agreed-upon KPIs.
- For CTV performance, marketers should focus on reach, completion rate, cost per completed view and brand lift. Use Google Analytics to help assess CTV's value to stakeholders.
- Triangulating data is critical for measuring the performance of CTV. Advertisers should evaluate success holistically via advertising, engagement and lift metrics.
- Make sure your creative concepts have multiple layers, including a critical message, call to action and compelling first frame.
- Consider frequency caps, brand safety guidelines, audience pools, retargeting and aggressive bidding to drive performance.

## Appendix: Getting to Know The CTV Landscape

CTV ad campaigns can be displayed across many platforms from the streaming giants Hulu and YouTube to Sling and Roku and beyond. Here's a quick rundown of the platforms at your disposal:

	<ul style="list-style-type: none"><li>• YouTube TV is a streaming television service that offers live TV, on-demand video, and cloud-based content from 100s of television networks.</li><li>• It replaces cable or satellite and allows you to watch channels live as you would on TV and stream content at your leisure.</li></ul>
	<ul style="list-style-type: none"><li>• Hulu is an online video streaming service that offers original content, movie selections, TV shows and documentaries. Hulu merged with Disney Properties in 2020.</li><li>• You must have a direct contact at Hulu to work out a deal.</li></ul>
	<ul style="list-style-type: none"><li>• Magnite is a sell-side platform (SSP) with access to CTV inventory.</li><li>• You can reach 4 out of 5 viewers of ad-supported CTV in the U.S.</li><li>• 97% of premium ad-supported OTT providers work with Magnite.</li></ul>
	<ul style="list-style-type: none"><li>• Xandr is the analytics and advertising aspect of WarnerMedia/AT&amp;T and is rebranded as AppNexus DSP and SSP.</li><li>• Provides premium supply partners for buyers.</li></ul>
	<ul style="list-style-type: none"><li>• Sling TV is a U.S.-based streaming television service provider (a subsidiary of Dish Network).</li><li>• It carries all basic TV channels but does not sell ads to them.</li><li>• They make up one third of the live OTT universe with over 116 networks and 8+ billion avails a year.</li></ul>
	<ul style="list-style-type: none"><li>• Roku devices allow users to access streaming services from different online providers on your TV. They are in four out of five households.</li><li>• Video ads are shown on premium content across their top 100 channels.</li></ul>
	<ul style="list-style-type: none"><li>• Samba TV proprietary video ACR (automatic content recognition) is integrated into TVs for real-time insights on all content, including linear, OTT, video games and VOD.</li><li>• There are 35M Samba smart TVs worldwide.</li></ul>
	<ul style="list-style-type: none"><li>• Tubi TV is an OTT content streaming platform owned by Fox.</li><li>• There are over 33M monthly active users.</li><li>• It is free on smart TVs, streaming services, mobile and web, gaming consoles and more.</li></ul>
	<ul style="list-style-type: none"><li>• Pluto TV is a free video streaming service owned by Paramount Streaming.</li><li>• There are 100s of free HD TV channels for audiences to watch.</li></ul>
	<ul style="list-style-type: none"><li>• Disney includes Hulu, ABC, National Geographic, FX, FreeForm, ESPN and Disney.</li><li>• Targeting options include Disney Affinity, Consumer Behavior, Emotions, Fans, TV Viewership, Disney Parks Visitation, and Demographics.</li><li>• Disney+ is a subscription-based video streaming service owned by The Walt Disney Company.</li></ul>
	<ul style="list-style-type: none"><li>• Discovery+ is a streaming service that houses brands like Discovery, TLC, Animal Planet, HGTV, Food Network, OWN, and Science Channel.</li><li>• It accounts for a 20% share of women watching primetime pay-TV in the US.</li></ul>

## Future thinking: Netflix

On November 3, 2022 Netflix will roll out its ad-supported tier to a projected 500,000 subscribers. Netflix is one of the largest, if not the largest, streaming services with 220M subscribers and has never had advertisements within its platform. This new model allows advertisers to run [15 and 30-second videos before and during programs](#). Ads will be purchased directly through Netflix programmatically via Xandr or direct IO.

Netflix is limiting the frequency of ads shown to 3 per day, a departure from other streaming services with much higher repeat rates. Because of the high demand and limited inventory available, you can expect prices to be on the high side with CPMs upwards of \$65. We recommend waiting to enter this space until more robust audience targeting and measurement capabilities become available.

## How to choose platforms for CTV campaigns

There are various providers in the CTV and OTT space, leaving us with many options when choosing the partner you want to advertise with.

When making this decision, there are two main things to consider:

- target audience
- available inventory

Each provider will have access to different data and audiences, so it is important to highlight the main audiences you seek and go from there. For example, if you are advertising a sportswear product, you may want to consider Disney as a top option as they have access to ESPN and more sports-related content and audiences. Next, you must verify that the partner has an available inventory. Simply put, you won't be able to advertise with them unless they have availability. Get in contact with a partner early to secure that inventory or check your DSP for available deals. Of course, there are many other things to consider, such as available budget, campaign goals, trackability and partner rates.



## About the Authors



### Stefanie Gonnella

*Director of Programmatic Media, Closed Loop*

Stefanie drives campaign innovation by streamlining processes and driving efficiencies. As a digital marketing veteran on the client and agency side, she has helped companies like Hilton Worldwide, Aveda, Clinique, and Too Faced across luxury, travel and hospitality verticals. Her specialties include programmatic and display advertising.



### Tommy Mama

*Sr. Digital Advertising Manager, Closed Loop*

Taking a holistic approach to strategic planning and delivering results, Tommy finds creative ways to connect advertising efforts to business goals for clients. His experience in paid search, paid social, programmatic and B2B/B2C lead generation strategies provide intellectual insights for various verticals with multiple target goals.



### Amanda Tordanato

*Sr. Digital Advertising Manager, Closed Loop*

At Closed Loop, Amanda manages all programmatic buys through DV360. Her favorite part of media buying is overseeing planning and optimizations to ensure campaign success. She enjoys locating new audiences, placements and unique ways to reach customers.



### Stella Yorgensen

*Digital Advertising Specialist, Closed Loop*

Stella assists with the growing programmatic needs of brand partners at Closed Loop by creating and executing campaigns to meet clients' goals. The University of Connecticut graduate is devoted to increasing ad efficiency and optimizing campaigns to serve key audiences.



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