The modern TV buyer’s playbook
Complement your linear strategy with Connected TV
Capitalizing on the shift to Connected TV

With the continued growth in streaming apps, mobile devices, and smart TVs, the momentum behind Connected TV (CTV) isn’t slowing down any time soon. For marketers, that shift is only accelerated by the fragmentation of the TV landscape, which has made it all but impossible to reach diverse audiences, and all but inevitable to land on the same audience over and over again. It’s no surprise that advertisers are hungry for a more data-centric, cost-efficient approach to reaching TV audiences.

But mastering this shifting landscape doesn’t mean turning your back on linear TV. We created this guide to help brands and TV buyers understand how they can use the data and control of CTV to complement their current linear strategy and win their cord-cutting audiences back.

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We’ve divided this playbook into three sections to cover every stage of your digital strategy.

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Plan

Use data to inform better ad buys

CTV adds a new level of reach, flexibility, and control to your TV campaigns — helping you use data to understand how best to plan your budget before spending a single dollar.

There are many strategies you can deploy to make your campaigns more effective and integrated across linear and CTV. Plan for your ads to target viewers who were not exposed on linear using Nielsen data, or use Automated Content Recognition (ACR) data, collected from smart TVs when a user opts in.

Using linear and CTV together can also help you understand how best to control frequency in your digital strategy by testing various frequency inputs at different time intervals (i.e. minutes, hours, days, weeks). You can use these findings to inform your audience targeting strategy in future campaigns.

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**KEY TAKEAWAYS**

- Understand incremental reach and gross rating point (GRP) potential to help inform your goals.
- Use Nielsen or ACR data to understand a viewer’s ad exposure on linear TV during planning. With ACR data, you can also create customized audiences to make your targeting even more effective.
- Use insights about exact frequency across a viewer’s digital devices to fine-tune your audience targeting strategy.
With our advanced planning tool, you can set your own parameters, such as budget, goals, times of day, and geos. Planner provides the rest, using linear TV data to identify new audiences, suggesting the most efficient way to allocate your budget, and developing a custom strategy that’s ready to go live with the push of a button.
Execute

Activate and manage all your CTV deals in one place

Did you know that CTV gives you access to all the same broadcast and cable networks as linear, including live events? To take full advantage of real-time opportunities on CTV, there are a few strategies you should keep in mind.

For one, market conditions are constantly fluid — so you need flexibility built into your strategy to allow you to capitalize on unforeseen opportunities or respond to last-minute changes in your media plans. CTV’s precise frequency control lets you do just that. For example, with our geotargeting capabilities, you can ensure you’re directing ad dollars toward regions where your stores are open, and avoid messaging in areas where it’s not.

You can also take advantage of CTV’s flexibility by using audience performance insights to retarget valuable audiences and avoid under-performing ones. And you can start or pause campaigns at any point, for any reason, making it even easier to optimize in real time.

Finally, if you’re just getting started in CTV, consider Programmatic Guaranteed deals. Similar to linear TV buys, Programmatic Guaranteed deals enable you to reach your audience on specific environments at a fixed price, with the added benefits of advanced insights across your buys.

SUCCESS STORY

Volkswagen reached 14.7 million new households by advertising their new car model, Arteon, on CTV — an audience it would have missed on linear TV.
One of the biggest advantages of CTV is the data and insights it enables. With our Data Management Platform, you can combine your own first-party data and our marketplace of third-party data partners to unlock new audiences. And by using our AI engine, Koa™, you can automatically optimize your campaigns toward your most valuable viewers.

KEY TAKEAWAYS

- Take advantage of the flexibility you have with CTV to optimize campaigns at any time.
- Make sure your budget is flexible enough to capitalize on real-time inventory, like overtime.
- If you’re new to CTV, consider Programmatic Guaranteed deals.
Measure
Gain a deeper understanding
of your audience

To truly understand the success of a campaign, you need to understand who’s actually seeing your ads. With CTV, you can access reach and frequency reporting, including insights from linear television exposure, to find out who’s watching your ads at both a household and viewer level.

For example, if you used Inscape ACR data to inform your audience targeting strategy initially, you could use the incremental reach report, powered by Inscape, to see how your strategy performed in achieving incremental reach on top of linear viewership.

Want to know who’s converting? Don’t just track online actions. With CTV measurement providers, you can see whether in-store visits were influenced by your campaigns. Then use these learnings to inform your future goals and TV buys by asking questions such as: “Was my budget sufficient in achieving the incremental reach I was after?” and “Did I achieve optimal frequency, or is there an underexposed audience I should be retargeting?”

SUCCESS STORY

Volkswagen learned that 20% of converters in its Jetta GLI campaign were reached and influenced by CTV ads. The brand also found that conversion rates were 21% higher for users exposed to both CTV and display ads, versus display ads alone.
Tie your CTV investment to real business results by accessing a marketplace of leading measurement providers:

- **Incremental reach report (powered by Inscape):** Understand incremental reach on top of linear campaigns using free reporting that can be pulled on demand directly from our platform.

- **Linear TV partnerships:** Prove incremental reach on top of your linear buys with Nielsen CTV Analytics and iSpot.

- **Offline measurement partners:** Attribute in-store footfall and visits, and online and offline sales to your TV and CTV ads.

**KEY TAKEAWAYS**

- Use reach and frequency reporting to optimize who’s watching your ads at a household and viewer level.

- Track conversions both online and offline.

- Use insights from your campaign to inform future buys.
The time is now for Connected TV

It’s never been easier to craft a streaming strategy to enhance your linear TV buys. But to make sure your campaigns are most effective, you need to be able to identify and incorporate the data points that are most important for your brands and audiences — and action that data for each stage of the duration of the campaign.

The advertisers winning in the CTV space are using the data and insights from their CTV buys, alongside their linear TV insights, to grow their customer base and their business. Are you ready to join them?
To get started on your CTV strategy, contact us today at info@thetradedesk.com.