

A guide to Connected TV advertising for small businesses

Introduction to Connected TV advertising

The UK Connected TV (CTV) market has been gaining momentum over the last 12 months as audiences have continued to change their viewing habits and, in turn, brands have started tapping into the exciting opportunities that CTV advertising presents.

It's estimated that 36-40 million people in the UK watched Connected TV in 2019 and platforms with a legacy of being mobile first, like YouTube, now cite CTV as their fastest growing device. It is therefore unsurprising that time spent streaming content on a Connected TV has increased to 38 minutes per day, according to eMarketer's report '[UK Time Spent with Media 2020](#)'.

With such a new channel, there's a clear need for education to ensure that the technology and tools available to advertisers are being utilised in the right way and that both sides of the industry are working together effectively.

With that in mind, IAB UK has already worked with members to produce a comprehensive guide to the UK CTV market, covering everything from how to approach planning a campaign through to measurement and attribution. More details can be found [here](#).

The following guide is specifically focused on the opportunities Connected TV offers small businesses.

What marketing challenges is it best suited to?

Connected TV works best for building brand, awareness raising and shifting consideration. There are two main approaches to a Connected TV campaign:

- Firstly, used in conjunction with existing mass reach broadcast and video on demand (VOD) campaigns, to build focused reach and frequency within core audiences or hard to reach audiences
- Secondly, as a strategic campaign to reach specific audiences on the big screen

Connected TV is by no means a silver bullet for all your advertising needs, but certainly represents a massive new opportunity that can be added to other screens and formats, helping to ensure brands are capturing audience attention across all screens in the most strategic and engaging way.

How to reach your audience

The targeting possibilities across a linear TV campaign (such as ITV, C4 and Sky) differ greatly to CTV. Linear allows you to reach a defined set of audiences with varying levels of geographical focus based on the TV provider used, this could be a full UK approach or just using certain regions within ITV or C4. CTV allows for a much more in-depth approach via contextual, geographical, audience, platform and device focused targeting.

A key aspect of CTV's targeting capabilities lies within their ability to partner with data providers such as Experian, Mastercard and YouGov. Utilising the wealth of data that these providers have access to allows for a myriad of options across audience, geographical location and contextual alignments.

A linear approach is targeting ABC1 Adults at a national level, but using CTV you can build on this and identify the core audience at a much more granular level. Examples of this could be the ability to target people aged over 30, or with household income £30k+ and likely to travel abroad twice a year.

Geographically you can look at the postcodes of your audience and only deliver the CTV element of the campaign in these areas, reducing wastage and keeping the ad relevant for those it is intended for.

Contextually, you can use the added levels of data available from suppliers delivering CTV content by focusing on certain programming strands. This could be to only show the CTV campaign around food programming.

CTV providers also align with STB's (Set Top Boxes such as Sky and Virgin), Smart TVs, Connected Devices (Fire TV, Chromecast) and Games Consoles.

Creative considerations & lead times

As with all media channels, taking into account the way the user will see your ad is essential when developing creative. With Connected TV, your viewer has actively selected and is in control of the content they are viewing.

There are costs associated with the production of making a CTV ad and, although there aren't necessarily requirements for massive production budgets, the quality does need to be considered to ensure your brand is represented well on the big screen.

When shooting and editing, one asset can be adapted for use across multiple channels so consider this as a way to be more efficient. You should also note that when accessing broadcaster (C4, ITV etc) inventory via CTV, the creative copy will need to be Clearcast approved (Clearcast is a non-governmental organisation which pre-approves most British television advertising).

You should also consider how far along the purchase journey the viewer is and tailor the creative accordingly. For example, think about whether you are driving mass awareness to a broad audience, or targeting a specific audience to convert a sale.

A typical best practice approach considers:

- **Awareness:** Use powerful image, sound and music to tell an emotive story
- **Consideration:** Prompt and nudge consumers to ensure they fully understand the offering and your unique selling point
- **Action / purchase intent:** As CTV ads aren't clickable, include a strong call to action and reinforce your brand. This will help inspire your audience to complete a conversion on another device or in-store.

Throughout the campaign planning and progression, the data could also be used to maximise relevance. For example, calling out the viewer's location in the copy dynamically will help you stand out: this is a brand for me and grabs my attention.

Lead Times

The lead times for the creative used in a CTV campaign are not too dissimilar to that of a traditional TV campaign. In a CTV campaign the creative would need to be uploaded to multiple servers that cover devices and platforms so that it can be ready to play out for the intended audience. The standard for this is around seven days but can be shorter depending on the provider and the amount of destinations required for upload.

Planning lead times are usually around two weeks to allow for the implementation of necessary data points when responding to a brief. The more detail and data applied to a campaign the more set up and planning will likely be involved. As the medium has progressed, lead times have become more efficient and the data more accessible making CTV a viable option for campaigns that may need to go live quickly, providing copy is ready to go and Clearcast approved.

Measurement

Measurement of activity and how the success of a campaign is determined needs to be considered in the planning and execution stage. Understanding what can be measured and what the benchmarks for success are is essential to establish up front.

Beyond linear TV where measurement is limited to BARB data, CTV has the ability to measure impact to a more granular level. The most basic measurement would be impression delivery, but looking at view-through rate, and breaking performance down to different data points can give learnings for future activity i.e. audience Z VTR% is 5% higher than audience Y.

CTV is, however, different to many other types of digital ads in that the ads do not directly link to an action, so the attribution of effectiveness is less direct than a click through. Establishing testing frameworks and wider measurement options, such as brand studies or geographical uplift, is key. Check out IAB UK's Measurement Toolkit for more help with this.

Planning your Connected TV budget

Some media partners will have minimum spend levels, but inventory is typically bought on a 'Cost Per 1000 impressions' basis (CPM). Given the nature of the experience (an audiovisual experience typically shown on the biggest screen in the house) and the effectiveness of the advertising experience, you should expect to pay a premium. Prices will range from £20-75 per 1000 impressions depending on the level of targeting and campaign requirements.

Technical considerations

Creative approval for Broadcaster First publishers via Clearcast is required.

Because CTV is an IP-based platform, a number of marketers have shown concerns around viewability and fraudulent traffic. Many players are rapidly adapting by developing solutions to certify and authenticate viewership in order to ensure viewers are human audiences.

An ad campaign in this sector looks like...

...a typical TV ad campaign - but with the ability to target a far more relevant and specific audience. The ability to offer more creative and dynamic ad experiences is an additional benefit over a typical TV commercial.

Who are the leading businesses in this area?

Leading businesses include Magnite, The Trade Desk, Samsung Ads, Vevo, Roku, Samba TV, LiveRamp, Xandr and Amobee.

With thanks to the businesses who authored this guide:

Magnite

Magnite is the world's largest independent sell-side advertising platform that combines Rubicon Project's programmatic expertise with Telaria's leadership in CTV. Publishers use its technology to monetise their content across all screens and formats—including desktop, mobile, audio and CTV. The world's leading agencies and brands trust the platform to access brand-safe, high-quality ad inventory and execute billions of advertising transactions each month. Anchored in sunny Los Angeles, bustling New York City, historic London, and down under in Sydney, Magnite has offices across North America, EMEA, LATAM and APAC.

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