



Harness the Power of CTV in Your Omnichannel Program

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data
axle

Why we're here



**INTRODUCTION TO CTV
& ITS HISTORY**

**TACTICS:
CRAWL. WALK. RUN.**

**HOW REAL-LIFE BRANDS
ARE INCORPORATING CTV
INTO THEIR MARKETING
PROGRAMS**

What is CTV?

DEMOGRAPHIC
Education
Masters Degree

BUSINESS DATA
Business
IT Specialist

BUSINESS DATA
Title
Computer systems manager

BUSINESS DATA
Company size
50-100

PSYCHOGRAPHIC & BEHAVIORAL
Hobbies & Interests
Travel, Cooking

DEMOGRAPHIC
Location
San Diego

DEMOGRAPHIC
Gender
Female

TRANSACTIONAL DATA
Frequent purchases
Work supplies, apparel, shoes

Average order value
\$220

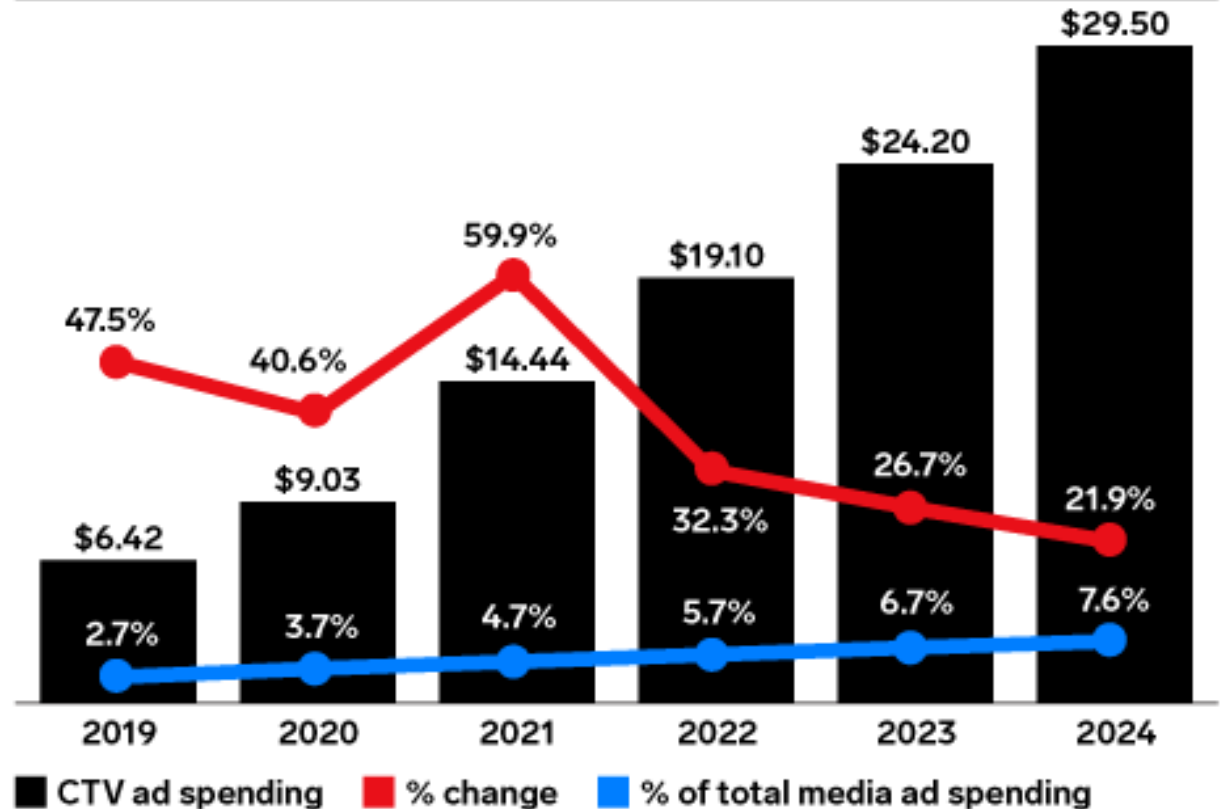
DEMOGRAPHIC
Household income
\$85,000

TRANSACTIONAL DATA
Preferred channel
Online

PSYCHOGRAPHIC & BEHAVIORAL
Life event data
Newly Married

Why you should **care**

US Connected TV (CTV) Ad Spending, 2019-2024 billions, % change, and % of total media ad spending



Note: digital advertising that appears on CTV devices; includes display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Hulu, Roku, and YouTube; excludes network-sold inventory from traditional linear TV and addressable TV advertising

Source: eMarketer, Oct 2021



Coca Cola: Follows their customers to CTV

GOAL

Meet their customers on the channel they prefer.

CHALLENGE

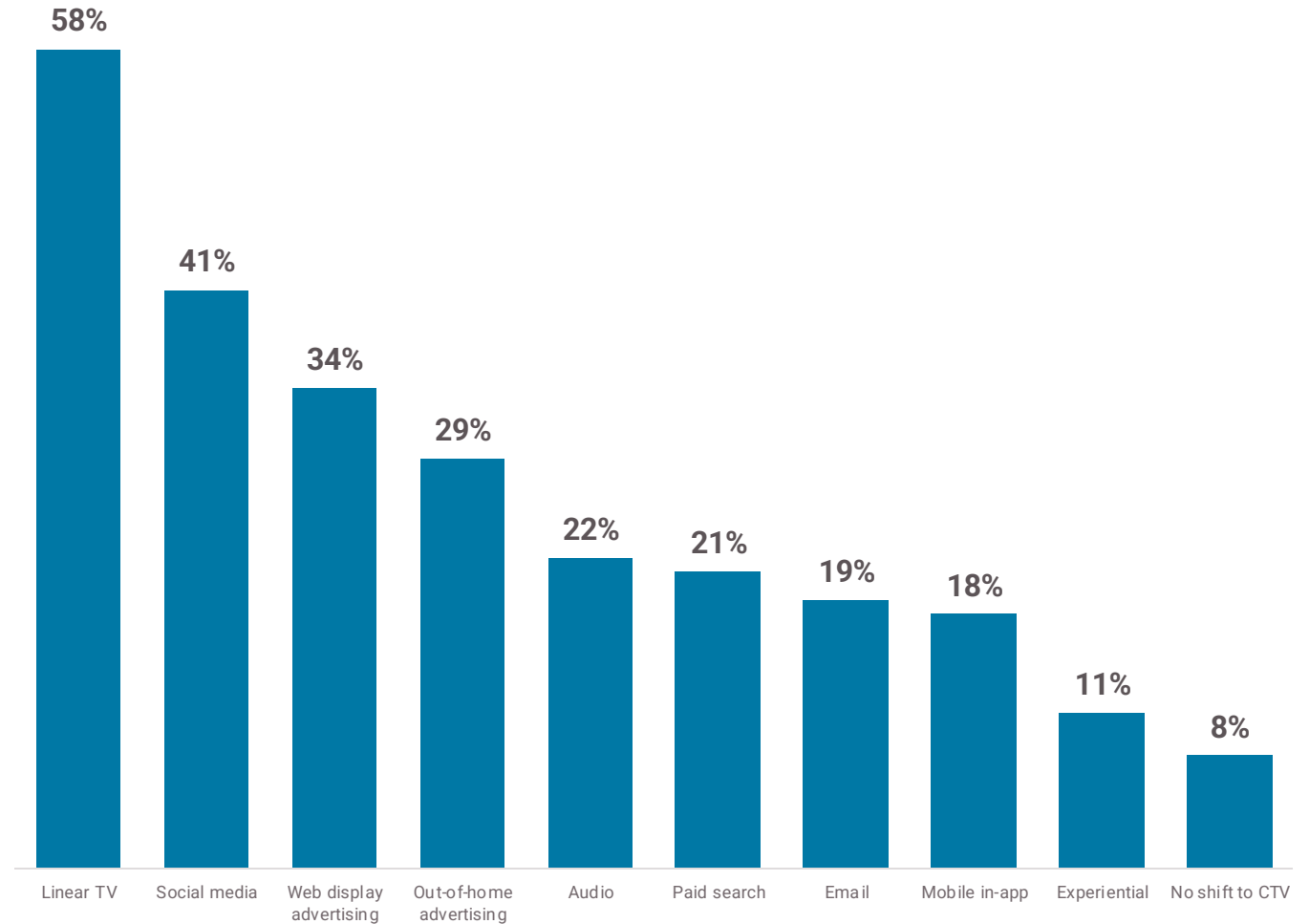
The increasing audience switch from cable to CTV is the reason for the change.

“The consumer is making the choice for us. The consumer is migrating to on-demand. Once you realize you have got the ability to watch amazing, high-quality content and programming when you want, where you want and however much you want, why would you ever go back to linear?”

Chris Price, Head of global digital marketing and media transformation at Coca-Cola



Where Connected TV budgets are being drawn from



* MarketingCharts.com, Dec 2021



Why CTV is a **must-have** addition to your omnichannel program



Growing viewership



Unique capabilities

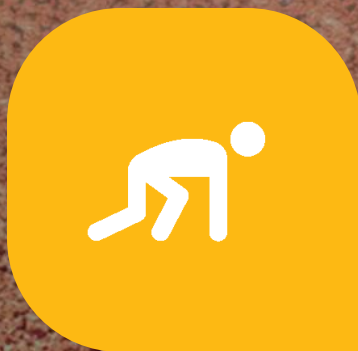


Immune to the deprecation of the third-party cookie

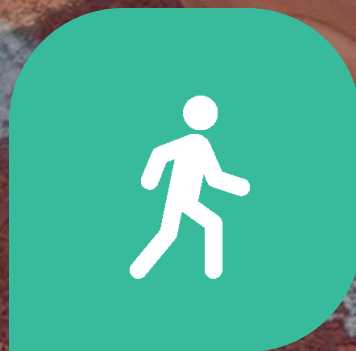


Tactics

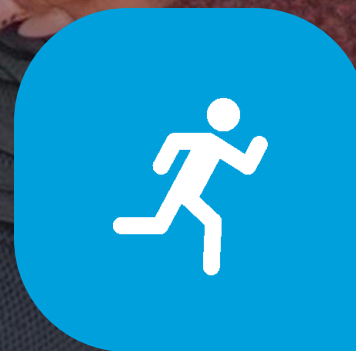
Crawl

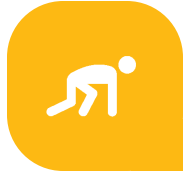


Walk



Run





Crawl

#1

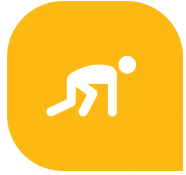
Set campaign goals and KPIs before launching your CTV campaign



**RAISING BRAND
AWARENESS**

**DRIVING TRAFFIC
TO A WEBSITE**

**CREATING AN
OMNICHANNEL EXPERIENCE**



Crawl

#2

Off-the-shelf segments

Top CTV Consumer Segments in 2021

Demographics: Age:

25 - 34, 35 - 44, 18 - 19

Consumer:

New Mover

Financial: Est. Household Income

\$100,00+, \$150,000 - \$199,999, \$125,000 - \$149,999

Interests: Lifestyles:

Environmentally Conscious

Household:

Arts & Entertainment: Rock Music Concerts

Auto:

Luxury Vehicles

Health & Fitness:

Pilates/Yoga

Demographics:

Homeowner: Owns

Behavior Models:

Household: Auto Insurance

Top CTV Business Segments in 2021

Business & Professional:

IT Decision Makers

Decision Makers:

Small Business Decision Makers

Decision Makers:

Human Resources

Functional Area:

Government: Elected Officials

Functional Area:

Education: Management & Administration

Industry:

Construction: Contractors & Trade

Functional Area:

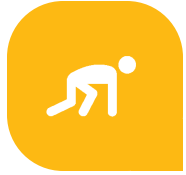
Finance: Financial Advisors

Small Business Owners

Bank & Finance:

Banking





Crawl

#3

Utilize & remix
the creative you
already have



SOUND MATTERS

**BUDGET
VOICEOVERS**



Walk

#1

Create (and segment)
custom audiences



**BUILDING A
TRADITIONAL
CUSTOM AUDIENCE**

**CREATING MODELED
AUDIENCES OFF YOUR
EXISTING CUSTOMERS**





Walk

#2

Optimize
creative



**CHANGE YOUR
MINDSET**

PERSONALIZE IT

BE MINDFUL

**EXPERIMENT AND
TEST**



Run

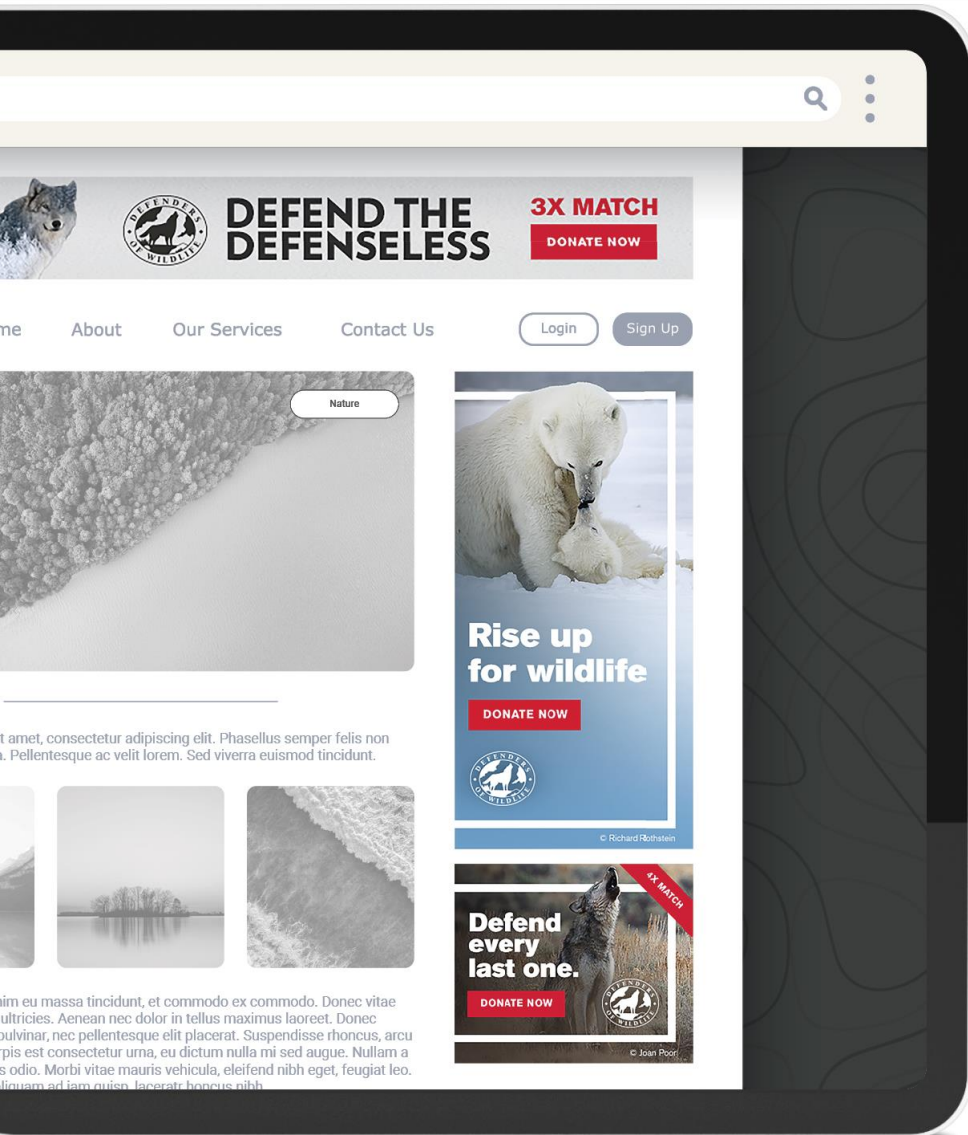
#1

Use data to improve online & offline identity resolution to improve audience targeting



**TRUE OMNICHANNEL
FROM DIRECT MAIL
TO CTV**

**THE SOLUTION?
ADDITIONAL DATA**



Run

#2

Integrate CTV
into your
omnichannel
campaigns

300% banner CTR

60% acquisition direct mail

16% average gifts

10 years younger





Run

#3

Planning for
omnichannel creative



**BUILD ON THE STORY
INTRODUCED IN CTV**

**DON'T OVERLOOK
THE DESTINATION**

**MAKE THE MOST OF YOUR
NEW ASSETS**



Run

#4

Measurement



**CTV ISN'T A CLICK AND CONVERT.
RUN A MATCH-BACK ANALYSIS AT
THE END OF EVERY CAMPAIGN!**

#1

**LOOK AT EVERYONE THAT
DONATED/BOUGHT**

#2

CREATE A HOLDOUT GROUP

#3

**NOTE WHO WAS ACTUALLY SERVED
THE AD**

**How real-life brands
are incorporating CTV
into their marketing
program**

A black remote control is centered in the foreground, slightly out of focus. It features a prominent red 'NETFLIX' button. The background is a blurred television screen displaying various colorful images, suggesting a home entertainment setting.

Subway: Conducts outreach to local audiences

GOAL

Increase foot traffic to their local stores.

CHALLENGE

Subway has always had a robust linear TV strategy, however, much like Coca-Cola, they saw consumers migrating to CTV and decided to follow the trend.

RESULTS

19.6% lift in visitation to Subway locations.

Across 4,373 measured locations.

38 million impressions of targeted scale on premium ad inventory across the selected DMAs.



Saucony – Improves brand awareness

GOAL

Target consumers who had previously searched for “post-workout” and “recovery” products.

RESULTS

128%

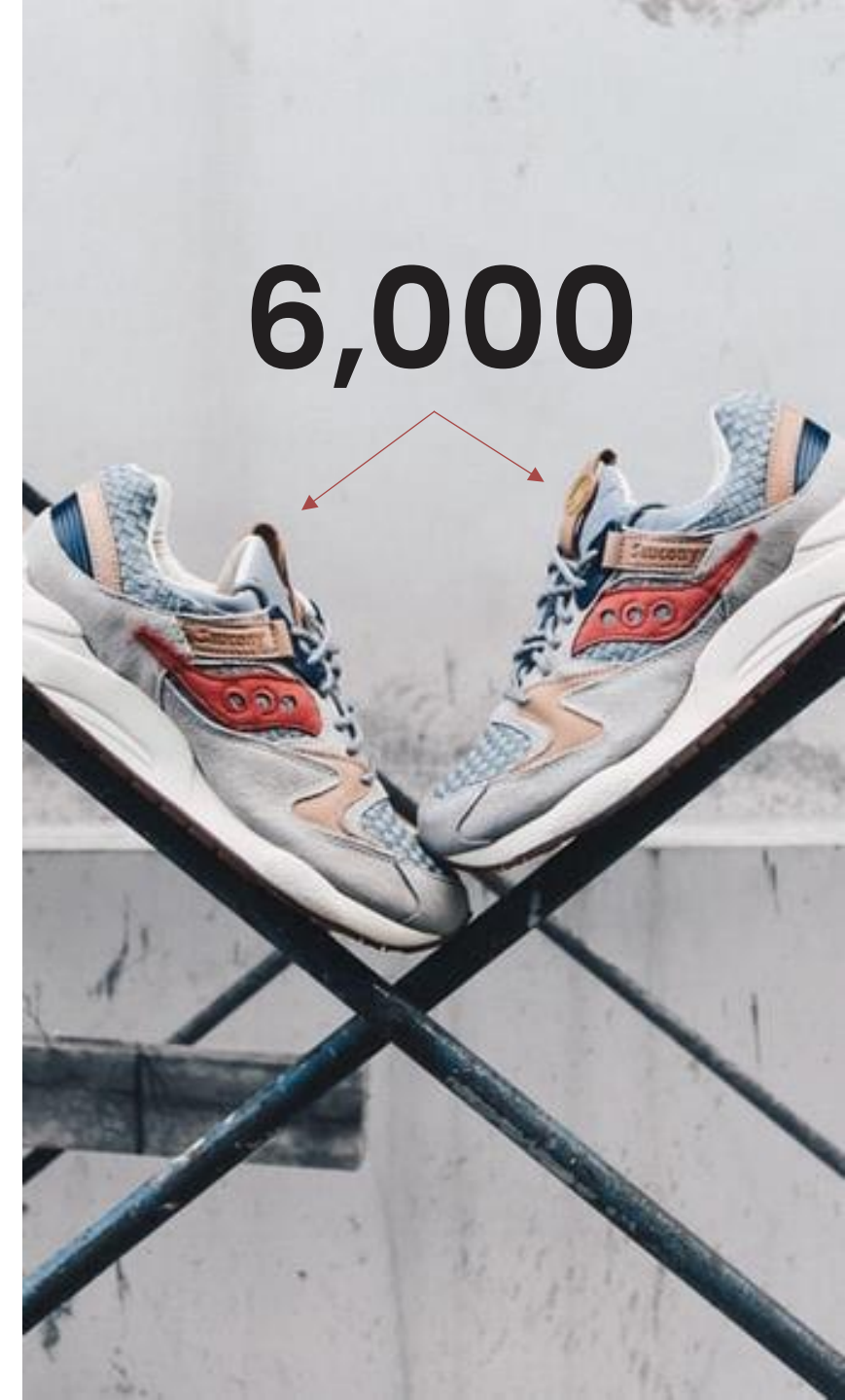
lift in Google searches

28.5%

lift in Amazon searches

21.2%

lift in Roku audience purchases



In conclusion

CTV is a channel you can't afford to ignore.

It's where your potential customers are, and you need to meet them there to engage them.

Whether your goals are raising brand awareness, increasing traffic in your physical locations, or encouraging website clicks, CTV is a must-have tool in your arsenal.

If you're ready to get started, [contact us](#).



Questions?

SCAN TO
CONTACT US



Data Axle | Axle Agency

Audience Focused. Performance Driven

Strategic Leadership



Data



Data science



Strategy



Creative



Execution

Account + Program Management

