WHY THE TIME FOR CONNECTED TV TESTING IS NOW

DMAW EF
Direct Marketing Association of Washington
Educational Foundation

2022 Professors' Institute
January 28, 2022

A little about me...

Bailey Bernius
Senior Director,
Nonprofit Strategy
Assembly

...and Flagler College Saint!

AGENDA

- A Little Bit About Connected TV

- CTV Case History from Best Friends Animal Society

- CTV Case History from Plan International USA

- Testing CTV: Where to Start?

- Q&A

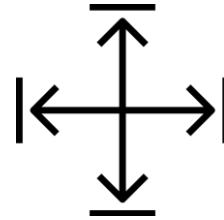# A LITTLE BIT ABOUT CONNECTED TV

Overview: What is Connected TV?

Connected TV leverages data, insights and technology to target key audiences wherever, whenever and however they are consuming video content which results in:

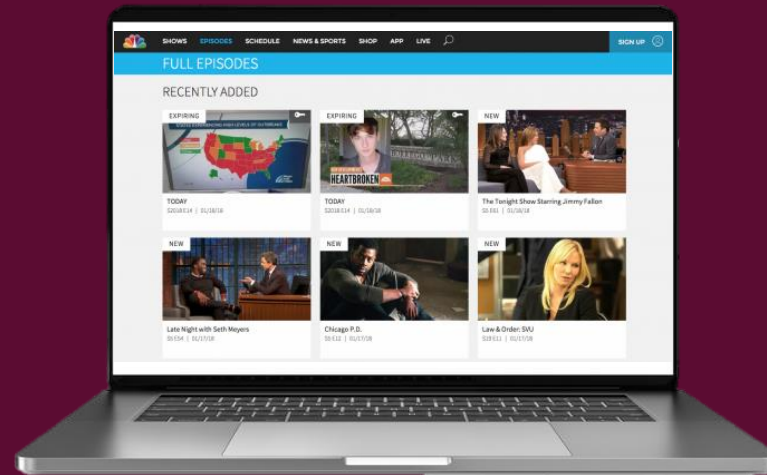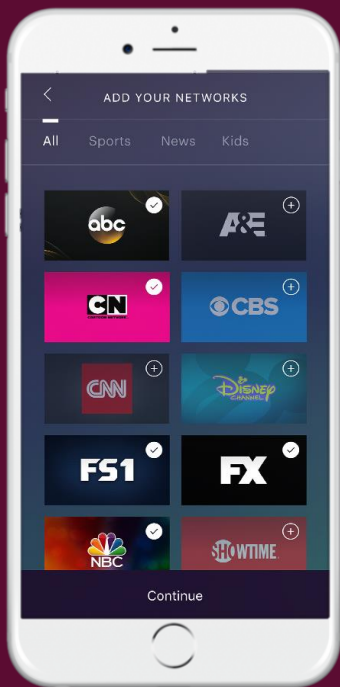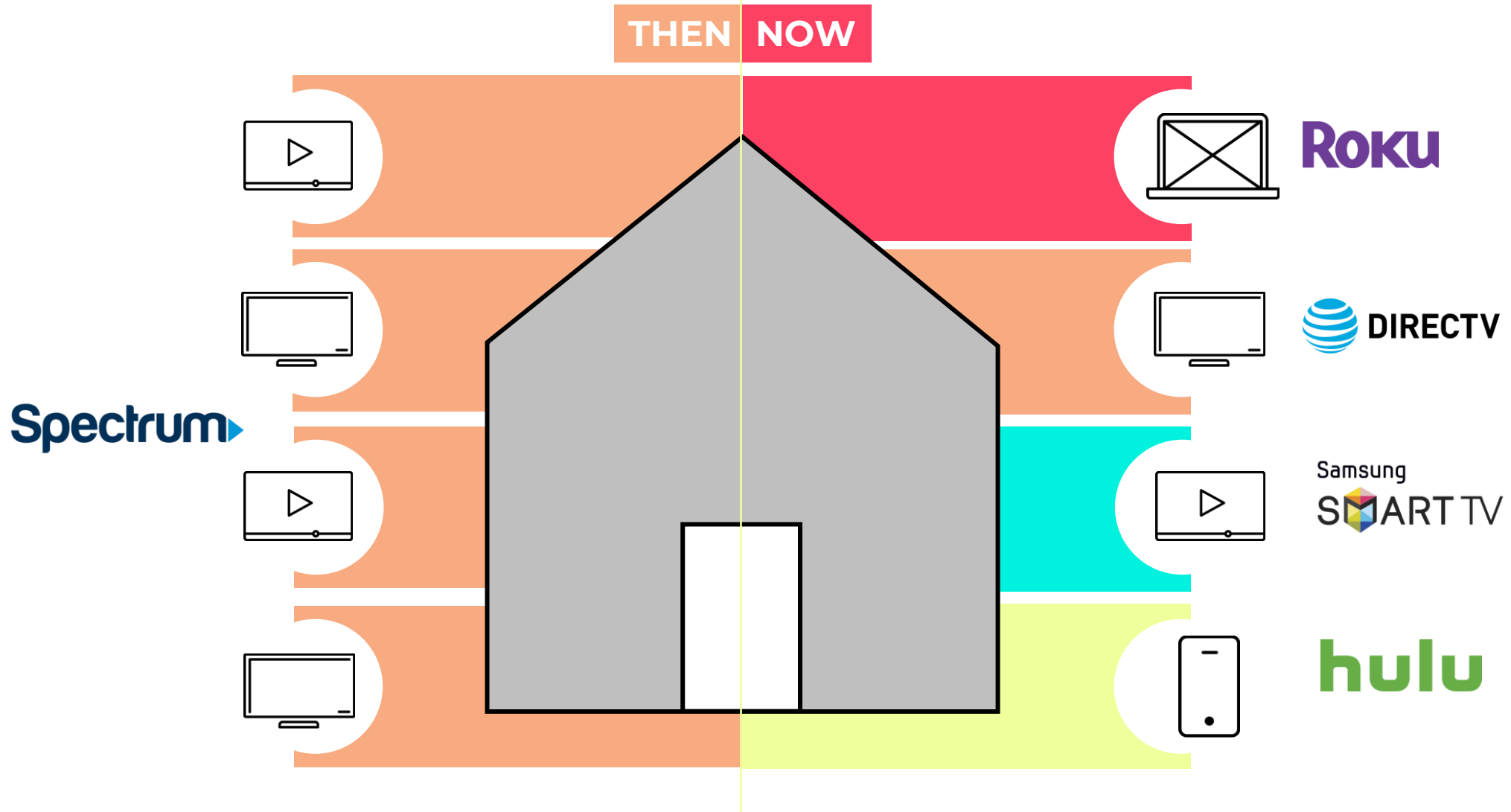| PRECISION	SCALE	RESULTS
Target CUSTOM audiences	Add scale to your existing media mix	Provide real & measurable results

OTT = OVER THE TOP

Film, TV and video content transmitted over the internet and viewed across multiple screens and devices.

TV Viewership Habits Have Changed

The typical household now views TV across multiple screens from different sources

CONNECTED TV OPPORTUNITY

Connected TV CPMs have decreased 41.6%
during the COVID-19 pandemic[1] presenting a unique opportunity for advertisers to test CTV and reach desired audiences through high-impact media formats.

10%
Increase in households watching TV

1/3
Of television time is now streamed

+22%
Increase in Connected TV streaming minutes

3MM
Increase in Roku users during COVID

15x
Increase in streaming's reach among adults 35-44 compared to Linear TV

29%
Increase in YouTube watch time via TV screens

Overview: Buying Tactics

AUDIENCE BUYING

Data-informed buying across Linear & CTV

Ads are served in environments with the highest propensity to reach target audience

National/Local Cable Networks, Local aggregators, National Cable Data products, CTV/ OTT Apps and Devices

HOUSEHOLD ADDRESSABLE

Reaching audiences at the 1:1 household level

Ads are served only to target audiences when the set-top-box/device is engaged

Linear & VOD MVPDs, CTV/ OTT Apps and Devices

Activate First Party Audience Data to Drive Goal Completions and Attract High Quality Prospects

3rd Party Data	High-Quality Audience Lookalikes	Site Visitors	Lead / Partials & Converters
Utilize high-indexing 3P audience segments to target desirable prospects, sparking awareness & engagement	Leverage High Quality 1P Audiences to develop audiences comprised of similar users	Reengage past site visitors and key page viewers to encourage Goal Completion	Reengage partial leads, cart abandoners to drive Goal Completion and Reengage past buyers for repeat purchases

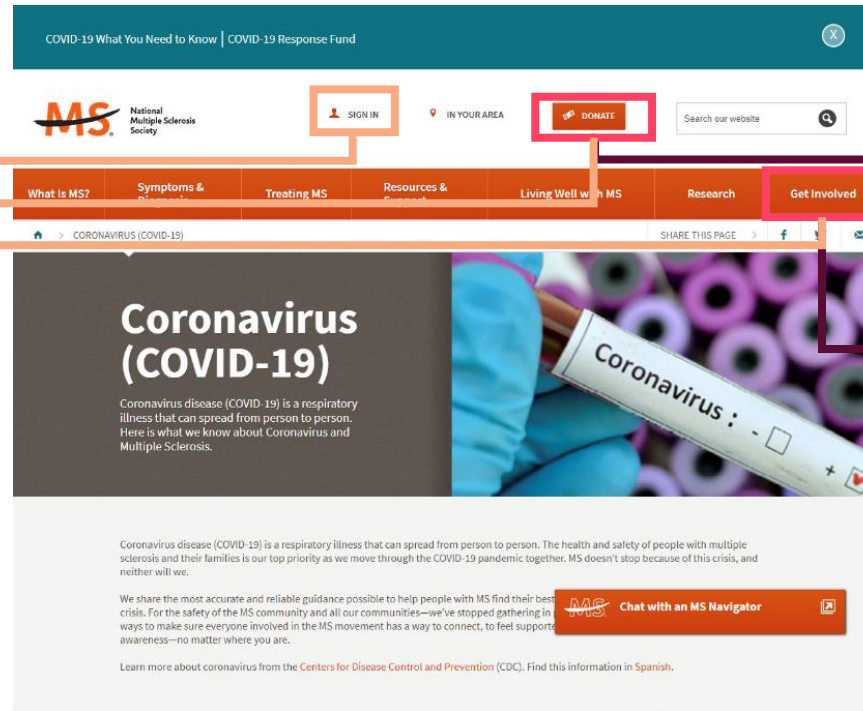# Engage CTV for Range of Objectives by Reaching Distinct Audiences

Goal Completion:
Retarget active visitors to key pages

Join with 3rd party data to refine user

Goal Completion:
Suppress or Cross-Sell Existing Donors

Prospecting:
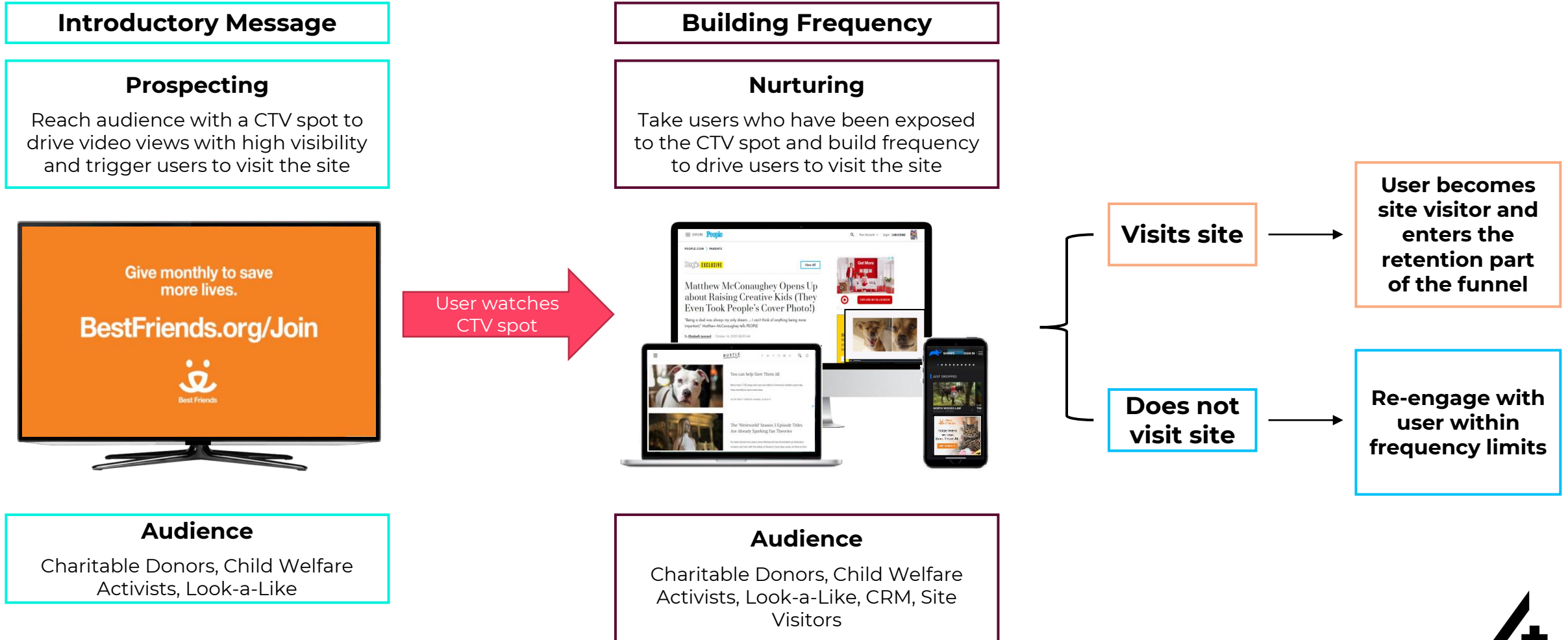Build Lookalike Audience from Various Audience Types (Donors, Advocates, etc.)

Prospecting & Cross-Sell:
Reengage audiences with appropriate & relevant needs messaging

Omnichannel Strategy Stewards Users Down Funnel

From CTV, to pre-roll online video, to display banners, users are being introduced and re-engaged to drive them to visit site

Introductory Message

Prospecting

Reach audience with a CTV spot to drive video views with high visibility and trigger users to visit the site

Building Frequency

Nurturing

Take users who have been exposed to the CTV spot and build frequency to drive users to visit the site

Give monthly to save more lives.

BestFriends.org/Join

Best Friends

User watches CTV spot

Visits site → **User becomes site visitor and enters the retention part of the funnel**

Does not visit site → **Re-engage with user within frequency limits**

Audience

Charitable Donors, Child Welfare Activists, Look-a-Like

Audience

Charitable Donors, Child Welfare Activists, Look-a-Like, CRM, Site Visitors

CTV CASE HISTORY:
BEST FRIENDS ANIMAL SOCIETY

FIRST: WHY CTV FOR BEST FRIENDS?

Phase 1: Summer 2020 Pilot

30 Days

Goal: Retarget site visitors and target affinity/interest-based audiences to increase awareness and drive donations

Time Span: 1 Month (Ramp Up Period)

Learning Agenda:
- What is the optimal frequency level?
- Which creative variation / size drives stronger performance?
- What exchanges and domains performs the best?
- Does retargeting users that viewed a video drive stronger conversion rate?

Optimizations/Levers:
- CPM
- Inventory
- Device
- Creative Size
- Time of Day / Day of Week
- Geo

KPIs:
- Donation Completes
- CPA
- VCR
- CTR / Landing Page Conversion Rate

31-60 Days

Goal: Leverage insights from first 30-day flight and fully ramp up the campaign to drive performance at scale

Time Span: 1 Month (Fully Ramped Up)

Learning Agenda:
- What is the optimal media mix to drive donation completes/CPA?
- What publishers should be considered for ongoing PMPs?
- What audiences should we optimize out from?
- Are there additional audiences we want to include for targeting?

Optimizations/Levers:
- Audience
- Formats
- Creative
- Time of Day / Day of Week
- Geo

KPIs:
- Donation Completes
- CPA

61-90 Days

Goal: Launch CRM and LAL audiences, while introducing native formats into the media mix.

Time Span: 1 Month

Learning Agenda:
- Does introducing native into the media mix help increase conversion rate?
- Identify the best tactics for different video lengths (:30, :15, :06)
- What audiences do we continue to targeting for future investments?
- Should we consider additional prospecting audience to increase unique site visits?

Optimizations/Levers:
- Audience
- Formats
- Creative
- Time of Day / Day of Week
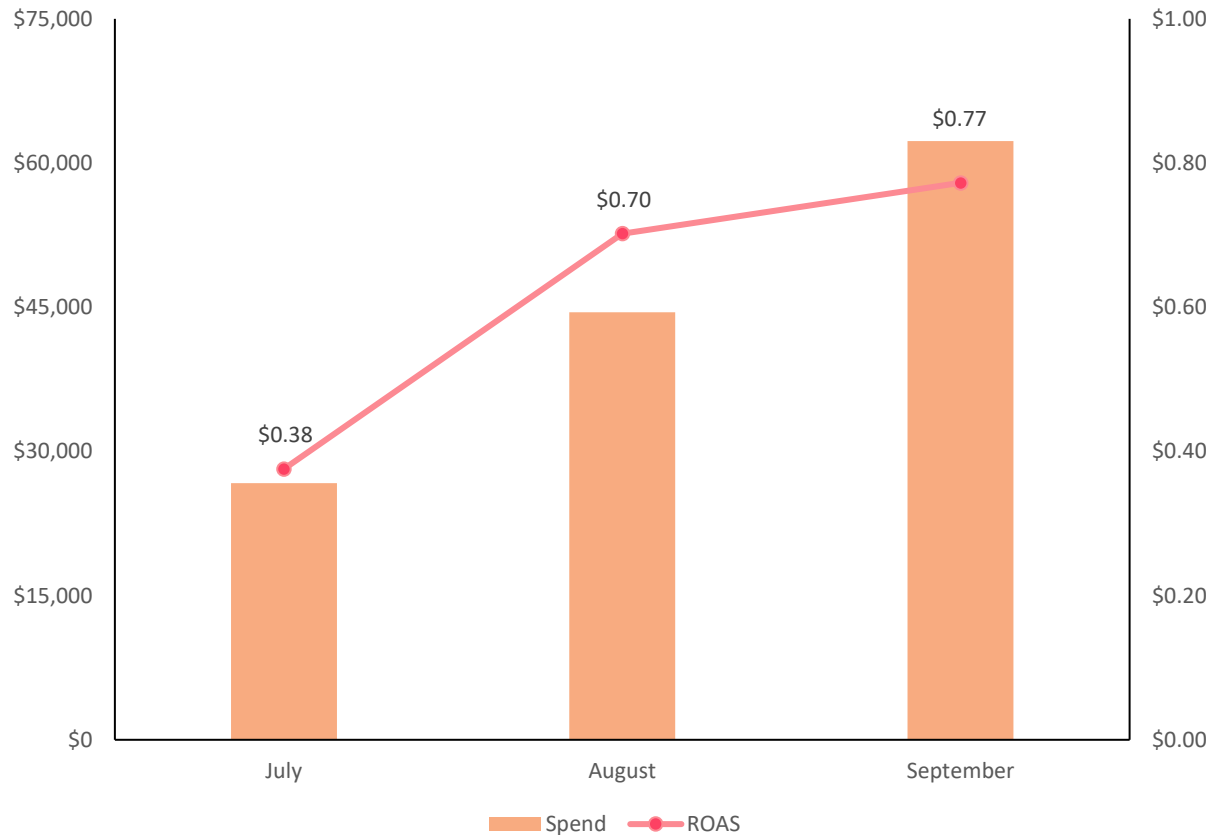- Geo
- Frequency

KPIs:
- Donation Completes
- CPA

Optimization Supported MoM Improvement in Campaign Efficiency, Donor & Revenue Growth

As we invest more into video channels such as CTV/OTT, we continue to see MoM improvement to AGV and ROAS
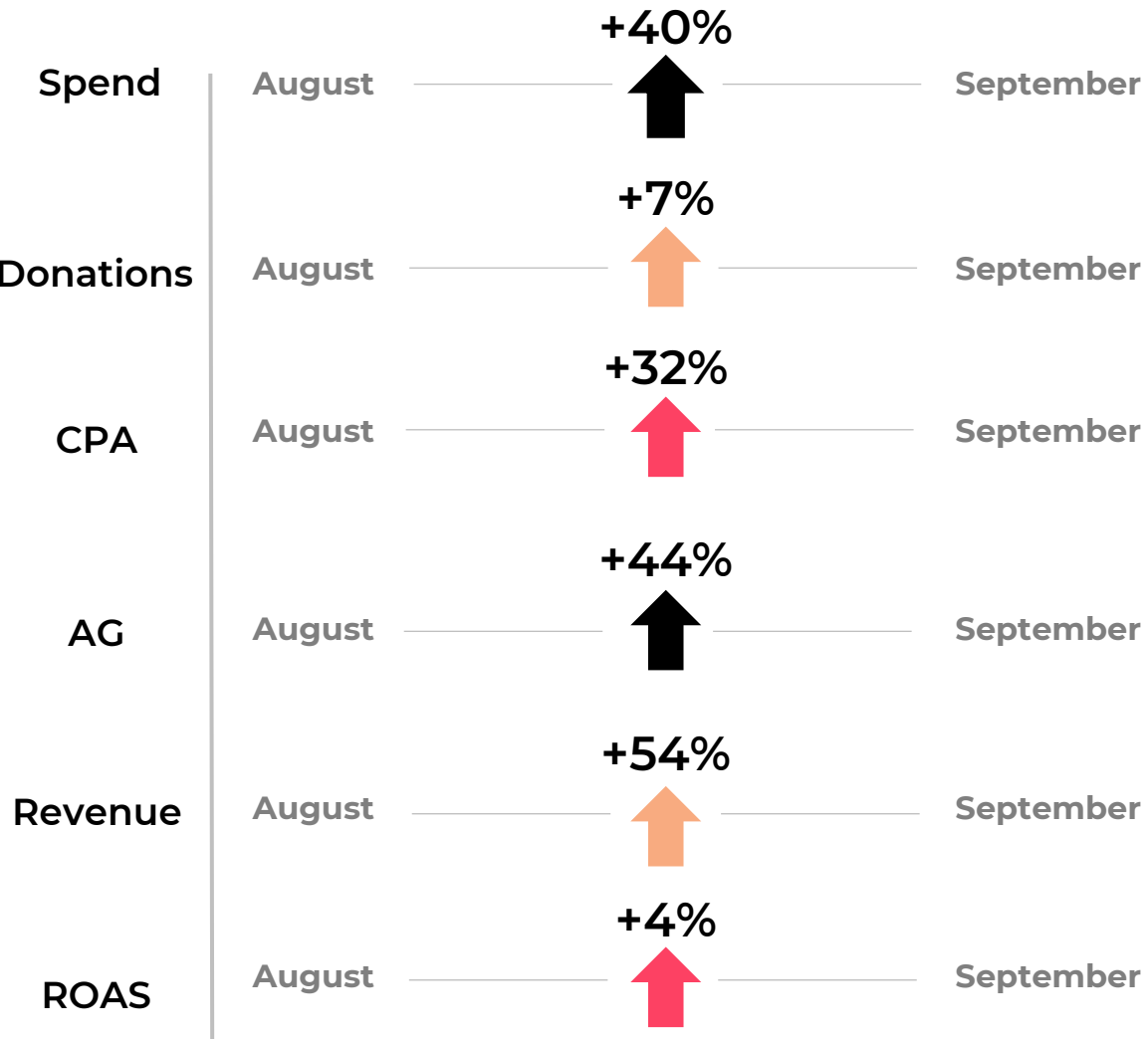
MoM ROAS Performance

Contributing Factors:

- Display banners and pre-roll saw significant increases to AGV MoM (**48% and 71% respectively**)

- Evolved our strategy to include nurture of users initially exposed to video and strategically shifted the role of :15 video spots

- Full Funnel Strategy across CTV/OTT, OLV and Banners improved cost per new donor acquisition by 58%*

Although CPAs increased by 32%, the 44% increase in AGV helped generate 54% more revenue MoM

Spend
August **+40%** September

Donations
August **+7%** September

CPA
August **+32%** September

AG
August **+44%** September

Revenue
August **+54%** September

ROAS
August **+4%** September

> **INCREASED REACH THROUGH PRE-ROLL**
> Expanding targeting to pre-roll video formats drove the strongest AGV of $94.41 and while generating a CPA of $338.

> **INCREASED INVESTMENT ON REMARKETING**
> Historic performance drove optimization of investment into remarketing audiences, resulting in remarketing driving the most efficient CPA at $40.42 and accounting for 95% of revenue for September.

> **FULL FUNNEL APPROACH DRIVES STRONGER ROAS**
> Keeping users engaged throughout the donation journey by nurturing exposed CTV viewers led to 7K site visits that fueled the Remarketing audience pool

CTV Reaches 9.1MM Users, Otherwise Untouched by Evergreen & Search Efforts

Campaign averaged 3+ Frequency, Reaching over 9MM Users

IMPS

Total Impressions	32,274,637
Unique Reach	9,272,429
Average Frequency	3.48

CLICKS

Total Clicks	39,243
Unique Clicks	30,817
Average Clicks Frequency	1.27

CTV had <2% impression and <0.5% click overlap with Evergreen and Search Campaigns, validating channel as a means of reaching new users.

IMPS

Campaign	CTV	Evergreen	Search
CTV Campaign	-	157,877 (1.54%)	11,648 (0.11%)
Evergreen	157,877 (15.81%)	-	21,917 (2.19%)
Search	11,648 (19.03%)	21,917 (35.81%)	-

CLICKS

Campaign	CTV	Evergreen	Search
CTV Campaign	-	326 (0.09%)	69 (0.19%)
Evergreen	326 (7.54%)	-	402 (9.3%)
Search	69 (0.11%)	402 (0.66%)	-

* All Overlap Metrics are pulled from Campaign Manager 360 for July 2020-September 2020
* Impressions between TTD and CM360 are within 2% of each other, well within standard reporting discrepancies between systems

CTV drives 13% lift in unique site visitors

- Through The Trade Desk, we later ran a lift test to more precisely measure the effectiveness of our TTD media. From this test, we were able to conclude with *99% certainty* that our CTV efforts alone drove a **13% lift in unique users visiting site**
  - This test was able to quantify the lift that *just* CTV had in driving users to site, but our programmatic efforts go far beyond *just* CTV.

- We run **multiple channels spanning all devices**, reaching users at multiple touch points, all **working together** to drive users down funnel and to donation.
  - Each channel has its own strengths and plays a part in working toward our goals

$1.19 ROAS
2.31% LPR

Display

0.17% CTR
$0.02 CPCV

Online Video

99% VCR
$0.03 CPCV

CTV

Source: TTD
Period: August 2021
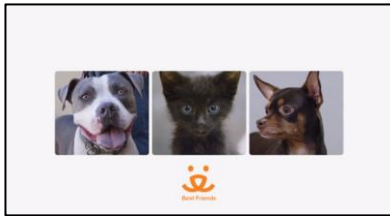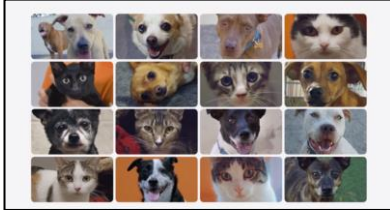
Re-engaging users that watched a longer video with :15 creative drove a 43% stronger LPR

Introductory Message
Prospecting audiences first exposure is focused with longer :30 and :60 second formats.

60s Creative
One Small Donation
VCR: 97.3%
LPR: 0.25%

30s Creative
One Small Donation
VCR: 90.3%
LPR: 0.36%

30s Creative
Pet Caption
VCR: 90.3%
LPR: 0.44%

Aggregate:
Prospecting LPR: 0.14%
Site Retargeting LPR: 0.67%

Compared to August, this remains fairly steady.

August
Prospecting LPR: .08%
Site RT LPR: 0.64%

Building Frequency
:15 spot is used to drive increased frequency only after a user has watched a :30 or :60 spot.

15s Creative
One Small Donation
VCR: 89.7%
LPR: 0.41%

15s Creative
Pet Caption
VCR: 89.8%
LPR: 0.58%

Aggregate:
Prospecting Nurture LPR: 0.20%
Site Retargeting Nurture LPR: 3.00%

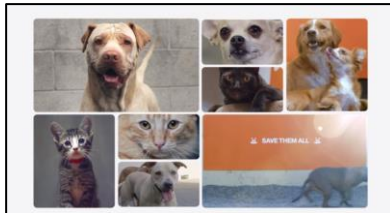Compared to August, this is significantly up.

August
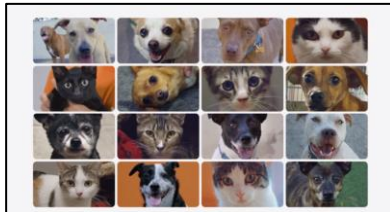Prospecting Nurture: 0.07%
Site RT Nurture: 0.67%

Leading campaign creative shifted mid-campaign highlighting importance of creative mix

One Small Donation
Sharing the message of how one small donation can make a difference

15s Creative
One Small Donation
VCR: 89.81%
CTR: 0.10%

30s Creative
One Small Donation
VCR: 90.3%
CTR: 0.06%

August Winner

Pet Caption
Interpreting animal barks as a call to donate

15s Creative
Pet Caption
VCR: 89.6%
CTR: 0.15%

30s Creative
Pet Caption
VCR: 90.3%
CTR: 0.07%

September Winner

Summer 2020 Pilot Learnings

Learning Agenda

- Does introducing native into the media mix help increase conversion rate?

- Identify the best tactics for different video lengths (:60, :30, :15)

- What audiences do we continue to targeting for future investments?

- Should we consider additional prospecting audience to increase unique site visits?

Insights/Takeaway

- Introducing native into the media mix was effective in driving traffic to the site to build a remarketing audience pool, however it did not help improve conversion rate.

- :30 videos are best used across all tactics to drive revenue at scale generating an AGV of $137.56 for the month of September

- :15 video are best used Nurturing tactics, as this video length drove the strongest LPR of 0.30%

- :60 are best suited for prospecting tactics to build brand awareness but is limited in scale

- Continue with Remarketing (Site/Video Viewers), Active Donors and Pet Lover audiences

Advocating for Phase 2: Year End 2020 Investment

Incremental Investment will be positively impacted by continued campaign optimization, heightened seasonal response

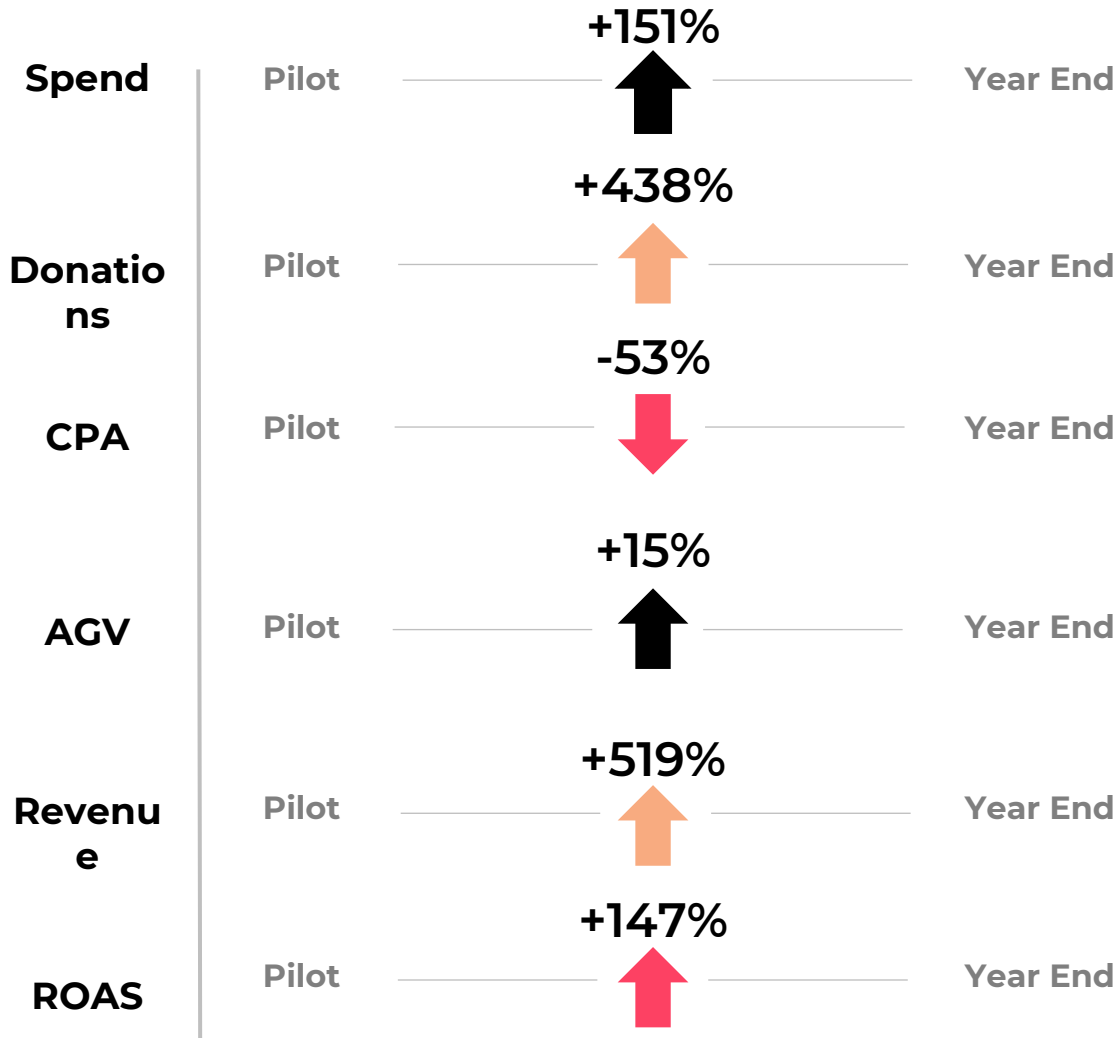|		
HISTORICAL SEASONALITY DRIVES INCREASED CONVERSION RATES & GIFT VALUE	**MAINTAIN IMPROVED AD FORMAT AND CHANNEL MIX**	**SHIFT AWAY FROM LOW-PERFORMING AUDIENCES AND REINVEST INTO PROVEN SEGMENTS**
OPTIMIZATION AND SEGMENTATION OF INVENTORY & CTV DEALS	**DEVICE MIX OPTIMIZATION, SHIFTING SPEND TO DESKTOP**	**SHIFT INVESTMENT TOWARDS TOP PERFORMING WEEKDAYS, DAYPARTS AND REGIONS**

Year End crushed all Pilot performance benchmarks driven by seasonality and learnings gained

Spend

+151%

Pilot ─────── ▲ ─────── Year End

Donations

+438%

Pilot ─────── ▲ ─────── Year End

CPA

-53%

Pilot ─────── ▼ ─────── Year End

AGV

+15%

Pilot ─────── ▲ ─────── Year End

Revenue

+519%

Pilot ─────── ▲ ─────── Year End

ROAS

+147%

Pilot ─────── ▲ ─────── Year End

⊙ **PUSH DOLLARS TOWARDS DISPLAY**

Display has proven to be most efficient in driving donations at a low cost. We allocated 61% of spend to display in order to take advantage of its high ROAS.

⊙ **INCREASED INVESTMENT ON REMARKETING**

During the Pilot we invested 36% of budget on remarketing with a ROAS of $1.59 while in Year End we invested 54% of budget on remarketing with a ROAS of $2.59. This shift towards remarketing drove ROAS higher.

⊙ **FULL FUNNEL APPROACH DRIVES STRONGER ROAS**

Keeping users engaged throughout the donation journey by nurturing exposed CTV viewers led to 11K site visits that fueled the Remarketing audience pool

⊙ **SEASONALITY AFFECTS PERFORMANCE**

Knowing Giving Tuesday and the end of the year are the biggest days of the year, we allocated 51% of the budget for December and 31% within that towards the last week of the year.

WHAT'S NEXT FOR BEST FRIENDS + CTV?

# CTV CASE HISTORY:
PLAN INTERNATIONAL USA

Plan International USA: CTV for Child Sponsors

THE CHALLENGE

During the global pandemic, reliable face to face canvassing to acquire child sponsors came to a halt. Plan International USA needed an innovative approach to drive brand awareness support child sponsor acquisition while people remained in their homes.

THE SOLUTION

Assembly proposed a new media test in Connected TV that spanned programmatic display, video, and native channels. Our goal was to not only drive monthly sponsorships and gifts but use the opportunity to evaluate the optimal media mix and frequency for the Plan International USA audience.
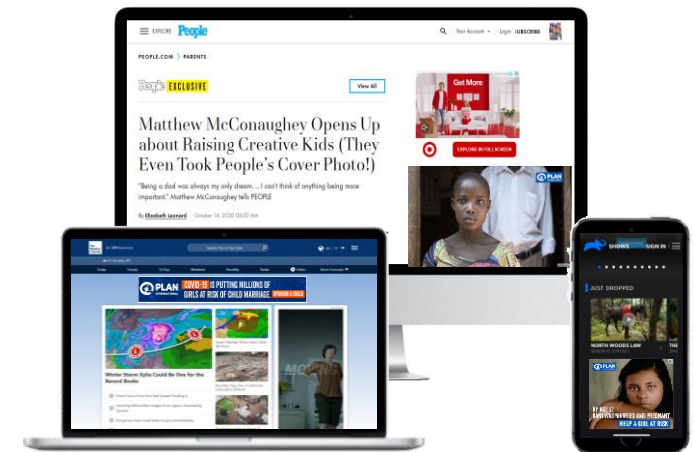
Campaign Overview

Timing
November 2020 – February 2021

Targeting (A35-54)
Child Welfare Activists, Charitable Donors, Site Retargeting,
Contextual, Lookalike Models and CRM Audiences

Ad Units
Connected TV, Programmatic Video & Banner Ads

Campaign Partners

theTradeDesk

Pilot Media Plan

Channel	Targeting	Marketing Pillar	Description/Rationale	Environment
Display	Video Viewer Retargeting	Nurture	Re-engage users that have been exposed to a video ad	Desktop, Mobile Web
	CRM Donor Audience	RMKT	Leverage 1st party CRM data to reach users that are existing donors for Plan International	Desktop, Mobile Web
	Site Retargeting	RMKT	Leverage 1st party pixel data to retarget users that have visited the site in the past	Desktop, Mobile Web
	Grapeshot Contextual	Nurture	Utilize Grapeshot contextual keyword targeting to reach users that are consuming relevant content based on a keyword seed list	Desktop, Mobile Web
Video	Child Welfare Activists	Prospect	Adults 35-54 that actively participates in Child Welfare advocacy	OTT/CTV
		Prospect		Pre-Roll
	Charitable Donor	Prospect	Adults 35-54 that actively participate in charitable events and donates	OTT/CTV
		Prospect		Pre-Roll
	LAL	Prospect	Utilize CRM data to build similar audiences who have the propensity to complete a donation	OTT/CTV
		Prospect		Pre-Roll
	Site Retargeting	RMKT	Leverage 1st party pixel data to retarget users that have visited the site in the past	Pre-Roll
	CRM Donor Audience	RMKT	Leverage 1st party CRM data to reach users that are existing donors for Plan International	Pre-Roll

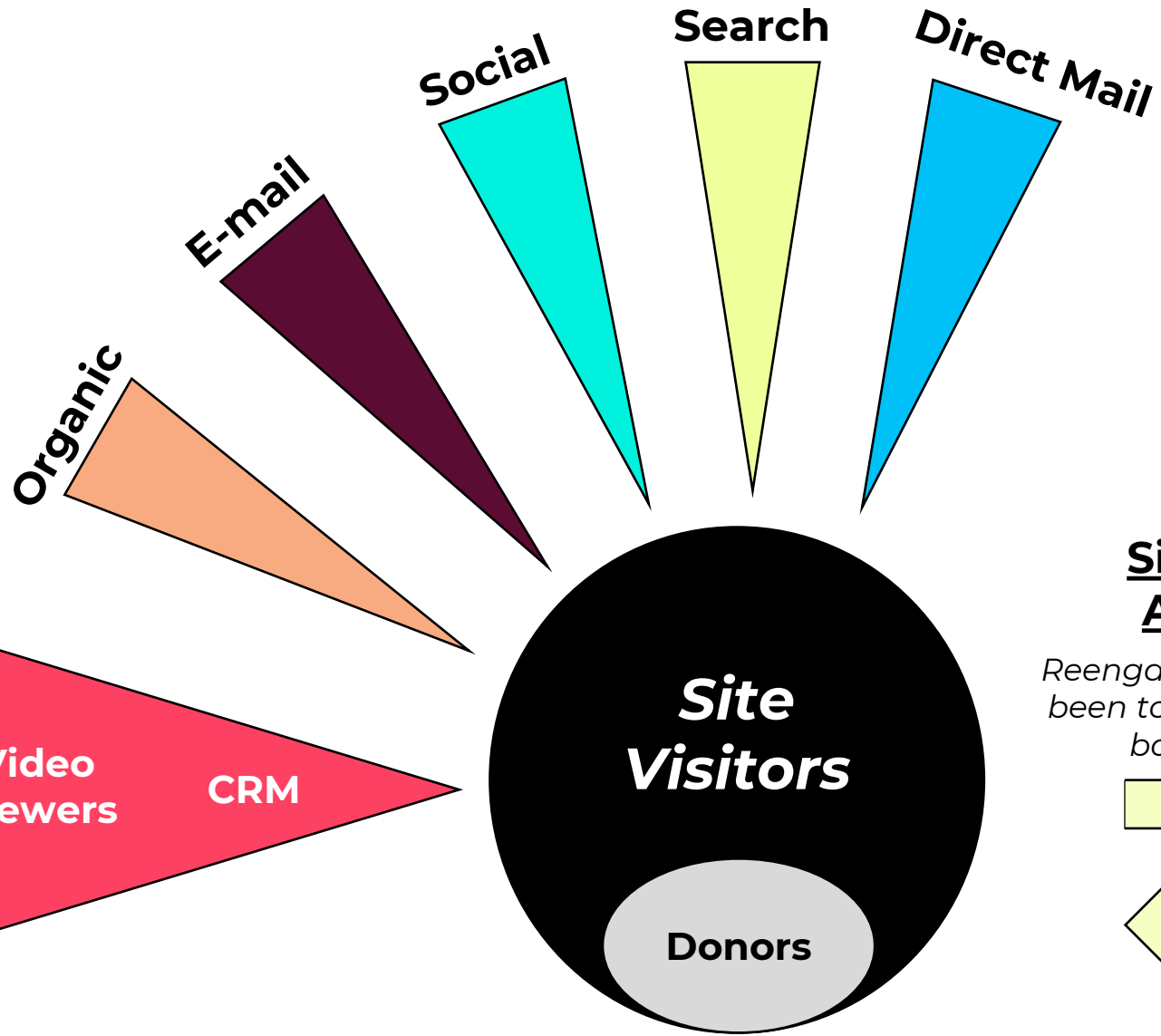# General 'Plan International USA' and 'Child Sponsorship' donations account for 60% of attributed revenue

Donation Recurrence	% of Donations	% of Total Revenue
Single	87%	70%
Monthly	9%	24%
Quarterly	4%	4%
Annually	1%	1%
Grand Total	**100%**	**100%**

Top Donation Categories by % of Total Revenue	% of Total Revenue
Plan International USA	34%
Child Sponsorship	**26%**
Gifts of Hope	12%
Little Treasures	10%
Education Fund	7%

- Over the course the campaign, the most common donation recurrence was 'Single' time donations, accounting for 86% of donations.

- '**Child Sponsorship**' donations accounted for **26% of total campaign attributed donation revenue** (second only to general 'Plan International USA' donations).

- For recurring donations (monthly, quarterly, annually), the **most common donation was 'Child Sponsorship'** accounting for 76% of recurring donations.

'Site Visitor' audience worked to redirect users who did not donate back to site

Organic

E-mail

Social

Search

Direct Mail

Programmatic
(CTV, Pre-roll, Display)

Charitable Donors

Child Welfare Activists

Video Viewers

CRM

Look-a-Like

Site Visitors

Donors

Site Visitor Audience

Reengage users who have been to site to drive them back to donate
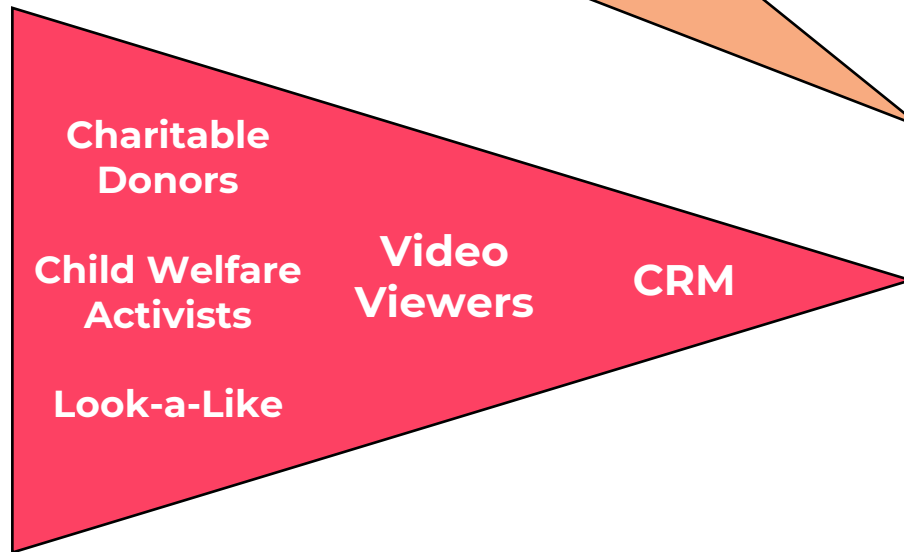
An integrated effort: 41% of donors were exposed to at least two channels

- As **users enter the funnel** to conversion, they are **introduced to their first channel**. After they **complete a video or visit site**, we **retarget them** and they may be **introduced to a new media channel**. From this, 41% of donors were exposed to at least 2 media channels on their path to conversion.

- As users come down the funnel and we continue to retarget them, frequency increases. From this we saw that **43% of donors were served at least 2 impressions**.
  - To a certain point, we saw increased CPA efficiency with increased frequency. Over the course of the campaign, **8x frequency saw the most efficient CPA of $143.**

0.09% CTR
$6.49 CPC

Display

94% VCR
$0.03 CPCV

CTV

0.17% CTR
$0.03 CPCV

Pre-roll Online Video

TESTING CTV: WHERE TO START

Getting Started with CTV/OTT

Define Campaign Objectives
- Align on Measurement
- Discuss Learning Agenda

Develop Media Plan
- Align on Target Audiences
- Identify & Map Creative Assets

Launch Campaign
- Configure Campaign Targeting
- Place Tracking & QA

Evolve Campaign
- Report
- Analyze
- Optimize

Creative Considerations

- Test multiple user triggers to understand which creative concepts drive best results

- Make sure the **brand's logo or app icon is present** in the creative, engage users during the **first 3-4 seconds**
  - In video, VO brand name for brand recall

- Consider user journey by creative asset, e.g. 30 second video for prospecting, 15 second video or banner for nurturing; develop thematic assets accordingly

- Provide a **clear, customized CTA**

- Optimize toward best performing concepts

- Make sure the aesthetics of the video are **coherent with the landing page and contextually similar**

- Keep **mobile** in mind

- Video Dimensions: 1920 x 1080

QUESTIONS?

THANK YOU!

WHY THE TIME FOR CONNECTED TV TESTING IS NOW