

CONNECT YOUR BUSINESS
WITH CONNECTED TV



fuze32
MARKETING

THANKS TO THE INTERNET, we've seen a permanent shift in how people consume TV content. The universal nature of the technology makes it possible for you to consume content on your schedule, not those of a network. That thinking changed the landscape for TV advertisers, bringing about new opportunities for brands and marketers to reach consumers through TV ads.



WHAT IS CONNECTED TV?

Connected TV (CTV) is any TV capable of streaming video through an internet connection. That could be a so-called “Smart TV” that comes with internet connectivity installed and the ability to sign into different apps. There are also devices like a Roku available to plug into your TV to give it the same features as a Smart TV. You may also be familiar with the concept if you use a gaming console like an Xbox or PlayStation to stream video content to your TV.

Both CTV and Over-the-Top TV (OTT TV) represent a different way for you to market to consumers through digital ads. The main difference in advertising through either technology is that OTT allows you to view ads while viewing content on a mobile device like a phone or tablet. In contrast, CTV only lets you view ads through a television.

There are three main types of streaming providers:

Subscription-based Video on Demand (SVOD) — SVOD providers are streaming services that require you to pay a subscription fee. Hulu, Netflix, Disney+, and Prime Video are some of the major players in this space. They mainly provide ad-free content or only air them on a limited basis.

Advertising-based Video on Demand (AVOD) — Content providers in this space offer free streaming programming. Instead of collecting subscriptions, they rely on generating revenues from ads, similar to traditional TV providers. Pluto is an example of utilizing AVOD.

Multichannel Video Programming Distributors (vMVPDs) — These streaming services provide paid-TV programming for consumption. Sling is an example of a provider using this model.

So, the question still remains, why should you choose to focus on CTV? Well, let us tell you why...





CHOOSING CONNECTED TV: CONSUMER BENEFITS

CTV offers a unique and more relaxed viewing experience. Users can watch what they want when they want - this 'lean back' TV viewing results in users potentially being more engaged with the content they are watching - including the ads. CTV viewers generally sit down to watch their favorite streaming content when it's convenient for them (on demand). It's not something they turn on in the background (like local news) as they are doing other things

HOW POPULAR IS CONNECTED TV?

According to the State of Connected TV Report 2020, U.S. CTV usage is expected to increase up to 82% by 2023, a staggering growth rate. That represents a tremendous opportunity for companies to target new audiences with well-placed digital marketing ads.

While most advertisers still tend to put most of their focus on traditional TV advertising, many have started increasing their spending on CTV digital ad placement. Connected TV ad spending increased to 25% for that year versus 20% in 2019.

It's not hard to imagine that the audience pool of people with some form of CTV may eventually exceed other TV viewing methods, including cable. It's a real opportunity for brands to establish a connection to new viewers that they might not reach through traditional TV ads. With so much new content becoming accessible through Connected TV, there's every reason to believe that Connected TV will only continue its rapid ascension.

LINEAR TV vs. CONNECTED TV: WHATS THE DIFFERENCE?

Limitations in technology made Linear TV watching the default choice for most people through the majority of the 20th century. People sat down at a particular time to watch the shows they enjoyed. If they missed an episode, they had to wait for the network to rerun the program. Advertisers had a captive audience, allowing them to collect measurable data that helped them craft marketing campaigns.

Things started to change with the introduction of the VCR. People could now record shows and watch them at their convenience. While that did bring about some change in viewing habits, advertisers still had a sizable audience that mostly stuck to watching TV programs during their scheduled run time.

DVR technology improved upon the VCRs' limitations, allowing viewers to bypass ads entirely and view shows at their convenience. Marketers had to come up with more creative ways to market to consumers.

Connected TV started shifting the tide back toward advertisers. Many people use CTV to access programs aired through their favorite streaming service. While a few of them are entirely ad-free, many offer lower price tiers to customers that require ad viewing. Connected TV helps advertisers re-establish their brand in the minds of consumers who have left linear TV viewing behind.



WHAT ARE THE ADVERTISING BENEFITS OF CONNECTED TV?



HIGHLY SPECIALIZED TARGETABILITY

Connected TV advertising helps you reach viewers who typically don't watch TV commercials via linear TV watching. You can use the information collected through CTV usage to shift your marketing dollars to programs your target audience prefers.



COST-EFFECTIVE CREATIVE USE

Platforms accessed through CTV offer advertisers different ways of presenting ad content to consumers. Services like YouTube allow ads to stream during video programs in various time increments. You can make them as long or as short as needed, making it a cost-effective way for companies to reuse advertisements already aired on network TV.

The variety of advertising options available through CTV also offers the following benefits:



COST SAVINGS

It provides an opportunity to lower marketing costs through more effective targeted advertising. That keeps you from spending tons of money on people who have no interest in what you're offering.



BETTER TRACKING

You get a better insight into who actually watches your ad, allowing you to optimize brand awareness for your company.



REUSE TV PRODUCTION

Ads placed through CTV are often reusable through network outlets like CBS, ESPN, and NBC.



REAL-TIME ADJUSTMENTS

You're able to measure who's engaging with CTV ads in real-time, where they are when they view your ads, and what services they use to view them. That allows you to make quick adjustments in your marketing strategy that can help increase your conversion rate.



BETTER AD TARGETING

Better ad targeting means consumers get to see ads for products in which they have a real interest, versus having their viewing time tied up with what they consider as clutter. Improved ad targeting gives CTV watchers a better user experience. Additionally, the TV has to be on and connected to the internet for someone to be served your advertisement. This is a huge benefit because you know an impression was seen by your target audience.

CAN CONNECTED TV WORK WITH SOCIAL MEDIA?

Yes, it can. A good ad strategy typically involves getting your ads placed in relevant markets in front of interested consumers. That means it doesn't have to be an either/or decision when you're deciding where to place your ad dollars. CTV viewing habits of consumers can help inform when and where you spend money on social media advertising.

You can reuse CTV ads on social media outlets like Facebook. Companies can also use data collected from CTV viewing to track the interests of their target audience. It's an opportunity to take that information and develop retargeting campaigns focused on their preferred social media outlets.

Companies can also take advantage of SEM and make sure there are targeted ad displays in places popular among your preferred audience. Using this kind of omnichannel marketing approach can help move potential customers further down the marketing funnel and bring them closer to purchasing decisions.

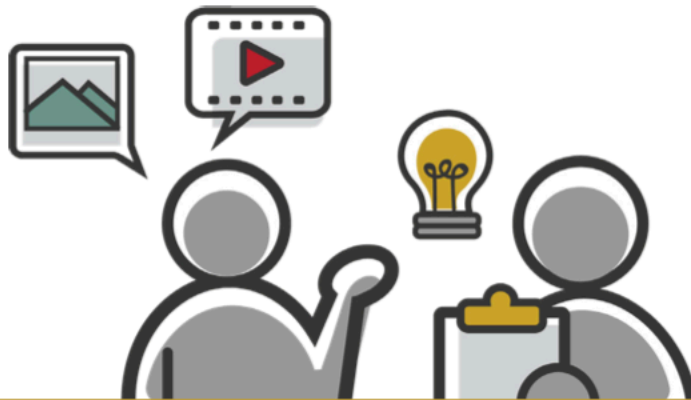


LET FUZE32 HELP YOU TAKE ADVANTAGE OF CONNECTED TV ADVERTISING

Keeping up with the newest entrants into the CTV arena and all the related marketing challenges can be a lot for a company. Bringing on fuze32 as your marketing partner takes the stress out of the process. Our digital marketing experts will help you focus your message on the audience you desire by building the kind of creative, ambitious advertising campaigns that cut through the clutter and help your brand stand out.

We know the ins and outs of CTV advertising. Our team understands that many business owners don't have the time or resources needed to craft effective marketing strategies. With fuze32 taking on the heavy lifting, you're free to get back to what you do best, running the business side of your company.

Partnering with fuze32 gives you the benefit of amplifying your brand on a wide array of premier content partners, far beyond what you would get with another marketing company. Find out why so many top companies have embraced fuze32's energized approach to marketing by setting up a consultation.



SET UP A FREE NO-RISK MEETING TO LEARN MORE.