

MEASURING THE IMPACT OF YOUR **CTV** CAMPAIGNS



VIAANT.

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INTRODUCTION

It's hard to overstate the incredible rise of Connected TV (CTV).

Over the last half-decade, and especially during and after the pandemic, consumers have hastened the transition from watching linear television to streaming content on CTV. While most are familiar with this demographic, known as 'cord-cutters,' it's worth mentioning 'cord-nevers' have also emerged, referring to individuals who have never had a traditional linear cable subscription.

Advertisers and their dollars have followed them to CTV.

From 2021-2022, CTV ad spending accounted for \$17.3B and \$20.7B, respectively. Compare that with projections for the end of 2024 — just two years later — that ad spending for CTV will reach nearly \$30B. By 2027, **the number is projected to hit almost \$41B.**¹

These massive hops in investment illustrate marketers' and digital advertising's changing mindset about CTV. Specifically, the channel is no longer seen as incremental to linear, but now the primary element of the media plan. This is evident by advertisers **shifting their linear budgets**² to CTV at a rapid clip. Plus, and to no one's surprise, U.S. viewers watch **more content on CTV than linear as of July '23.**³

However, despite the popularity and investment of CTV, there is one challenge — measurement.

Given that CTV is a cookieless channel, measuring return on ad spend is complicated.

But not impossible.

¹ Lebow, Sara. "CTV Advertising Explained: Benefits, Stats, Platforms, & How to Buy"

² Samet, Alexandra. "CTV Is Filling Gaps in Declining Linear TV Ad Spend"

³ Ottaway, Bob. "CTV Is Taking over Linear: The Breakdown"

MAKING CTV PART OF YOUR MEDIA MIX

Before we dive into how to measure your CTV ad campaigns, it's worth remembering why this fast-evolving channel is so important. And we can do so by looking at history.

In the not-so-distant past, household members would gather around the television for "Must-See TV" viewing. Ad spots during this primetime programming were, of course, coveted because marketers knew they would be able to reach the most viewers.

Then came streaming and CTV.

What marketers lost with the broad viewership of linear, they gained in improved reach to target audiences. Think of it this way: A retail brand promoting a new clothing line could ensure previous and potential buyers see their CTV ad campaign. Similarly, a CPG dishwashing liquid brand could get insights into who buys their products and then air their ads so specific viewers would see them when it's time to re-purchase.

While this more accurate reach is undoubtedly a win for marketers, few viewers are making purchases from their televisions. And as mentioned, CTV is a cookieless channel, which challenges most digital measurement approaches.

Thus, advertisers and agencies need a solution that ties CTV campaigns throughout the consumer path to purchase.





MEASURING CTV AD CAMPAIGNS

Thankfully, cookieless solutions have emerged to understand how CTV campaigns impact an overall campaign.

One such solution, Viant's Household ID™ technology, links all consumer devices together at the residence level. This addresses the change happening in today's media consumption habits, which, as noted, have evolved beyond primetime viewing around a single screen to each member in a residence owning multiple devices.

Household ID™ technology also overcomes another cookie limitation: reach and frequency. Unlike the "probabilistic" data from third-party cookies, the Household ID™ solution leverages "deterministic" data, which includes a mixture of physical and digital identifiers like an email, phone number and/or residential address. By relying on this deterministic data, advertisers can ensure they reach real people and control frequency, thus avoiding ad waste.

Revisiting our examples from earlier, a retail clothing brand and a CPG brand could use the Household ID™ technology to ensure they were reaching target audiences on CTV, retarget them on a second (or third) device and confirm whether or not a conversion happened on a device or in-store.



HOW VIANT CAN HELP

Viant's people-based advertising technology helps agencies and advertisers plan, execute and measure their CTV campaigns to understand true return on ad spend.

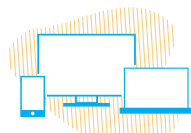
With our Data Platform, patented Household ID™ technology and omnichannel DSP, marketers can move past third-party cookies to reach the right audiences and understand true return on ad spend. Plus, our Supply Path Optimization program "Direct Access" provides access to premium streaming inventory, ensuring CTV ad campaigns reach target audiences where they're watching.

HOW VIANT HELPS MARKETERS WIN IN CTV:



IDENTITY RESOLUTION

Leverage our Household ID™ solution and Data Platform for first-party data optimization or third-party partner integrations to ensure accurate campaign reach and frequency



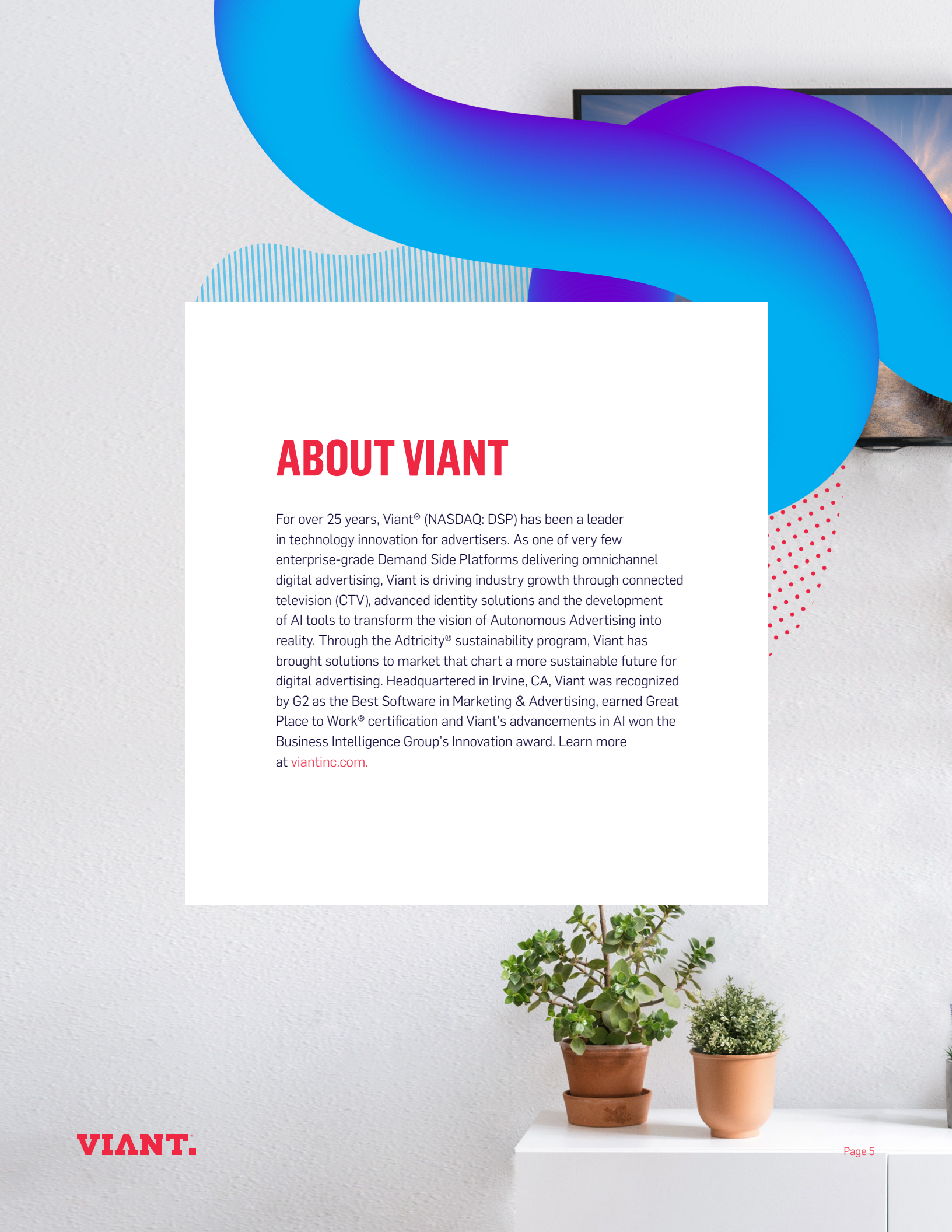
OMNICHANNEL EXECUTION

Deliver meaningful, full-funnel campaigns across premium CTV inventory and today's media landscape



ADVANCED ATTRIBUTION

Tie CTV to each stage of the purchasing cycle to understand true return on ad spend



ABOUT Viant

For over 25 years, Viant® (NASDAQ: DSP) has been a leader in technology innovation for advertisers. As one of very few enterprise-grade Demand Side Platforms delivering omnichannel digital advertising, Viant is driving industry growth through connected television (CTV), advanced identity solutions and the development of AI tools to transform the vision of Autonomous Advertising into reality. Through the Adtricity® sustainability program, Viant has brought solutions to market that chart a more sustainable future for digital advertising. Headquartered in Irvine, CA, Viant was recognized by G2 as the Best Software in Marketing & Advertising, earned Great Place to Work® certification and Viant's advancements in AI won the Business Intelligence Group's Innovation award. Learn more at viantinc.com.

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