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Changing Channels: Building a Better Marketing Strategy to Reach Today's Viewers

Google Marketing Platform

Changing Channels

Table of Contents

Introduction – What we watch: New trends in video viewing	04
Chapter 1 – Reach a higher-quality audience: Move beyond basic demographic and household segmentation	08
Chapter 2 – Motivate your customers to action: Build relevant experiences across environments	12
Chapter 3 – Take an end-to-end view of your campaigns: Align your TV and digital teams	18
Chapter 4 – Maximize your marketing investments: Use one tool across your video buys	23
Conclusion	27
Glossary	28

* = Glossary term

A short history of the living room TV

Summary

The way we watch TV has fundamentally changed. The popularity of on-demand and over-the-top video streaming, the proliferation of devices, and the availability of more high-quality content means that we're able to watch wherever, whenever and however we want. For viewers, the choice of what to watch is wonderful. For marketers, it can make it more challenging to reach their audiences. That said, it also provides an opportunity for marketers to better engage with consumers via data-driven media and creative strategies.

This guide is all about that opportunity, how traditional and digital television are converging, and how marketers can adapt. We'll explore how the application of automated technology, coupled with access to more engaged audiences, can help marketers deliver better experiences to every individual.

What we watch

New trends in video viewing

Let's go back in time to September 14, 1952, just for a moment.

On that evening, while Lucille Ball was [battling a very fast conveyor belt](#) at a chocolate factory on TV, a different battle was happening in the American living room around the television set – families debated which of the three broadcast networks to watch: ABC, CBS, or NBC.

On that particular evening at least, *I Love Lucy* won handily. The show had an astonishing 67.3 Nielsen rating in 1952, a record that still stands.¹ No matter what was broadcast each evening back then, it would be the talk of the town. At water coolers and drinking fountains throughout America, people came together to talk about the country's hit show – since everyone had seen it.

Having only three networks and a concentrated viewing audience meant that advertisers had it pretty easy. The variables were limited: one screen, three channels, and a few evening time slots to fill before the country hit the collective sack. Advertisers knew when, where, how, and what the whole country was watching without the need for sophisticated technology, data collection, or analysis.

¹ Wikipedia, [List of most watched television broadcasts](#)

Today's television consumers and the power of choice

Today's television viewing landscape is very different. While TV screens still account for 91% of our viewing time,² we're now able to watch great video content wherever, whenever and however we want.

We are no longer beholden to the schedule dictated by the TV guide; we can watch our favorite shows on-demand, whenever the mood strikes. For example, according to Nielsen, traditional TV watching has declined 44% for 18–24 year-old viewers and 32% for 25–34 year-olds over the past 5 years.³ Meanwhile, streaming video is on the rise. In 2017, 59% of American households had a streaming video subscription, compared to just 38% in 2014.⁴ And video consumption on **over-the-top (OTT) streaming*** devices rose 35% year-over-year among adults 18–49.⁵

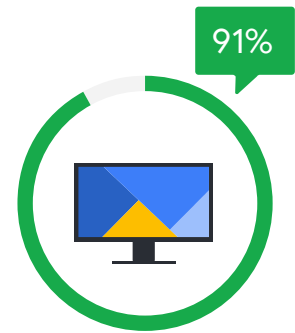
Further, we're no longer limited to the big screen. While we may begin a show on the couch, we can now pick up where we left off on our mobile phones, tablets, or laptops. Younger consumers are leading this trend. According to Nielsen, the average 18–24 year-old spent more than 90 minutes watching video on smartphones in Q2 2017, which is 82% higher than the average adult.⁶

Conversely, videos that we only used to watch on our computers are now getting streamed on the big screen. (Did you know that people now watch over 100 million hours of YouTube per day globally in the living room?⁷ That rate grew 70% between Q3 2016 and Q3 2017.⁸)

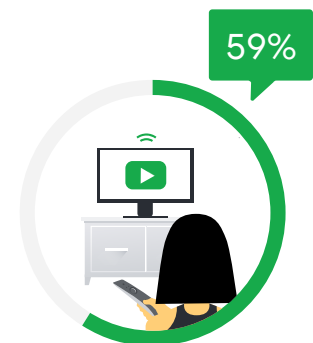
Possibly the best trend of all is the number of high-quality shows that are coming out every year. The total number of scripted shows on television and streaming platforms hit 487 in 2017, which surpassed the previous record of 455 the year before.⁹ And it's not just traditional TV either – Netflix, Hulu, and Amazon swept the 2017 Emmys with shows like *The Crown*, *Stranger Things*, and *The Handmaid's Tale*. In total, streaming services received 162 Emmy nominations in 2017, up from 91 in 2016 and 51 in 2015.¹⁰

The amount of high-quality video produced for digital is growing as well. For example, every month more than 1.5 billion people come to YouTube to watch content, on channels ranging from The Ellen Show, which has over 22 million subscribers, to the NBA, with over 8 million subscribers.¹¹

We are truly in a golden age of video! With more viewing options to pick from, people are becoming more intentional about what to watch. When they find something they love, they engage deeply. More choice leads to more attention leads to more engaged audiences that can be reached across more access points.



TV screens account for **91%** of our viewing time



In 2017, **59%** of American households had a streaming video subscription, compared to just 38% in 2014

² Nielsen, [The Nielsen Total Audience Report, Q2 2017](#)

³ Calculations based on Nielsen Total Audience Report Q2 2017 and Nielsen Cross Platform Report Q2 2012

⁴ Calculations based on Nielsen Total Audience Report Q2 2017 vs. Q2 2014

⁵ Pivotal Research, TV Trends Dec. 2017 (data based on consumption for month of Dec. 2017 vs. Dec. 2016)

⁶ Nielsen, The Nielsen Total Audience Report, Q2 2017

⁷ Google Internal Data, Global, Based on 7 day average for Living Room watchtime, June 2017

⁸ YouTube Internal Data, Global, Q3 2016 – Q3 2017

⁹ Wall Street Journal, [Era of Peak TV Continues with 487 Scripted Shows in 2017](#), January 2018

¹⁰ LA Times, [Streaming services led by Netflix pile up 2017 Emmy nominations](#), July 2017

¹¹ YouTube Internal Data, Global, Jan. 2018

More channels, more challenges

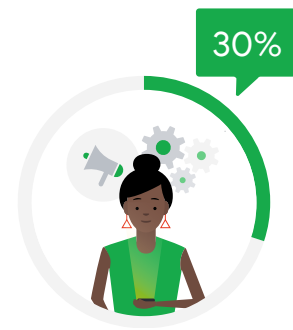
While this cross-screen viewing experience is great for us as viewers, it creates complexity for marketers. Marketers now need to reach and engage with their audiences through all these devices and channels. This means the traditional model of broad, demographic-based TV advertising is no longer enough. Instead, marketers have to tailor their advertising to reach individuals based on how they like to watch. They have to build more relevant ads, because consumers' expectations for ad quality and relevance have increased as well.

Staying up to date on all of these consumer trends can be tough, especially when it can seem like a new fad emerges every day. In a [recent survey](#) conducted by Harvard Business Review Analytic Services, only 30% of respondents said that the marketing professionals in their organizations are “very knowledgeable” about the changing viewing trends and the resulting advertising needs.

But there is a business imperative to staying close to these consumer trends: the “very knowledgeable” businesses are three times as likely to say they are adapting their strategies to a “great extent” in response to changing viewing trends, compared to their less knowledgeable peers.¹²

Marketers who understand how viewer behavior is changing are leading the way in rethinking their approach to reaching these audiences and will likely gain an advantage through more successful campaigns.

Ultimately, although there are new challenges, there is also a great opportunity for marketers. The growth of viewing on internet-enabled devices has created a richer dataset that can help marketers understand their customers' preferences and interests. And progress has been made in programmatic advertising technology – software that automatically and intelligently purchases ads – such that marketers now have tools to take action on their customer understanding, at scale. As traditional and over-the-top TV inventories become available in these programmatic platforms, marketers will be able to build **advanced TV advertising*** strategies and apply data-driven and automated buying techniques to traditional TV audiences as well.



Only **30% of respondents** said that the marketing professionals in their organizations are “**very knowledgeable**” about the changing viewing trends

The chapters in this guide provide four recommendations for how marketers can seize this opportunity and use programmatic data and technology to build a more effective advertising strategy to reach audiences wherever they are choosing to watch.

¹² Harvard Business Review Analytic Services Google-commissioned research, “Marketing and the Evolution of TV”, Global, Feb. 2018 [390 respondents drawn from the Harvard Business Review audience of readers (magazine/ newsletter readers, customers, HBR.org users) completed the survey.]

What we watch

New trends in video viewing



Watch whenever

With many more on-demand viewing options, consumers can choose when they want to watch their favorite shows.

Watch wherever and however

Consumers can now view professionally-produced video content on any device – from their big living room screen down to the small screen in their pocket. This means they can watch wherever they want!

Watch whatever

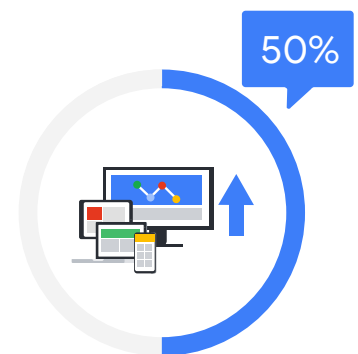
High-quality TV-like content is getting created from all corners, building a much broader library to choose from. Greater choice leads to deeper engagement once consumers find something they love.

Reach a higher-quality audience

Move beyond basic demographic and household segmentation

While brand marketing is still about reaching a broad audience, marketers can use a programmatic platform to develop strategies that reach *individuals* whenever possible, rather than households. To do this, you need to move beyond basic demographic profiles, such as age and gender, and understand audiences at more granular levels, such as context, interests and intent to purchase, to reach people who will actually be interested in your offering.

Campaigns that build individualized marketing strategies are more effective than broad demographic-based strategies. A 2017 Google study found that campaigns that use intent-based segmentation (segmentation based on signals of intent to purchase) on mobile have 20% higher Ad Recall lift and 50% higher Brand Awareness lift relative to campaigns that only use demographic segmentation.¹³



Campaigns that use intent-based segmentation on mobile have **20% higher Ad Recall lift** and **50% higher Brand Awareness lift**

¹³ Google, Brand Lift Targeting Analysis, October 2016 – March 2017

Brand awareness campaigns require “quality” reach strategies

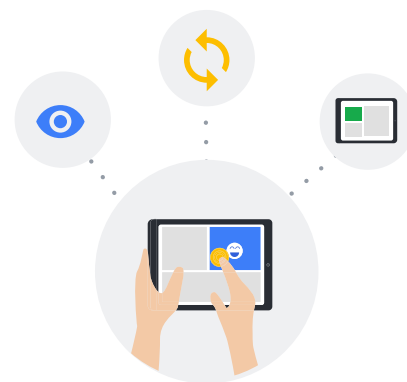
At the beginning of the customer journey, where your goal is to drive brand awareness, you should maximize *quality* reach rather than focusing purely on audience numbers. Evaluate quality based on whether the audience you are reaching can see your ad, whether they are engaged and interested in your message, and whether the surrounding content is aligned with your brand values.

To reach a broad and engaged audience, you can no longer blanket a market with a general message and assume that because your 30-second commercial aired in millions of households, you actually drove awareness of your brand for that many people. The audience you want to reach may be spending increasing amounts of time engaging with media other than TV, such as gaming or social apps. They may even be multitasking in these contexts while watching TV. Instead, you have to reach people through other devices and media channels (e.g. over-the-top video streams) in addition to traditional TV, where they are increasingly spending their time.

Programmatic technology can help you find these engaged audiences with a single tool, so that the money you’re spending on each channel is contributing effectively to your overall campaign reach. For example, by planning all types of media together, and measuring cross-channel campaigns with comparable metrics, you can understand what audiences you’re reaching on TV and find additional reach with similar audiences on digital channels.

Quality reach also depends on ensuring that your brand shows up on high-quality content and placements. Make sure to choose a transparent platform that helps you measure and verify the quality of the inventory your ads run against. Ensure there are robust ad fraud prevention and reporting tools, as well as controls to determine what types of media placements are suitable for your brand. Use filters to optimize for digital placements with higher viewability, audibility, and attention rates.

By taking precautions to protect your brand, you can maximize the benefits of digital reach while minimizing some of the risk associated with fraud and inventory suitability for your brand.



Evaluate quality based on **viewability**, **engagement**, and **placement** suitability

Brand consideration campaigns require more advanced segmentation strategies

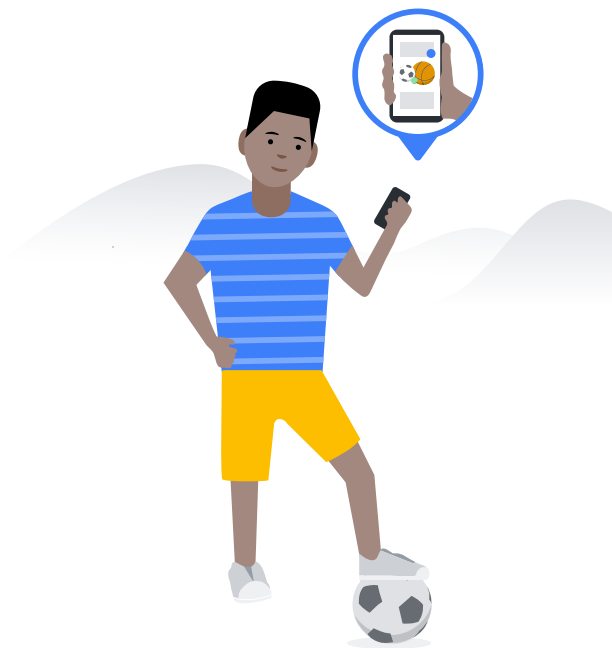
When you want to guide people towards a purchase and help them understand why your brand or product will solve their needs, you need to apply more advanced strategies to your media buy.

For digital audiences, you can use your understanding of interest and intent to better reach people that will be interested in your message or offering. For example, you can understand what activities and products people are interested in to reach the audience most likely to engage with your brand. You can also integrate intent-rich signals, such as what people are searching for, to provide better solutions to their in-the-moment needs.

For traditional TV audiences, audience segmentation has historically been limited to broad categories like age and gender. In more advanced cases, index-based approaches have been used to understand audiences at a more granular level (using survey data to identify TV programs that align with audiences relevant to your brand). But this is changing. Traditional (linear) TV inventory is becoming available to buy through programmatic pipes, paving the way for more granular decisions that mirror what's possible today in digital.

Addressable TV advertising* allows marketers to deliver different ads to different households, within a given TV program. You can tailor the messages that show up to each household based on insights about the cable subscriber and household viewing behavior. While this doesn't get you down to the individual engagement level, addressable advertising does help you apply audience insights to more selectively reach TV viewers and show them relevant messages.

As consumers spend more time watching TV content on other devices and as set-top boxes get upgraded and can handle addressable ads, there will be more opportunities to segment your audience and engage them appropriately. By employing these strategies, even for broad brand campaigns, you can reach a higher quality audience who is more likely to be interested in your offering.

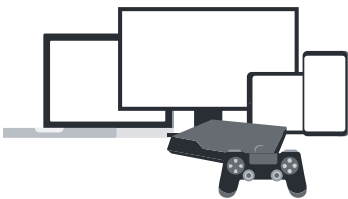


For digital audiences, you can use **your understanding of interest and intent** to better reach people that will be interested in your message or offering

Reach a higher-quality audience

Move beyond basic demographic and household segmentation

Marketers need to connect with video-viewing audiences on the level of individual interests, on any device. Having a unifying tool – one that applies programmatic data and technology to both linear and digital video experiences – gives them this ability.



Global Vantage and Access to Inventory

Ability to apply data-driven and automated buying techniques across channels to the full range of video inventory – from linear TV to out-stream video – where and when appropriate for your audiences.

Brand Awareness

Raise awareness among a broad set of qualified customers across TV and digital – while ensuring quality of reach, maintaining brand safety, and minimizing duplication.

Brand Consideration

Use cross-channel audience insights (such as interests and intent, in addition to demographics) to reach people who are aligned to your brand at their most engaged moments.

Motivate your customers to action

Build relevant experiences across environments

The best ads tell stories that pull people in, capture their attention and change their perception or prompt them to take action. Once you've found the right audience, it's time to deliver a message that resonates.

Research suggests that creative quality is the most important factor for driving a campaign's effectiveness.¹⁴ Ads that are relevant to the viewer or feature people similar to the viewer get triple the average attention.¹⁵ If your message isn't relevant, people won't pay attention.

Given today's viewing landscape, the standard 30-second in-stream TV spot is no longer relevant in all the contexts where people are choosing to watch. For example, engagement on mobile devices is typically shorter in nature and often occurs within apps, so a 30-second ad may be too long and an in-stream placement may not be appropriate for that context. Further, a single message is probably not going to be relevant to all the people you want to reach, nor will it be relevant for the same person once they have already seen it.

You need to consider all the attributes of your ad – placement, length, and message sequence – to ensure your message is relevant for the person viewing it and the context they're viewing it in.

¹⁴ Nielsen Catalina Solutions, [Five Keys to Advertising Effectiveness](#), August 2017

¹⁵ Google/Ipsos, Video Mobile Diary, US, 2017, n of 4,381 (saw ads occasions)

Choose the best ad placements

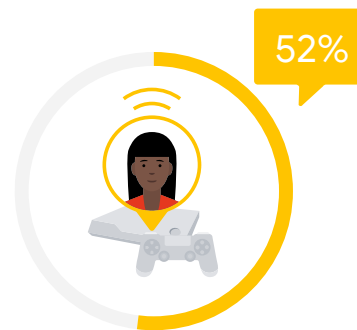
Selecting the best ad placements in different environments is critical to ensuring your viewers have a positive and engaging experience with your brand message. There are a variety of different placements to consider.

In-stream video placements are video ads that live alongside other video content. The traditional TV spot is the original example – a 15 or 30 second video ad that runs between video programming. In-stream video placements are also available on digital video programming across desktops, tablets and smartphones. For example, there are in-stream video ads that run before, during or after some YouTube videos.

As over-the-top video viewing has grown, in-stream video placements have also become available within over-the-top services such as Hulu or CBS.com and across digital devices such as connected TVs. Internet-enabled TV inventory brings together the benefits of traditional TV and digital video. While this new frontier is still evolving, it provides innovative marketers with a highly engaged household-level audience similar to traditional TV, coupled with the addressability of digital.

While consumer time continues to grow on these internet-connected devices, time is also being spent on high-quality non-video content. We're spending increasing amounts of time reading blogs or the news, playing games, and scrolling through social feeds. [Research](#) from Google and Ipsos recently found that news, sports, gaming and entertainment apps together account for nearly an hour of time spent on mobile every day, and contrary to popular belief, they reach a diverse and engaged population. For example, 52% of the gaming app audience is female.¹⁶ Traditional in-stream video placements can't capitalize on these highly-engaged moments.

Out-stream video placements* – video ads positioned outside of video content – provide the ability to deliver engaging brand moments in a broader assortment of premium content environments, and in particular within mobile apps.



52% of the gaming app audience is female.

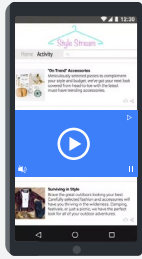
Traditional in-stream video placements can't capitalize on these **highly-engaged moments**. Out-stream can.



We're spending **increasing amounts of time** reading blogs or the news, playing games, and scrolling through social feeds

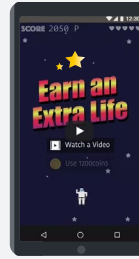
¹⁶ DoubleClick, [Appify your campaigns: Reaching customers in apps](#), Nov 2017

These out-stream placements include:



In-feed and in-article video ads

Placements where video ads are positioned in a feed or within the text of an article. Usually they are muted by default to ensure they don't disrupt the user. Component-based native ads are a common creative format that works well for in-feed or in-article placements.

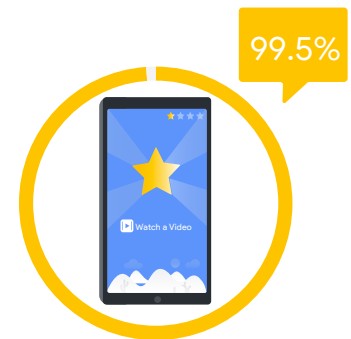


Interstitial video ads

Placements where video ads are interspersed before, in between, or after the primary content experience and occupy the entire screen size. Rewarded ads are a common creative format that works well as an interstitial placement. These ads provide a reward in exchange for watching them, such as extra lives in a game or extra listening time in a music streaming app.

Top publishers such as [Time Inc.](#), and [King Games](#) are building out-stream video placements into their text-based pages. Nestlé, for example, achieved a 99.5% view-through rate on Android by partnering with mobile app game maker King to serve ads to users in exchange for in-game rewards.¹⁷ These placements can broaden your reach by taking advantage of the growing engagement with mobile apps, often without increasing your cost.

Building both in-stream and out-stream video strategies across devices and reaching the appropriate viewers helps make sure that your brand message finds more people in a relevant and engaging way.



Nestlé achieved a **99.5%** **view-through rate** by serving ads **in exchange for in-game rewards**

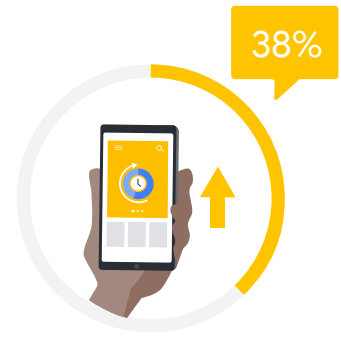
¹⁷ DoubleClick, [Nestlé achieves brand goals in mobile app environment](#), June 2017

Select the right ad length

Viewing behavior varies by device, and the length of your message needs to reflect that. Mobile devices have fundamentally different viewing behaviors than desktops or TVs. We tend to turn to our mobile phones for entertainment during brief periods of downtime, and we also tend to switch between different apps and websites more frequently when we're on our mobile devices.¹⁸ Mobile video content has gotten shorter to match these shorter attention bursts, and mobile video ads are now following suit.

Six-second video ads have grown in popularity as a result. Although these ads are short, they can still pack a punch, while also being less disruptive for consumers. In a study of over 600 campaigns, YouTube found that 9 out of 10 six-second ads drove a significant lift in ad recall, with an average lift of 38%.¹⁹ Fox Networks Group has also said that they will start to offer the 6-second ad slots alongside their standard 15- and 30-second ads for a variety of sporting events.²⁰

On the other hand, we've seen that longer video ads can also perform quite well if they are engaging. In 2016, the top 10 most-viewed purpose-driven video ads on YouTube averaged 1:44 minutes in length, significantly longer than the typical :30 or :60 TV commercial.²¹



YouTube found that 9 out of 10 six-second ads drove a significant lift in ad recall, with an **average lift of 38%**

¹⁸ Leanplum, [Mobile, Multiscreen & Multitasking: 3 Consumer Trends That Marketers Need to Know](#), May 2017

¹⁹ YouTube Internal Data, Global, 2016

²⁰ New York Times, ["Six-Second Commercials Are Coming to N.F.L. Games on Fox"](#), Aug. 2017

²¹ Pixability, Purpose-Driven Marketing Research, May 2017

Deliver the right message and sequence

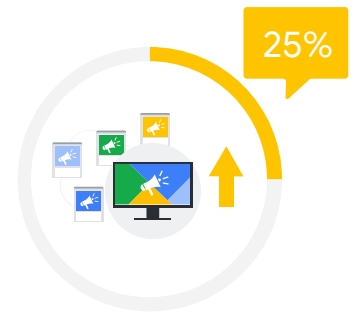
The sequence in which a consumer receives your brand messages is critical to help guide them to purchase. You're likely reaching your viewer multiple times through a variety of devices, so use digital information, such as what viewers have already seen or engaged with, to ensure that your messages reach them in the best possible sequence.

For example, for the launch of the videogame Assassin's Creed Origins, game developer Ubisoft created a typical long-form trailer but then spliced it up to create four different 6-second ads, each capturing a core element of the story. They then showed these ads sequentially to relevant audiences so the trailer could unfold over time. By creating suspense and building anticipation of the next sequence of the trailer, Ubisoft was able to drive a 25% lift in brand awareness and a 224% lift in searches for "Assassin's Creed."²²

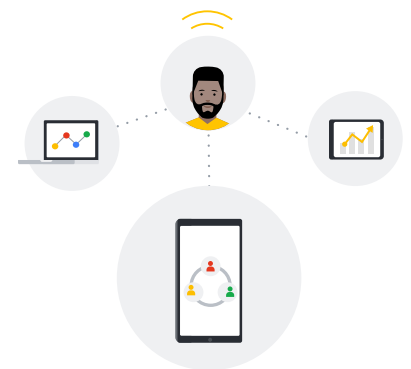
Within a given ad sequence, you can tailor individual messages for each viewer. The capabilities of dynamic creative for display ads are coming to in-stream video ads.

Dynamic video* is the ability to change elements within a video ad based on digital information, including automatically stitching together scenes or frames to compile an ad that is tailored to the viewer. This provides a truly customized ad experience based on signals about the viewer.

Take a holistic view of all of the touchpoints you have with your audience and ensure they are coordinated and sequenced appropriately. By using insights and technology to build more relevant, context-aware brand messages, you can better engage with consumers, guide them through their purchase journey, and improve your campaigns' overall effectiveness.



By creating suspense and building anticipation of the next sequence of the trailer, Ubisoft was able to drive a **25% lift in brand awareness for their new video game**



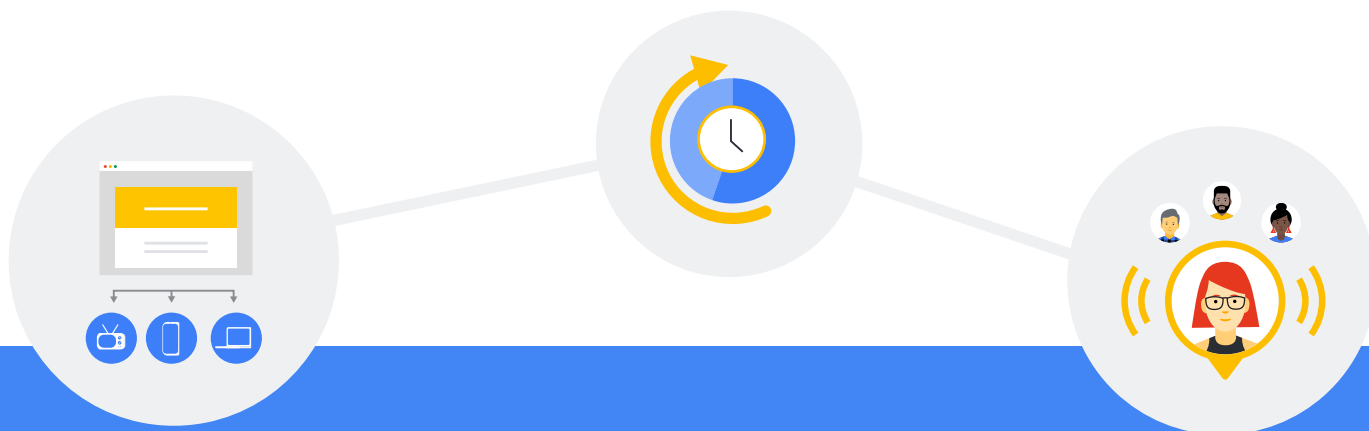
By using insights and technology to build more **relevant, context-aware brand messages**, you can better **engage with consumers**

²² Inside AdWords blog, "Know their intention, get their attention: New ways to connect and measure on YouTube", 9/25/17

Motivate your customers to action

Build relevant experiences across environments

Creative has to fit context to resonate. Marketers can use the attributes of their ad — ad placement, length, and message sequence — to ensure messages are relevant for the people viewing them and the contexts they're viewing them in.



Ad Placement

Select ad placements, both in-stream and out-stream, that fit the context of the environments in which people are choosing to watch.

Ad Length

Adjust length in accordance with device and moment, and better engage your customers.

Message Sequence

Use unified insights to reach each customer with relevant messages based on their stage in their purchase journey.

Take an end-to-end view of your campaigns

Align your TV and digital teams

If you're part of a large marketing organization, it's likely that different parts of the customer journey are handled by different teams. For example, you may have separate media buying teams for your TV buys and your digital advertising campaigns. When it comes to planning your next video marketing campaign, it's important to get the TV and digital teams on the same page by aligning on the right key performance indicators (KPIs) and overarching campaign goals.

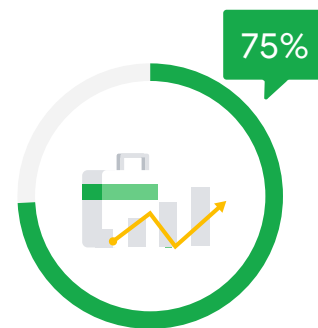
According to Javier Perez Moïño, who leads Accenture Interactive's Personalization Group in Europe & Latin America, "In the digital transformation era we no longer differentiate between digital teams and offline advertising buyers. Now that companies see the value of scaled, one-to-one advertising, the scope of these technologies is quickly evolving to merge brand and performance activities."

The tricky part is that TV and digital media teams often have different KPIs. TV marketers use benchmarks that are standard across inventory, such as Gross Ratings Points (GRPs) and age and gender breakdowns. Digital marketers, on the other hand, use more advanced KPIs because the data generated by digital channels is more granular. Often times, when the two teams meet to plan a campaign, things go haywire because their KPIs are so different.

Moiño explains that “Accenture Interactive focuses on helping companies adapt their attribution models to include more advanced digital KPIs such as cross-device and cross-screen metrics, and helps clients combine brand and performance activities into unified models.” If this approach is too advanced for your current situation, we recommend starting with the simplest KPIs as a baseline. Begin with basic metrics from TV, like traditional reach and frequency. Then, as your teams become more fluent in digital metrics and can reach their TV audiences through advanced TV methods, add secondary KPIs with more advanced metrics. This will give both teams a single set of KPIs while also allowing everyone to work at the granular levels that digital marketers know and love.

[Research](#) from Econsultancy and Google suggests that leading marketers – those who significantly exceeded their top 2016 business goals – are 75% more likely than the mainstream to have moved to a more holistic model of measurement in the last two years.²³ By having a single set of KPIs for TV and digital, you’ll have a big head start.

Later in your campaign, you’ll start to understand what’s successful and what’s having real impact. Then, you can put your efforts into optimization. Through automated optimization, you can even make updates in real-time.



Those who significantly exceeded their top 2016 business goals are **75% more likely than the mainstream** to have moved to a more **holistic model of measurement** in the last two years

²³ Econsultancy and Google, Analytics and Measurement Survey, 2016, Base: n=502 marketing and measurement executives at North American companies with over \$250MM in revenues / n=132 leading marketers; n=305 mainstream marketers.

Begin testing advanced digital metrics

When you set your KPIs, you should consider digital metrics that give you a deeper understanding of the consumer's engagement with your ad and the campaign's impact on driving your goals. Here are some metrics to consider:

Audibility and Viewability: When viewers can see *and* hear your ads, they show higher brand lift, ad recall, and consideration compared to those who only see or only hear your ads. With a wide variety of standard video ad serving, viewability, audibility and visibility metrics available, you can get closer to understanding which of your video ads are holding the attention of your viewers, and which need improvement.

Watch Time: In addition to audibility and viewability metrics, you can measure the total time that viewers watch your video ads. This can indicate which ads are performing better than others.

Brand Lift: Brand Lift measures the impact that your ads have on brand awareness, ad recall and consideration, even for your broad TV campaigns.

- **Surveys:** By asking a question related to your brand to a test group of people who saw your ad and a control group who didn't, a survey can isolate the lift in brand awareness, recall, favorability or consideration that can be attributed to your campaign.
- **Brand Interest:** By comparing the organic search behavior of a test group of people who saw your ad and a control group who didn't, you can measure the impact your campaign had on driving interest in your brand. Specifically,

this metric looks at how often the two groups searched for keywords related to your brand or campaign on Google.com or YouTube. The difference in searches between test and control group indicates the lift in brand interest that can be attributed to your campaign.

Offline Actions: Offline actions such as store visits and in-store transactions help you gain insights that will allow you to make your ads more relevant for consumers and perform better.

- **Store Visits:** Store Visits helps you see how your video campaigns drive visits to your physical locations, such as hotels, auto dealerships, restaurants, and retail stores.
- **Sales Lift:** Sales lift helps you understand the impact of your campaign on driving offline sales.

Adjust your campaigns according to what's working in real-time

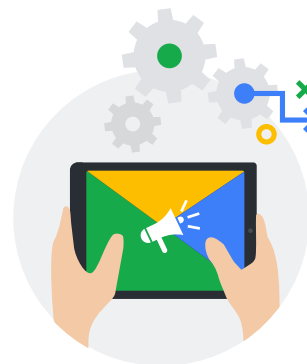
Ideally you want to automate the process of optimization so that you can improve campaigns at scale and in real-time. Where automation isn't possible, getting access to data quickly at least provides your team with the ability to manually update campaigns, so you can improve performance before the campaign is over.

Select your optimization targets based on the goals of your media placements. For example, for your broad-reach awareness campaigns that might be running across TV or YouTube, you can optimize for your desired reach and frequency. For digital in-stream video ads running across the web, you can optimize toward higher-quality placements where your ads are seen and heard and where people engage on site for longer than 10 seconds.

For mid or lower-funnel campaigns, you can optimize your reach with audiences who have already engaged with your ads in the past. This can be useful for mobile ads and out-stream formats, where you can catch a consumer's attention a second time with a relevant message and guide them toward purchase.

If you already have a deep understanding of your highest-value customers, you can segment your audience based on their value to your business, and then optimize your campaigns toward those highest value customers.

Aligning your KPIs across traditional TV, connected TV, and digital video sources helps you better optimize your campaigns and ultimately proves the value of your marketing investments across every channel.



Aligning your KPIs across
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Take an end-to-end view of your campaigns

Align your TV and digital teams

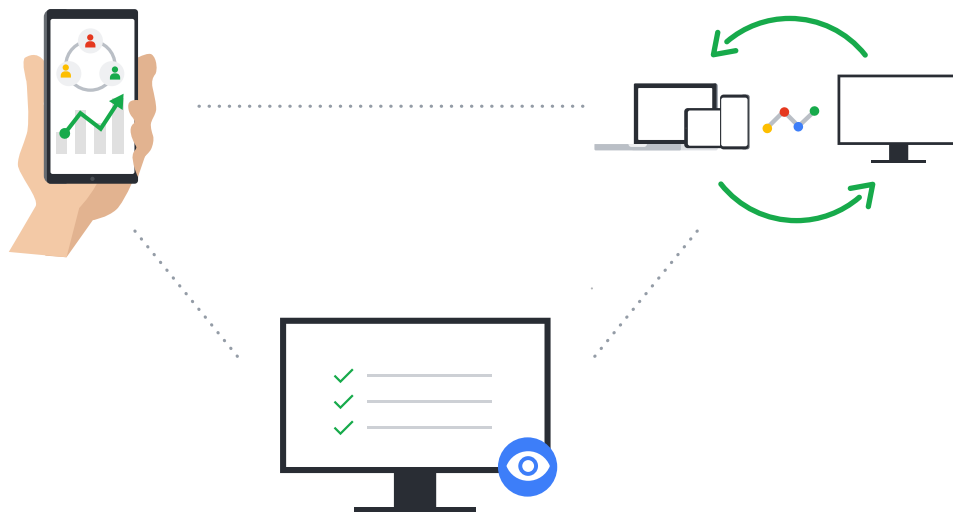
You move towards what you measure. Unify metrics, share findings, and set common goals across traditional TV, connected TV and digital. Maximize your resources and outcomes.

Align TV and digital teams on the same KPIs

Start with basic TV metrics, like reach and frequency if necessary.

Pursue more advanced KPIs across digital and TV

As programmatic capabilities increase, incorporate more robust metrics — such as measurement of audibility and viewability, watch time, brand lift, and offline behaviors.



Optimize campaigns against the KPIs that matter most

Use insights to set common goals and create unified models that holistically drive your team towards key results.

Maximize your marketing investments

Use one tool across your video buys

Anyone who has played a game of “telephone” knows that the message you end up with is often not the same as the one that you start with — information gets lost in translation (and it takes a while to get from point A to point B). The same is true for your data and your budget when you use multiple ad management tools. Just as it’s better to measure campaigns holistically with a single set of KPIs, it’s also important to use a single tool for all of your media.

If you buy and manage your media across multiple tools, it’s harder to get a consolidated view of your customer, and you’re much more likely to lose information about your audience as you try to translate insights and reporting from one system to another. Further, it takes more time to manage multiple tools and systems. All of this means you’re running a less efficient and less cost-effective process than if you consolidated your ad buying into a single tool.

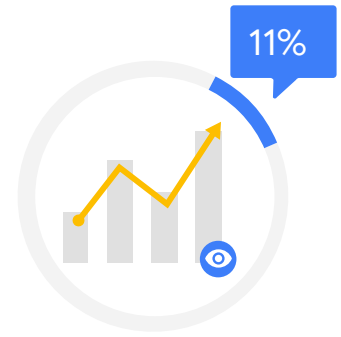
Improve campaign effectiveness

Programmatic technology gives you the ability to manage both direct reservation buys (referred to as **programmatic guaranteed***) and open-auction buys through one tool. This means that you have your audience data and campaign reporting data all in one place, which makes it easier to read and understand, turn into insights, and apply across all of your subsequent buys.

This consolidated view and application of your audience and campaign data is what enables de-duplicated reach, frequency management, and budget and campaign optimization across inventory sources and transaction types. Additionally, you can use forecasting tools to build models that help predict performance of a given set of ad placements against your budget and key performance indicators.

For example, Google recently conducted [a study with Nielsen](#) to quantify the impact of consolidating reservation and open auction ad buying in one tool versus using separate tools for each transaction type. Compared to campaigns where the reservation and open-auction media was bought and managed in separate tools, they found that when brands consolidated their media buys in a single platform, they experienced an 11% increase in reach efficiency. In other words, for the same impression investment, brands using a single platform reached 11% more unique consumers.²⁴

This is because when marketers use a single buying tool, they have tighter control over the exposures across both their reservation and open-auction buys. In fact, their ad dollars work together to reach more consumers, instead of reaching the same ones repeatedly.



When brands **consolidated their media** buys in a single platform, they experienced an **11% increase in reach efficiency**



Forecasting tools can be used to build models that help predict performance of ad placements against your budget and key performance indicators

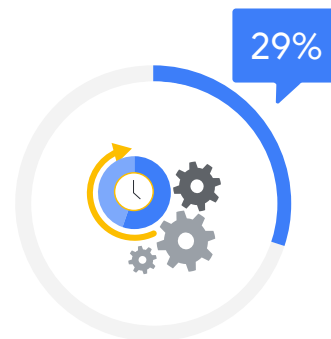
²⁴ Nielsen and Google, Media Consolidation Research, Q3 2017

Improving resource efficiency

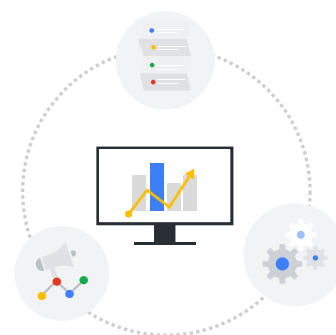
In addition to improving the effectiveness of your campaigns, using a single buying platform can improve the efficiency of your team and budget. In a separate [study conducted by Boston Consulting Group](#), Google looked at more than 40 agency, marketer, and publisher partners around the world. These companies manage direct reservation buys both via a traditional, manual workflow and via programmatic guaranteed. For these direct deals, programmatic guaranteed yielded significant end-to-end efficiency savings (time saved) versus the traditional workflow. From insertion order to billing, programmatic guaranteed was nearly 29% more efficient for agencies and marketers.²⁵

With unified buying, billing, and reporting workflows, your team doesn't have to sync different accounts or collate reports from multiple sources. Further, programmatic platforms have automated previously manual processes, such as the execution of reservation deals. This saves your team time – now they can focus on more strategic and creative work rather than just getting campaigns live.

Building your advertising campaigns in a single programmatic tool can ultimately help you maximize your return on your marketing investment by reaching more of your audience more effectively and enabling your team to be more efficient along the way.



From insertion order to **billing, programmatic guaranteed** was nearly **29% more efficient** for agencies and marketers



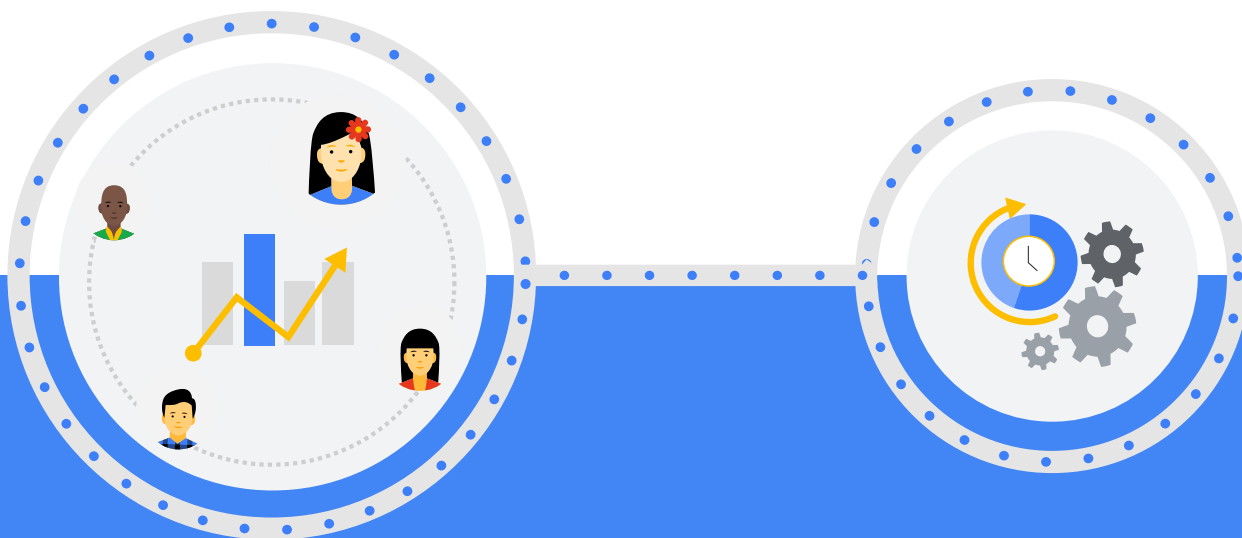
With **unified buying, billing, and reporting workflows**, your team doesn't have to sync different accounts or collate reports from multiple sources

²⁵ Boston Consulting Group, "A guaranteed opportunity in programmatic advertising", Feb. 2018

Maximize your marketing investments

Use one tool across your video buys

Using **one tool instead of several** delivers **11% greater reach** and **29% more efficiency**.



Improve campaign effectiveness

Easy access to unified campaign data and reporting makes it possible to act on insights in real time, optimize resources, build predictive models, and reach more of your audience.

Improve resource efficiency

Efficient operations save time and money, freeing up resources for investment in greater reach, as well as for strategy and innovation.

Conclusion

The future of video is bright. There are more shows, with higher production values, and many more ways to watch. The trick for marketers is figuring out how to reach the right audiences in this new landscape to maximize campaign performance. With the help of advanced data and programmatic technology, marketers have a great opportunity to provide more relevant and useful experiences to consumers, and ultimately build lasting brands with loyal customers for years to come.

Glossary

Over-the-top video streaming (OTT):

An umbrella term that refers to all video viewing that occurs on internet-enabled devices and on-demand streaming services.

Advanced TV advertising:

The use of data and automation technology to reach TV audiences across over-the-top video, traditional TV including linear and video on-demand, and addressable linear TV.

Addressable TV advertising:

The ability to show different ads to different households during the same program.

Dynamic video:

The ability to change elements within a video based on signals of intent, to tailor it to the viewer.

Out-stream video placements:

Video ads positioned outside of video content, such as ads that run within news feeds, within text-based articles, or within gaming apps.

Programmatic guaranteed:

Automated buying workflow in a programmatic platform that allows an advertiser to reserve a fixed number of ad impressions at a fixed price.