

Digital Marketer's Guide to Connected TV



In May 2021, Google reported that the top choice of entertainment for most adult Americans is watching TV and movies at home. Your target audience is very likely part of this trend, and is waiting to meet you through connected devices.

You may have already heard how much easier it is to advertise on connected TV (CTV) compared to years-past of buying linear TV spots. Below, we answer a few of the most common questions we've received about testing into CTV, developing measurement strategies, and designing the most effective targeting strategies.

Frequently Asked Questions about Connected TV

What ad inventory can I buy via Connected TV devices?

Advertisers can reach their target audiences through Connected TV in a number of ways. Streaming providers such as Hulu, SlingTV, DirecTV NOW and others all sell commercial slots that can be purchased programmatically using audience targeting that is more sophisticated than linear TV.

How do I reach my target audience on Connected TV?

One of the benefits of connected TV is the depth of audience insights and targeting available to marketers. Even brands that bank on live TV commercials for mass reach can accomplish those same goals through connected TV buys. For example, using third-party data, a sporting goods brand can target users who have demonstrated interest in live sports.

What else should I keep in mind?

In 2020, adults in the U.S spent more hours per day on digital activities than in 2019—this represented 57.5% of their daily media time and this figure is expected to grow by 2022. Becoming familiar with Connected TV tactics now will prove very valuable in a crowded advertising space in the future.

Connected TV's Powerful Precision

By using third-party data and layering audience targeting options on CTV, you can reach every user who would have seen your live ad through linear advertising. In fact, the ad you may have planned to run during a sports event could be more effective with smart CTV targeting the sports fanatic.

In the example on the right, layering premium content with a granular target audience enables targeting strategies focused on precision and reach—something that can't be replicated on linear.



CTV provides enormous potential for precise audience targeting to deliver the right message at the right time to the right viewer. It's important to remember that now is the time to accelerate, and there is more value than ever for brands to stay top-of-mind with consumers. Reach out to Rise to learn more about CTV's impact on your strategy.