

# Connected TV Advertising

Connected TV advertising brings the benefits of programmatic to TV advertising to reach highly-engaged audiences and create a big-screen experience. From near-instant reporting on campaigns to placing ads on streaming services like Hulu and targeting millennials who make up the majority of cord-cutter households, Connected TV advertising gives marketers an efficient channel for reaching TV viewers.

## WHAT'S CONNECTED TV ADVERTISING?

Connected TV (CTV) is any television that's connected to the internet. Connected TV advertising is the placement of ads on devices like Roku, SlingTV, and DIRECTV OnDemand.

## HOW IT WORKS

Choozle sources CTV ad placements through private marketplaces. Choozle has a pre-negotiated library with details on placement, dimensions, price dimensions, price floors, and geographic availability of the placements available for purchase. Unlike traditional TV advertising, connected TV advertising enables data-driven targeting of customers and their households in real-time that can be used to extend the reach of your traditional TV campaigns or digital advertising campaigns.



### Targeting Options with Connected TV

- **Household Targeting:** Use geolocation, first-party data, and third-party data to target your most valuable viewers and households
- **Extend Your Reach:** Enable cross-device targeting to retarget households that have seen your ad across all their devices.
- **Optimize with Expanded Metrics:** View your performance alongside all your other digital campaigns with the same metrics, impressions, geolocation, CPM, win rate, as well as connected TV specific metrics like cross-device attribution and video completion rates.



## Types of Connected TVs

Internet-connected TV, through consoles, sticks, or smart TVs, delivers streaming content on any device alongside premium, professionally produced content similar to watching a traditional TV commercial.



## Notes & Best Practices

- **Invite-Only Auctions:** Private marketplace auctions are by invite-only and require participants to meet a minimum floor CPM. We recommend setting your base bid a minimum of \$0.10 CPM above the price floor to ensure that you can participate in the auction for this inventory.
- **Separate Targeting:** Separate your data targeting and contextual category targeting into separate ad groups to extend your potential reach and maximize for optimization.
- **Connected TV:** Connected TV is best used for awareness campaigns with a reach goal as most streaming devices do not allow for users to click-through.
- **Performance Evaluation:** When evaluating the performance of your campaign, the number of impressions corresponds to the households or devices served, rather than the users served, with each household containing multiple users.