

How to Grow Your Sustainer Program Through CTV



TODAY'S AGENDA

- What is CTV and How it Works
- Why Now?
- Creative Considerations
- How to Build a Sustainer Program
- Getting Started

YOUR SPEAKERS



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AUDIENCE POLL

Do you currently use Programmatic Advertising?

- Yes, programmatic Display ads
- Yes, Connected TV Video ads
- Yes, both Display and CTV Video ads
- No, we don't do any programmatic advertising
- I have no idea what you're talking about?!

HBO MAX

Westworld

Trending | Free will is not free

Favorite Apps



What is CTV?

Play Next



Youtube



WHAT IS CONNECTED TV (CTV)?



CTV Advertising is the practice of running video ads on a television designed to connect to the internet while a viewer is streaming television content.



Programmatic Advertising is process of using data to place display, video or audio ads on any device connected to the internet.

THE CTV LANDSCAPE



THE CTV LANDSCAPE



Live Streaming Content

- Virtual cable providers
- Live Sports
- Live News

DIRECTV
stream

sling

fubo^{TV}

philo

THE CTV LANDSCAPE



Live Streaming Content

- Virtual cable providers
- Live Sports
- Live News

Video On Demand

- Bingeable Content
- Original Series
- Cable Apps

DIRECTV
stream

sling

hulu

peacock

fubo^{TV}

philo

Paramount+

discovery+

THE CTV LANDSCAPE



Live Streaming Content

- Virtual cable providers
- Live Sports
- Live News

Video On Demand

- Bingeable Content
- Original Series
- Cable Apps

Free TV

- Movies and TV Shows
- Bingeable Content
- Live Stream & On Demand

DIRECTV
stream

sling

hulu

peacock

pluto tv

peacock

fubo TV

philo

Paramount+

discovery+

tubitv

sling

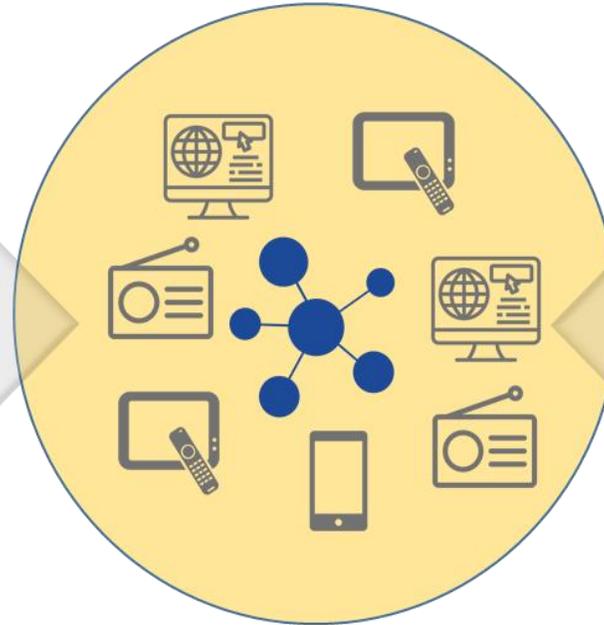
ONE-TO-ONE TELEVISION BUYING

BUY SIDE



DMP

AD EXCHANGE



SELL SIDE



SSP



Publisher

hulu



User



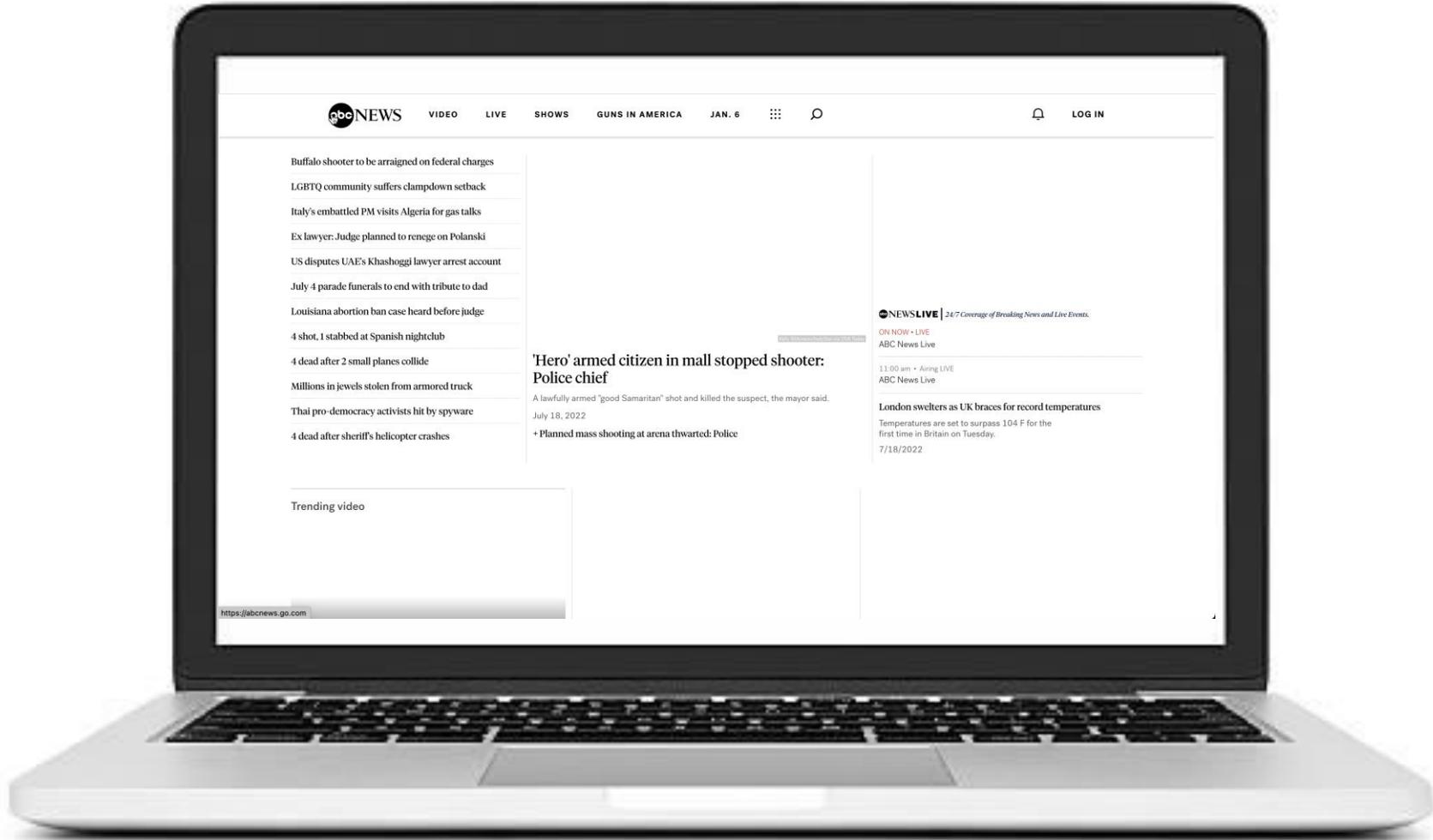
Client



Trading Desk



DSP



- Buffalo shooter to be arraigned on federal charges
- LGBTQ community suffers clampdown setback
- Italy's embattled PM visits Algeria for gas talks
- Ex lawyer: Judge planned to renege on Polanski
- US disputes UAE's Khashoggi lawyer arrest account
- July 4 parade funerals to end with tribute to dad
- Louisiana abortion ban case heard before judge
- 4 shot, 1 stabbed at Spanish nightclub
- 4 dead after 2 small planes collide
- Millions in jewels stolen from armored truck
- Thai pro-democracy activists hit by spyware
- 4 dead after sheriff's helicopter crashes

'Hero' armed citizen in mall stopped shooter: Police chief

A lawfully armed "good Samaritan" shot and killed the suspect, the mayor said.
July 18, 2022
+ Planned mass shooting at arena thwarted: Police

NEWSLIVE | 24/7 Coverage of Breaking News and Live Events.
ON NOW • LIVE
ABC News Live

11:00 am • Airing LIVE
ABC News Live

London swelters as UK braces for record temperatures
Temperatures are set to surpass 104 F for the first time in Britain on Tuesday.
7/18/2022

Trending video

<https://abcnews.go.com>

THE AD EXCHANGE AT WORK

Millions in jewels stolen from armored truck

Thai pro-democracy activists hit by spyware

4 dead after sheriff's helicopter crashes

Police chief

A lawfully armed "good Samaritan" shot an
July 18, 2022

+ Planned mass shooting at arena thwa

Trending video

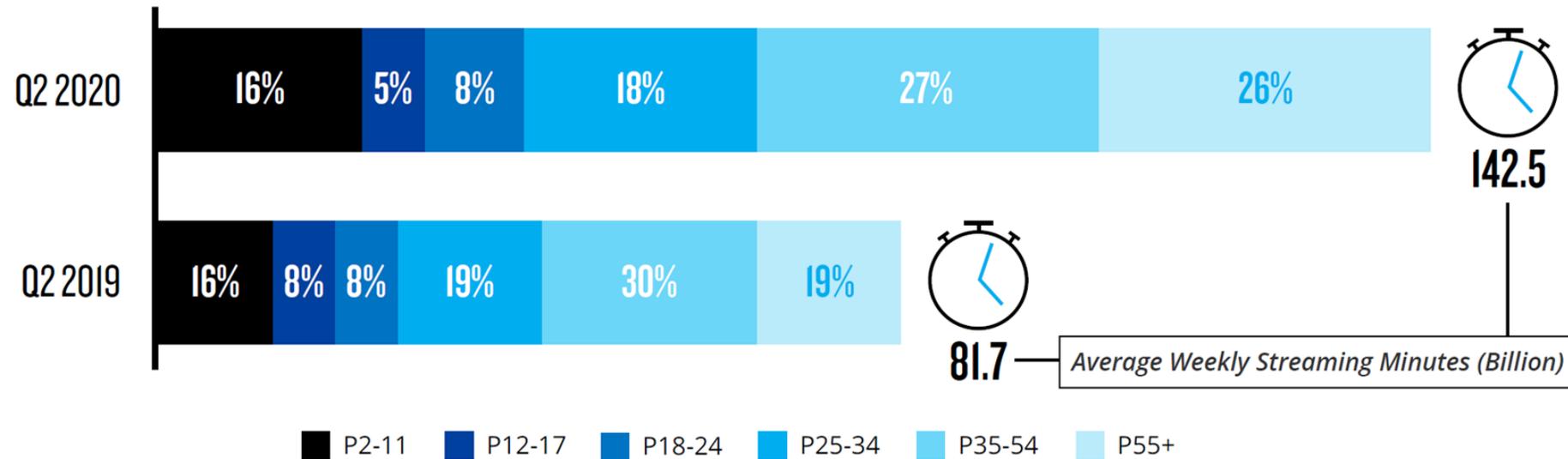
<https://abcnews.go.com>

A hand is pointing towards a large screen in a control room. The screen displays a grid of smaller video feeds. The entire scene is overlaid with a semi-transparent blue filter.

Why Now?

STREAMING REACHED CRITICAL MASS

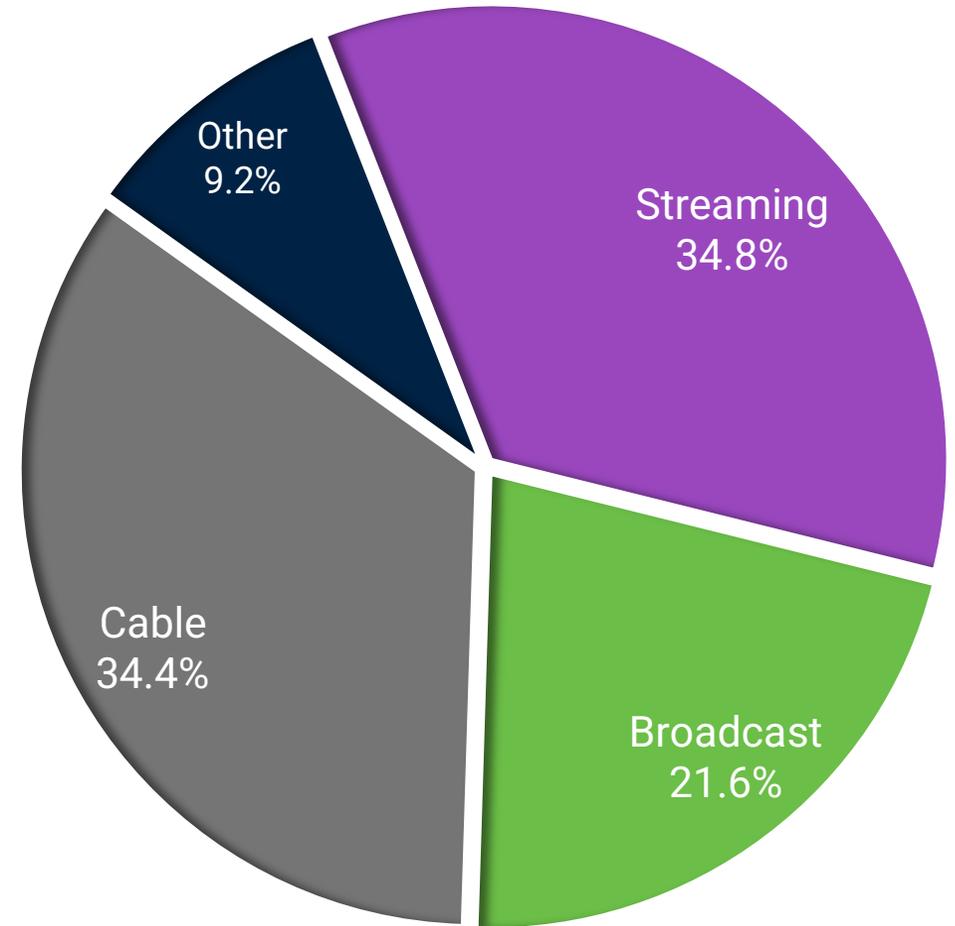
STREAMING VIDEO SHARE OF TIME SPENT BY AGE



SHIFT IN VIEWERSHIP

Time spent with television remains flat, but viewing formats is shifting.

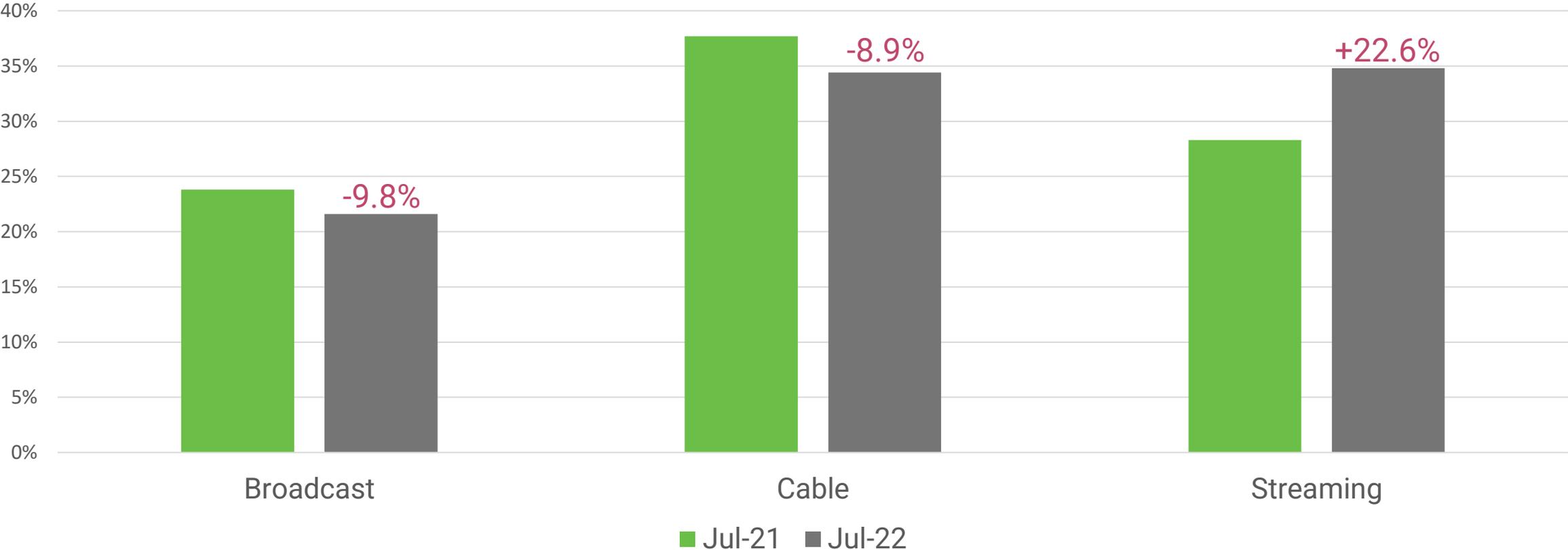
Streaming overtakes broadcast and cable usage for the first time in July 2022.



Nielsen Total Audience Report July 2022 – P2+ Total Day

SHIFT IN VIEWERSHIP

YoY Television Consumption Trends

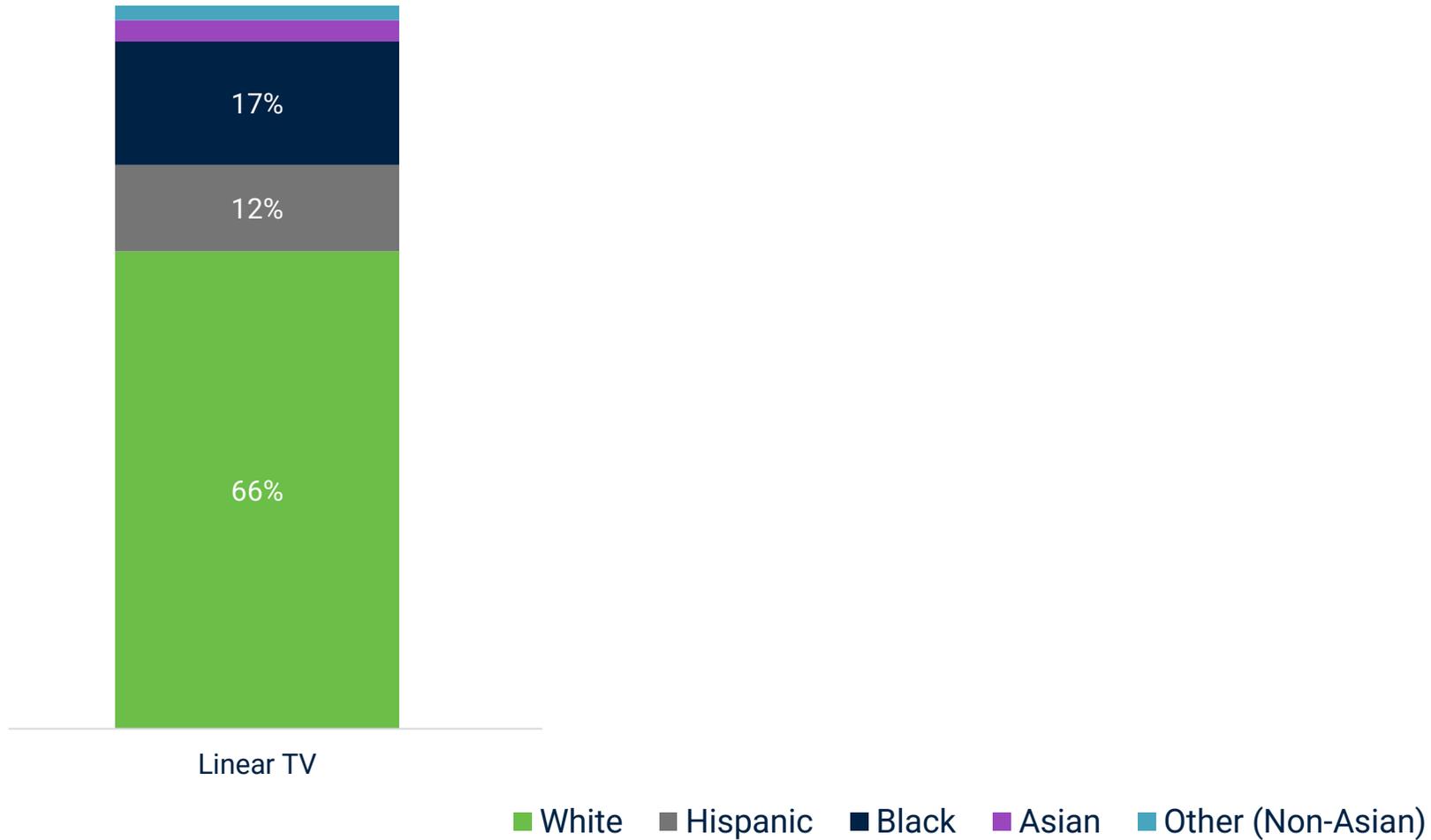


Nielsen Total Audience Report July 2022 – P2+ Total Day

SHIFT TO AD-SUPPORTED

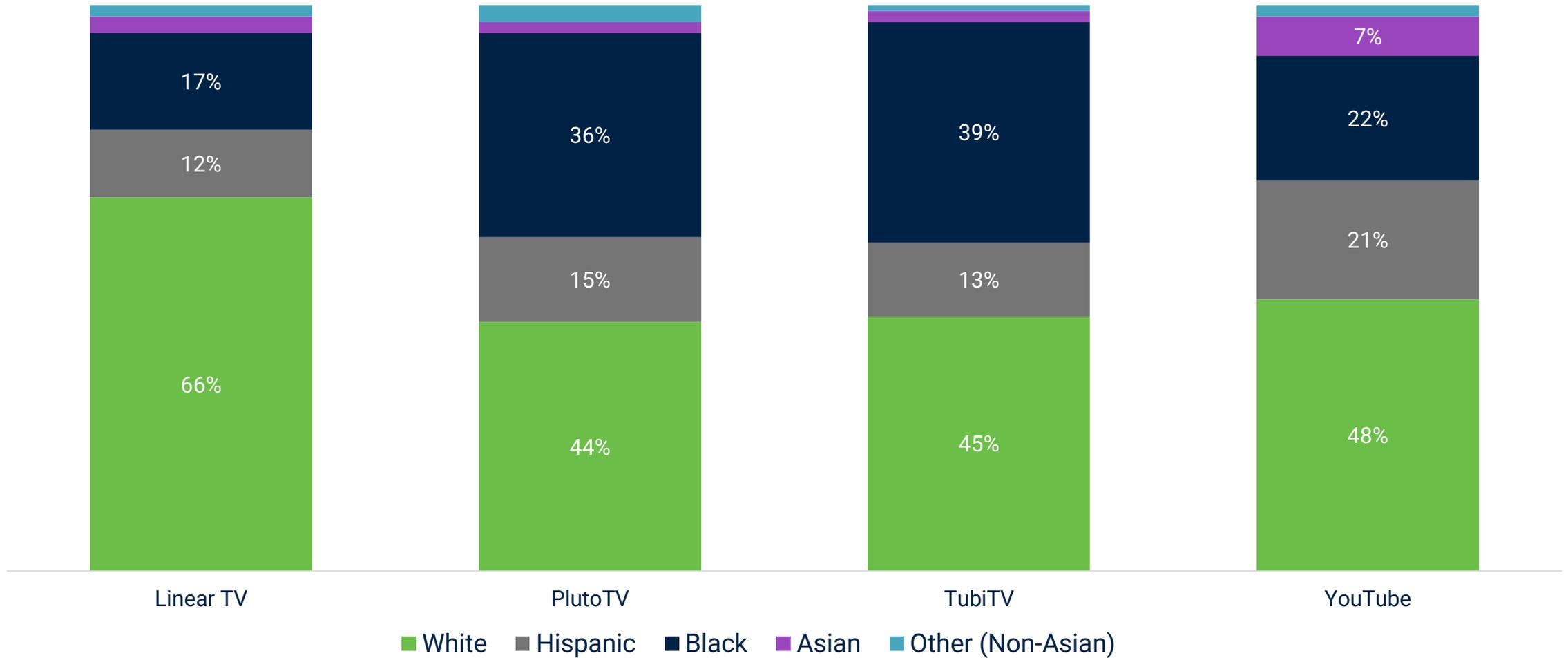
- US households use an average of 9 streaming services
- 86% of online video subscribers increased the number of services in 2021
- 80% of streamers watch ad-supported content each week
- Viewers don't mind ads, but they need to be relevant

REACHING DIVERSE AUDIENCES



Source: Nielsen State of Play – April 2022

REACHING DIVERSE AUDIENCES



Source: Nielsen State of Play – April 2022

GROWTH OF AD-SUPPORTED OPTIONS

Why All of Your Streamers Suddenly Love Ads

If Disney+, HBO Max, and Paramount+ can do it, so can Netflix.

Disney Strikes Ad-Tech Pact With The Trade Desk As Streaming Ads Gain Traction

Streaming services turn their attention to ad-supported subscription tiers

Compelling Storytelling

CREATIVE CONSIDERATIONS

- Be engaging and compelling
- Include your logo and URL
- Have a clear call to action, especially at the end of the ad
- Utilize sound with voice over and other effects
- Be :30 sec in length to utilize the most inventory
- Supplement with corresponding display ads & :15 sec video ad
- Develop a campaign landing page that matches the creative & CTA

CREATIVE TESTING



THE HUMANE SOCIETY OF THE UNITED STATES

HelpProtectAnimals.org

Give Now \$19/mo

VISA MASTERCARD AMERICAN EXPRESS DISCOVER

This advertisement features a photograph of an elephant in a savanna landscape. The bottom section has a blue background with the organization's logo, the website URL, a call to action, and payment logos.



THE HUMANE SOCIETY OF THE UNITED STATES

HelpProtectAnimals.org

Give \$19/mo today

VISA MASTERCARD AMERICAN EXPRESS DISCOVER



Scan with your phone's camera to give.

This advertisement features a photograph of a woman holding a dog. The bottom section has a blue background with the organization's logo, the website URL, a call to action, payment logos, a QR code, and a text prompt.

CREATIVE TESTING



CREATIVE TESTING



CREATIVE TESTING

A screenshot of a mobile application interface. At the top, a red banner reads "ALEC'S JOURNEY" with a camera icon and a share icon. Below the banner is a video player showing a young child in a hospital bed, holding a yellow ring, with a teddy bear and a bottle on the bed. Navigation arrows are visible on the left and right sides of the video. At the bottom left is the "Shriners Hospitals for Children" logo. A red circular badge says "JUST 19 A MONTH" with a heart icon. A blue banner at the bottom contains the text "JUST 19 A MONTH SHOWS YOU CARE", "LOVESHRAINERS.ORG", and "888-729-0297".

An advertisement for "HelpProtectAnimals.org". The main image shows a woman in a blue t-shirt holding a small brown dog. To the right, the logo for "THE HUMANE SOCIETY OF THE UNITED STATES" is displayed above a large QR code. Below the QR code, the text reads "Scan with your phone's camera to give." At the bottom, the website "HelpProtectAnimals.org" is prominently displayed in yellow, followed by "Give \$19/mo today" and logos for VISA, MasterCard, American Express, and Discover.

EARLY FINDINGS



10%+ Sustainers



1.68 ROAS

3.07 Annualized ROAS



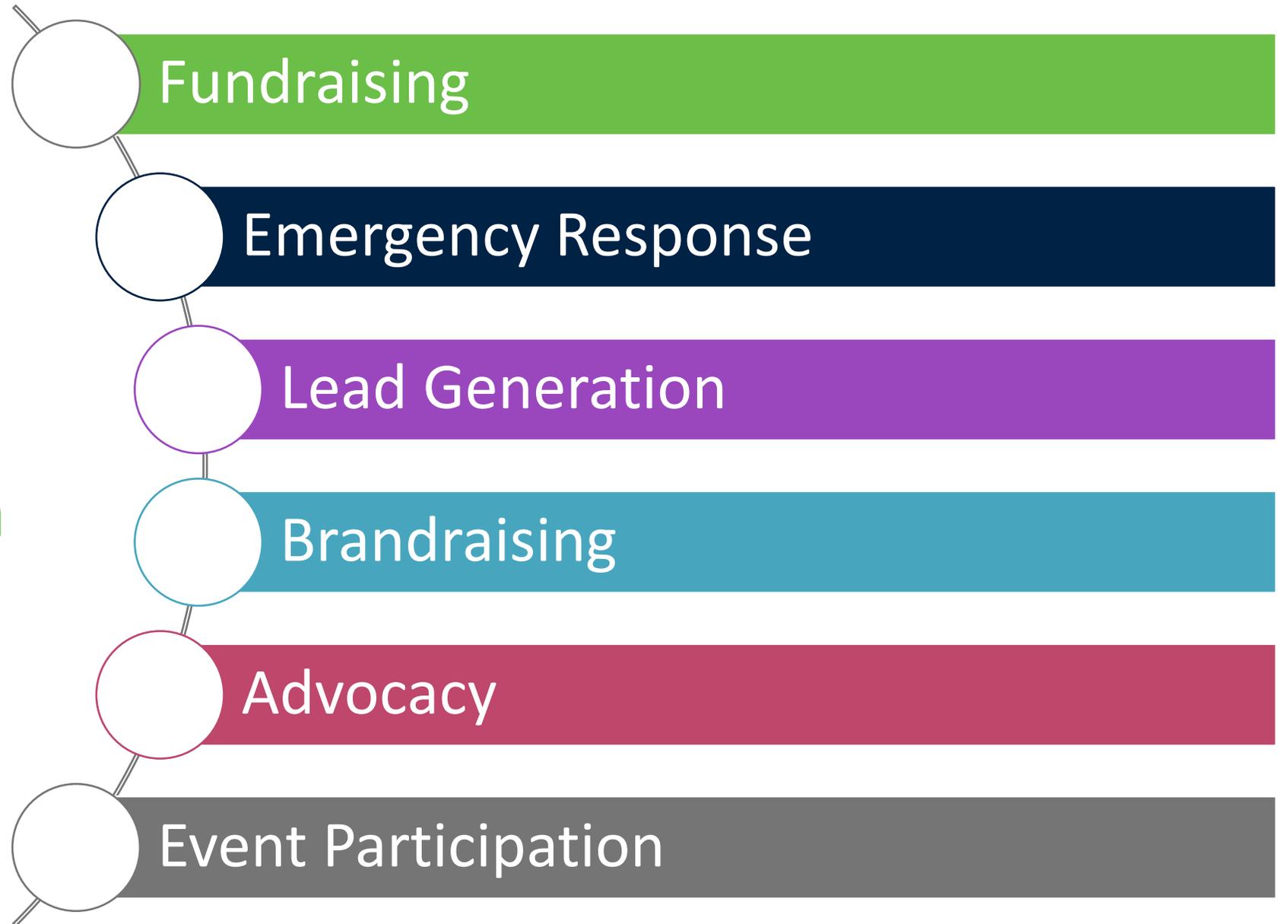
+4.2% in Brand
Awareness

+10.7% 45-64



How to Build a Sustainer Program

The **Power** of
Video Storytelling
with the **Precision**
of Digital Media



CAMPAIGN TARGETING

Standard Options

- Demographic Profiles
- In-Market Audiences
- Affinity Audiences

CAMPAIGN TARGETING

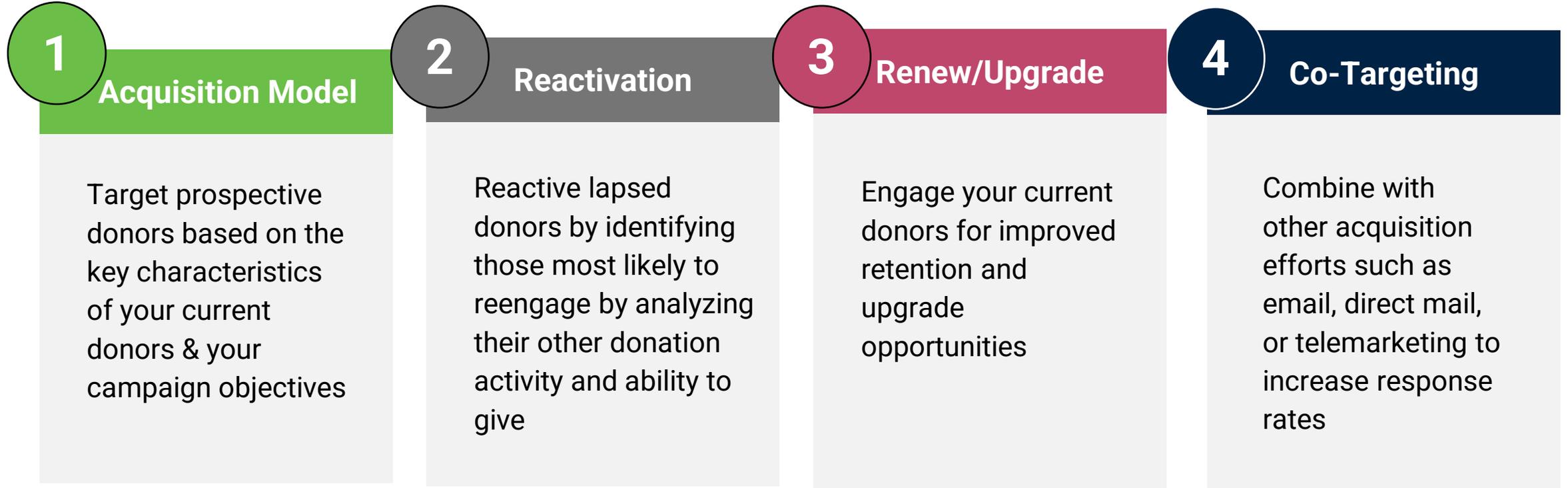
Standard Options

- Demographic Profiles
- In-Market Audiences
- Affinity Audiences

Enhanced Options

- DSP Platform Built Look-A-Like Audiences
- Models built from your 1st Party Data and Co-op Data.
- Scored 1st Party Records using Co-op Data

4 KEY TARGETING STRATEGIES



ENHANCING YOUR DATA



Your Donor Record:

Rebecca Weaver
423 Williams Ave.
Great Falls, VA 22066

Phone: none
Email: rweaver@gmail.com

Simio Record:

Rebecca Weaver
423 Williams Ave.
Great Falls, VA 22066

+ work address
+ 3 prior addresses

Phone: **+ cell phone / + home phone**
Email: rweaver@gmail.com
+ work email
+ prior personal email

+Married to Tom Cantrill
+Two Adult Children
+Dog Owner

ADDING CO-OP DATA



Your Donor Record:

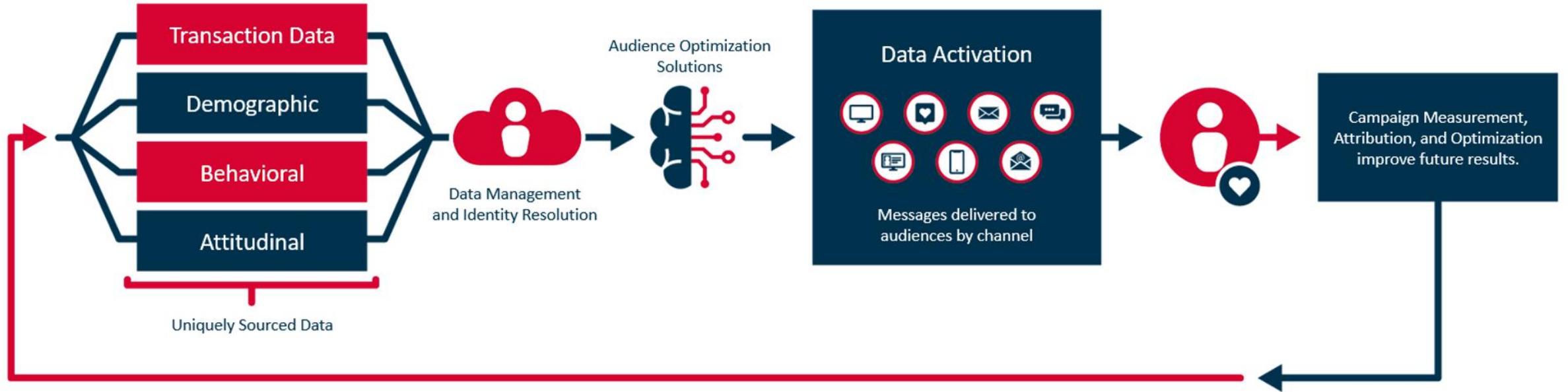
Recency: 13 Months
Frequency: 1.2 Avg. Gifts
Last Gift: \$25
Highest Previous: \$40

Simio Record with Co-op:

Recency: **3 Months**
Frequency: **5.2 Avg. Gifts**
Last Gift: **\$100**
Highest Previous: **\$1,000**

Charitable Organizations: 5 (1 sustaining gift)

THE DATA LOOP



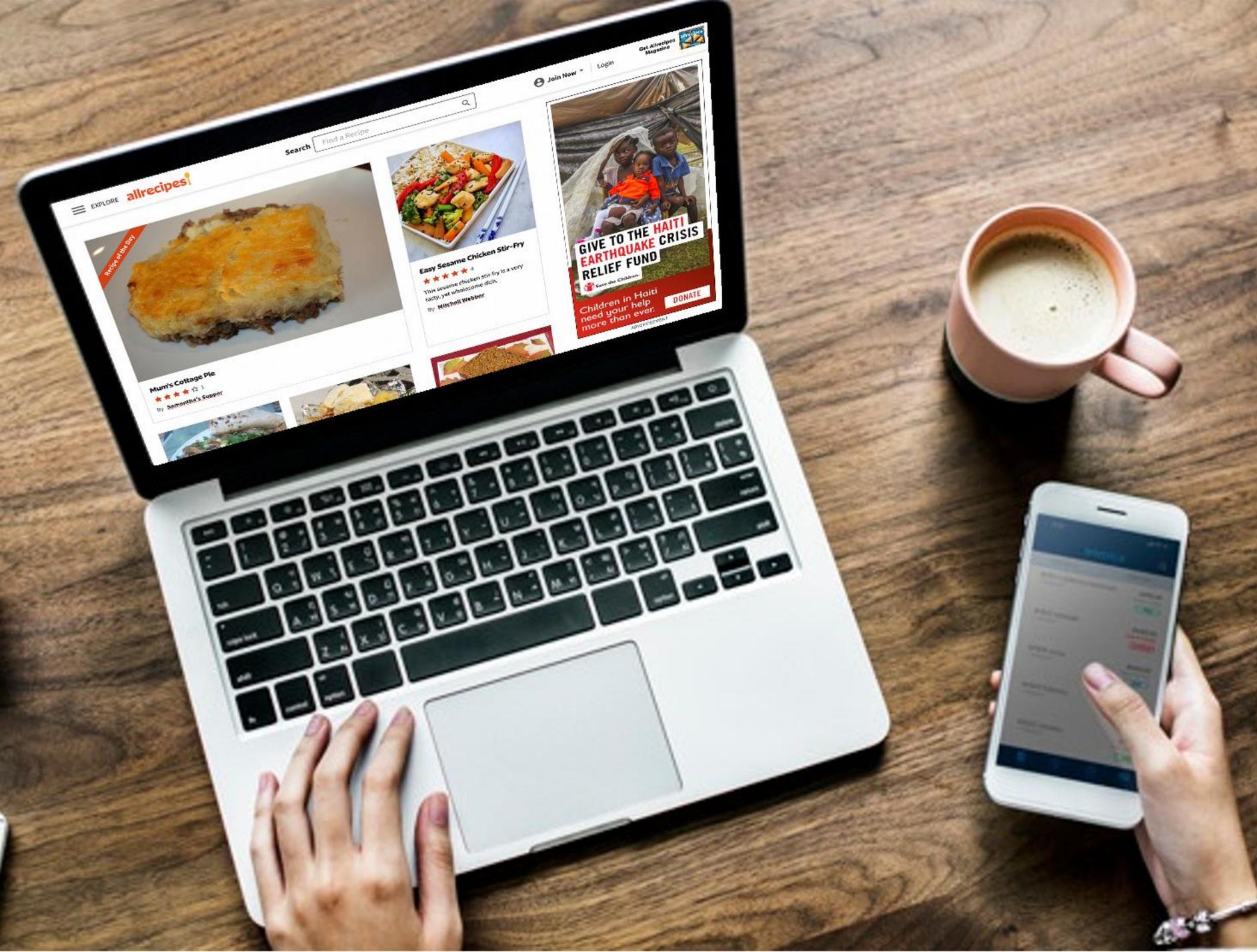


Rebecca and her husband Tom watch the latest episode of Blue Bloods on Hulu.

They see a television commercial.



Rebecca
is **exposed**
to a video
commercial
while watching
the news on
her tablet.



Rebecca sees
**corresponding
display ad**
while searching
for a recipe on
her computer.



Rebecca
receives
a direct mail
piece



Or, Rebecca **searches** for the organization after an ad exposure



 Save the Children.

[Sign In](#)

 CHARITY NAVIGATOR
Four Star Charity

 BBB

 ACCREDITED
CHARITY

2021 HAITI EARTHQUAKE CRISIS RELIEF FUND

A 7.2-magnitude earthquake has struck near Haiti. Widespread devastation and a high number of casualties are anticipated.

Save the Children has a long history of responding to natural disasters, including the 2010 earthquake in Haiti which left more than 220,000 people dead. Our teams are on the ground right now ready to respond to the needs of children.

Your urgent support is needed to help our emergency relief efforts and provide aid as quickly as possible.

Your support can help change lives. Please give today.

1. CHOOSE YOUR GIFT AMOUNT

\$50	\$100	\$150	\$250
\$500	\$1,000		
OTHER			

2. ENTER YOUR BILLING INFORMATION

REQUIRED FIELD

Or, Rebecca
clicks on a
Facebook ad and
makes a
donation.



Or, Rebecca
clicks on an
email
and makes a
donation.

LIFTING ALL BOATS

Awareness

Connected TV, Streaming Audio

Consideration

Online Video, Native, Display

Conversion

Paid Social, SEM, Email, Direct Mail

MEASURING THE IMPACT



Results & Reporting



WEBSITE TRACKING

A **pixel** is essentially a tiny snippet of code that allow you to gather information about visitors on a website—how they browse, what type of ads they click on, etc.



DATA COLLECTION

TRAFFIC pixel fires when someone visits a page on your website.

CONVERSION pixel fires when someone donates, ideally enhanced with additional parameters to capture specific variables such as:

- Transaction ID
- Frequency of gift
- Gift Amount
- Form ID

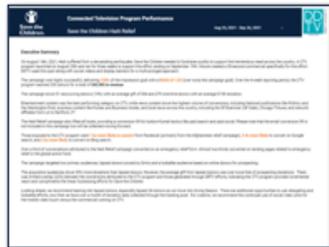
BRINGING IT ALL TOGETHER



MEASURING SUCCESS



- Campaigns optimized for traffic, conversions, revenue, and return on ad spend
- Identify impact on conversion channels
- Track impact on brand metrics





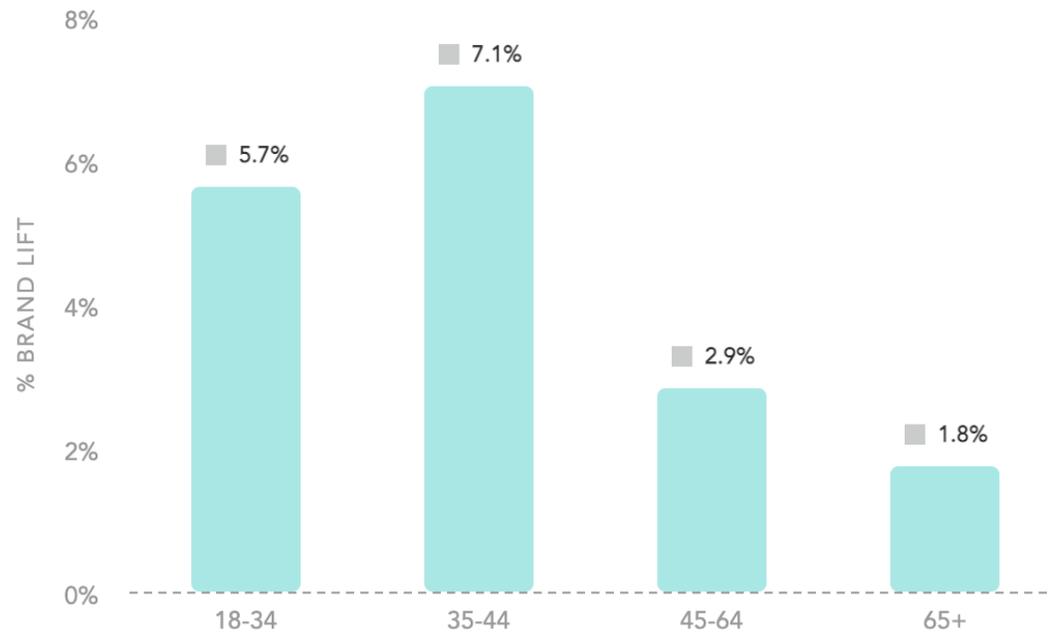
BRAND LIFT STUDY

- Measure critical brand metrics such as awareness, ad recall, and favorability
- Evaluate metrics by tactic, ad creative, and testing strategy.
- Real-time data and analysis

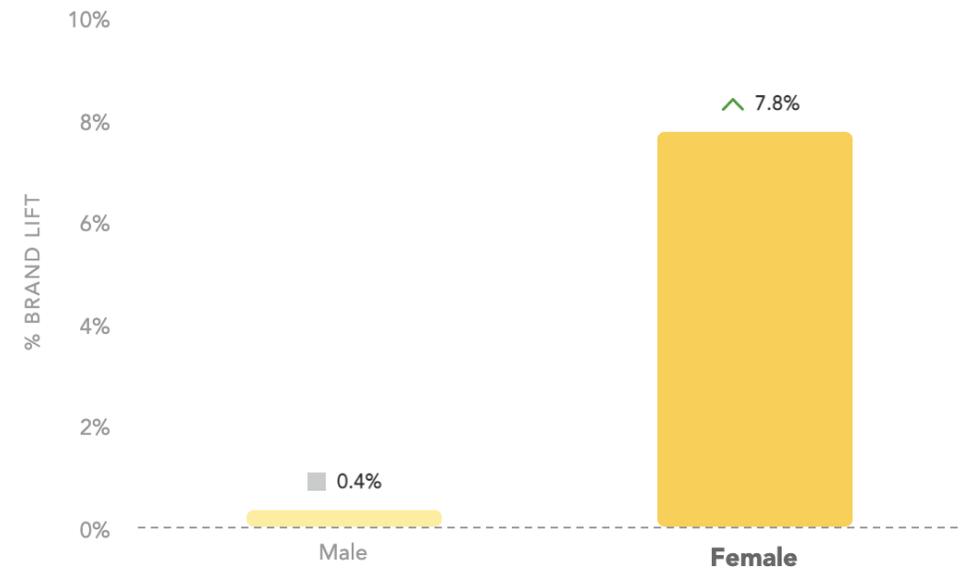
BRAND LIFT STUDY SAMPLE

Awareness

Age



Gender



Q & A