



STATE OF NON- TRADITIONAL ADVERTISING

Digital OOH & CTV Take Center Stage



"In today's world, converting your customers is extremely different," said David Morris, an Experiential Consultant for full-service 3D capture studio [NYCAP3D](#), in his [#B2BMX](#) session. "If you want your customers to buy your products or solution, you'll have to add something new to your marketing mix, because customers have already seen what your playbook is."

For marketers looking to adopt new advertising strategies or expanding existing ones, the power of digital OOH and CTV is clear: A survey conducted by the [Out Of Home Advertising Association of America](#) found that TV advertising resonates most strongly with B2B decision-makers, followed by digital OOH. With that in mind, marketers are repurposing online banner ads and roadside billboards into interactive, digital assets that engage buyers at all points throughout their day, whether they're running errands or binge-watching their favorite show.

However, leveraging these techniques in the B2B marketplace isn't as straightforward as purely consumer advertising; instead, practitioners need to be strategic about placements to ensure the content and messaging is relevant while also targeting specific audiences.

"Modern advertising is no longer 'spray and pray;' instead, it's a straight-shot approach to getting in front of the people that are going to make a difference for your business," explained Jeanne Hopkins, Sr. Strategist and CMO Community Lead for [The Pedowitz Group](#), a revenue marketing consultancy. "You probably have 75 types of 'real life' advertising, which could be anything from banners flying over the beach, branded jet skis in Miami or various billboards. But those are all point solutions, and we all know those are difficult: What's available? How much will it cost? What's the reach? How will I get the creative done?"

As practitioners work to fold non-traditional advertising mediums into their marketing mix, this special report will uncover what marketers need to succeed with these unique advertising mediums by focusing on:

- What to take under consideration when placing digital OOH and CTV ads to maximize effectiveness;
- The best strategies for measuring results from non-traditional advertising, such as the use of QR codes;
- How to generate the data needed to determine target audiences, messaging and more;
- Examples of creative CTV advertisements that are less formal and intrusive in people's casual viewing; and
- How practitioners are using these advertising formats as the starting point to create interactive, interconnected brand experiences.



DETERMINING AD PLACEMENT THROUGH A DATA-DRIVEN APPROACH

One of the more intimidating elements of digital OOH and CTV advertising is how wide-reaching the advertising sets are: According to [Forrester research](#), 50% of B2B buyers want to see business ads in their personal time, meaning it's of the utmost importance to determine the target audience — and that's where a strong data strategy comes into play.

"Determining ad placement is all research-based, and there are a ton of different data partners that can give you mobile ad IDs for phones and others who estimate the number of different personas in a specific area," said Hopkins. "We can break it out by saying, 'If this person goes here, their best percentage is likely to go to Whole Foods and the mall.' So, if you're trying to reach 34- to 49-year-old mothers with two kids, data companies can identify the paths they're taking through metrics such as foot traffic reports."

On the CTV side, the data is much more precise — according to the experts, it provides the same level of granular insights as any other digital marketing strategy. This means that practitioners can tap into their existing data pools and curate their audiences as needed.

“Creating a data set of people will make your business prepare for the future,” explained Morris. “If you want to position your brand as a monumental leader in customer experience, you have to start working on building your data set today, because it’s extremely invaluable. Develop a plan and understand how you’re going to store that data, process it and ultimately continue to utilize that data for future campaigns.”



LEVERAGING EXISTING DATASETS & STRATEGIES TO MEASURE & TRACK AD SUCCESS

Data is also the backbone of measuring and tracking these nontraditional advertising formats. Despite [Forrester research](#) finding that 67% of B2B buyers want more relevant ads, the cohort is notorious for wanting privacy and anonymity. For practitioners, this creates a delicate balance to strike: Marketers need insights about their buyers' preferences so they can tailor, track and measure ad spend accordingly.

However, "B2B struggles with a broken measurement construct," said John Arnold, Principal Analyst at Forrester, in his [#B2BSMX](#) session. "Everybody that advertises struggles with measurement to some degree, and it's a broken system that needs to be fixed. If you're not able to fix your measurement constraints, you can't justify your advertising — and if you're unable to justify your advertising, you're not going to have enough budget."

To that end, Eric Hatzenbuehler, Sr. Digital Marketing Manager for CTV advertising performance platform [MNTN](#), explained that CTV moves beyond the constraints of linear TV by adding precision to the measurement and tracking processes. In his [#B2BMX](#) session, he shared that CTV puts ad measurement right at marketers' fingertips.

"When we think about precision targeting for B2B audiences, we look to target ads based on factors such as job title, functionality, seniority level, company revenue or company size," Hatzenbuehler said. "And for measurement, we think of it in traditional media and linear TV as, 'Oh, we ran a TV ad during a time when we saw sales slightly increased; it must have been the ad.' But in the CTV space, you can generate the measurement and deep analytical capabilities that you have through paid search and paid social."



HOW NATIONAL BUSINESS FURNITURE DROVE >300% MORE INCREMENTAL REVENUE

National Business Furniture (NBF) is a leader in office and business furniture that was looking to shift its investment from display advertising to a new medium. The company turned to **MNTN**, a CTV performance marketing platform, to help make the change.

The Challenge

While NBF was earning a respectable 4.35X return on ad spend (ROAS) from its display retargeting efforts, it wanted to see if CTV could help increase its site traffic from B2B decision-makers and drive more valuable conversions. This meant NBF had to shift its investment from display retargeting to a CTV platform focused on generating leads and conversions, — not just broad reach — all while preserving brand equity by delivering ads exclusively on premium, blue chip TV networks.

The Solution

MNTN Performance TV was the ideal platform to achieve the team's goals, thanks to its ability to target the right B2B audiences and optimize CTV campaigns towards conversions. Plus, MNTN offered NBF the ability to measure the deduplicated performance of CTV with unparalleled accuracy. This showed NBF the direct impact Performance TV had on the efficacy of its other marketing channels via MNTN's integration with Google Analytics.

NBF first launched a Performance TV prospecting campaign to drive qualified traffic to its site and



convert those visits into revenue. Campaign setup was easy: The company started by selecting its audiences using the fully integrated Oracle Data Cloud, which offered countless B2B segments — all without any data fees. Next, NBF uploaded its creatives and set up its campaign to optimize toward a ROAS goal.

With Performance TV, NBF was able to go beyond display and leverage a complete, performance-optimized narrative to persuade its target decision-makers to take action. First, it served users a CTV ad to drive initial site visitation and sales. Next — and only after they viewed a CTV ad — NBF served users cross-device messaging to remind its audience of their initial interest and increase conversions.

In addition to a prospecting campaign, NBF also activated a retargeting campaign to increase conversions and revenue driven by site visitors using its CTV narratives and reminder messaging.

As the campaigns progressed, Performance TV's automated media buying technology optimized ad delivery, frequency and bidding in real time to ensure every ad impression was served effectively to drive performance.

The Results

By leveraging Performance TV, NBF dramatically outperformed its previous display-focused efforts. The company drove 18X ROAS with Performance TV alone, which was more than a four-fold improvement over the revenue NBF generated with its display efforts at the same budget. Plus, with Performance TV, the company brought 309% more incremental revenue and 900% more incremental transactions from net-new customers than its display efforts.

But that's not all: Performance TV not only outperformed display in a head-to-head test, but it also had a halo effect that helped improve the performance of NBF's other marketing channels.

"We're at the point now where CTV is right up there with our affiliate program, our organic search and direct traffic," said Brian Boduch, Performance Marketer at NBF. "On top of this, it's outperforming social and email marketing."

In comparison to display, Performance TV drove 80% more assisted conversions for NBF's paid social channels, resulting in 131% more revenue generated by those efforts. With the same comparison in mind, Performance TV also drove 61% more assisted conversions for NBF's paid search efforts, resulting in 86% more revenue generated.





BUILDING THE CUSTOMER EXPERIENCE THROUGH REPURPOSED CONTENT

One of the most intriguing aspects of CTV and digital OOH advertising is the medium's ability to help organizations connect with customers on a deeper level. Whether it's a highly targeted smart TV advertisement that (literally) speaks to viewers or a QR scanned from a bus stop banner, the experts stressed the importance of creating a connected brand and customer experience across all mediums and channels.

"You need a customer-focused, multi-dimensional experience, which is when you consider every aspect of the customer experience with a genuine focus on meeting prospect and buyers' needs and expectations," said NYCAP3D's Morris. "The goal of this is to provide a seamless, integrated experience across all the touchpoints your customer has with your brand."

Echoing Morris's sentiment was Arnold, who shared the importance of creative excellence. He explained that it's not just about designing the ads; it's about engaging buyers and bringing home the brand in a visual or creative way. While the industry's currently in a state of financial upheaval as budgets are slashed across the board, the experts highlighted the power of re-using existing assets.

"We think about TV ads as being historically very expensive and time-consuming to produce, with a lengthy ideation process," said Haltzenbuhler. "But now, you can take and repurpose a lot of your existing video assets — especially from paid social — and bring those to the TV screen to show ads in the largest screen in the house to your core audience and target market."

He continued that practitioners can't just broadcast an advertisement and expect it to be perfect; instead, he recommended that marketers continuously A/B test their video creative and ideation process to think about new ways to engage audiences and differentiate brands.



CONCLUSION

When journeying into the world of CTV and digital OOH, practitioners will find that the landscape isn't dramatically different than the more traditional mediums they're used to. By leveraging similar datasets, as well as technologies and strategies that they already know, they're poised to succeed in the world of non-traditional advertising. Looking ahead, Arnold shared the formula to sustaining advertising success.

"Underneath a great campaign and advertising strategy, there are four components: A digitally savvy brand, modern measurement methods, robust testing and creative excellence," he said. "And that's all wrapped in courage, because making the change is a big step for B2B organizations."



MNTN builds advertising software for brands to drive measurable conversions, revenue, site visits and more through the power of television. MNTN Performance TV is the world's first and only Connected TV advertising platform optimized for direct-response marketing goals. It redefines what advertisers can do with television, giving them the power to tie performance directly to their TV campaigns. We believe television belongs right alongside paid search and social in advertisers' direct-response marketing strategies. That's why we applied our experience in building performance marketing software to create an ad platform that combines the precision of digital with the impact of television.

310.895.2110

INFO@MOUNTAIN.COM



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201.257.8528

INFO@DEMANDGENREPORT.COM



KELLY LINDENAU

is an editor and writer who loves covering the latest B2B marketing trends, research and industry insights. She's a New Jersey native, runner and reader who always has a GIF from The Office at the ready.

