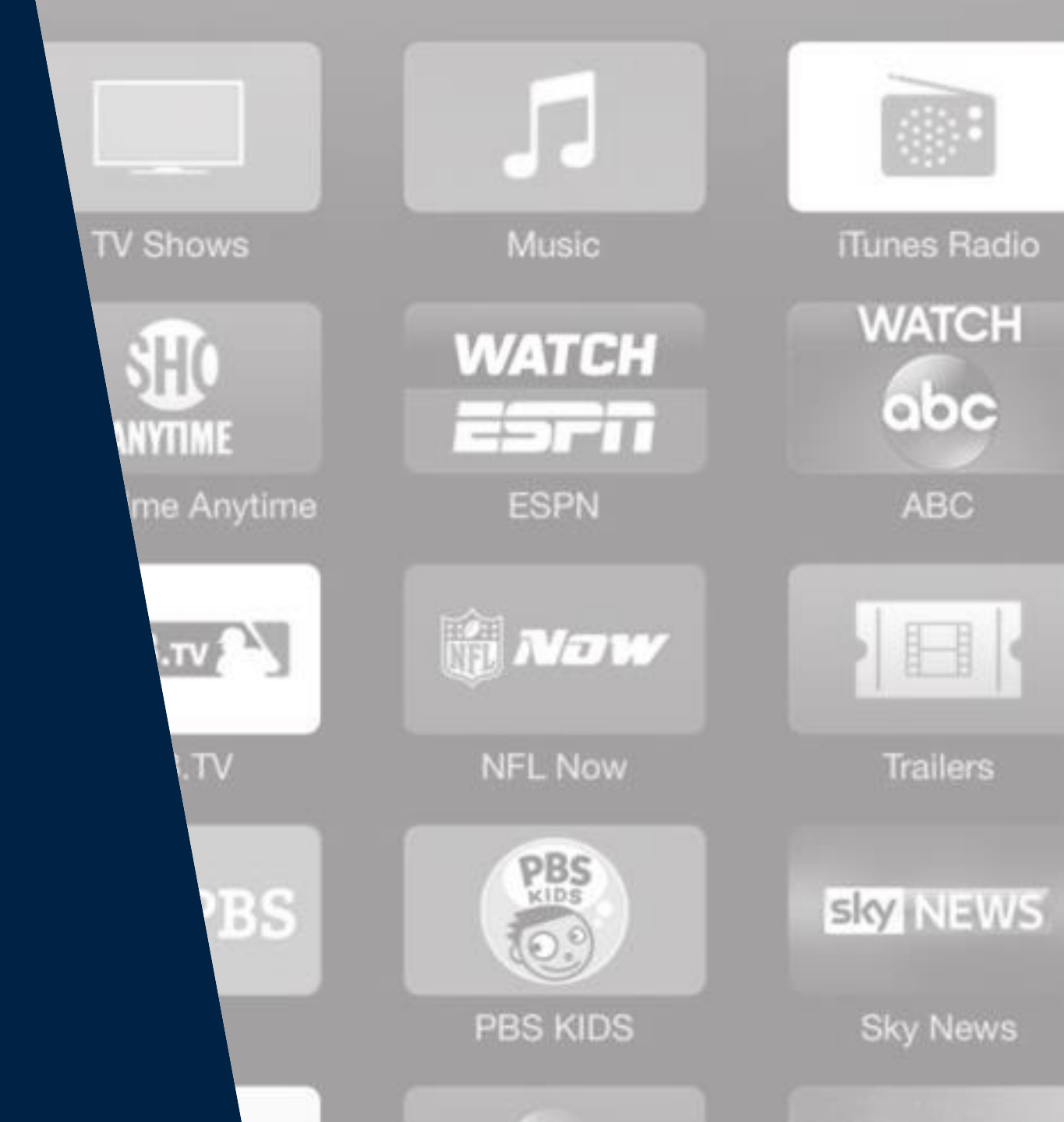
How to Grow Your Sustainer Program Through CTV



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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?!

Search
Home
Discover
Apps
2:45
Westworld
Trending | Free will is not free
Favorite Apps
YouTube
prime video
Play Next
1917
HOBBS & SHAW
Youtube

What is CTV?

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

fuboTV

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
fuboTV
philo
Paramount+
discovery+

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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
fuboTV
philo
Paramount+
discovery+
tubitv
sling

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ONE-TO-ONE TELEVISION BUYING

BUY SIDE

SELL SIDE

AD EXCHANGE

DMP

DSP

SSP

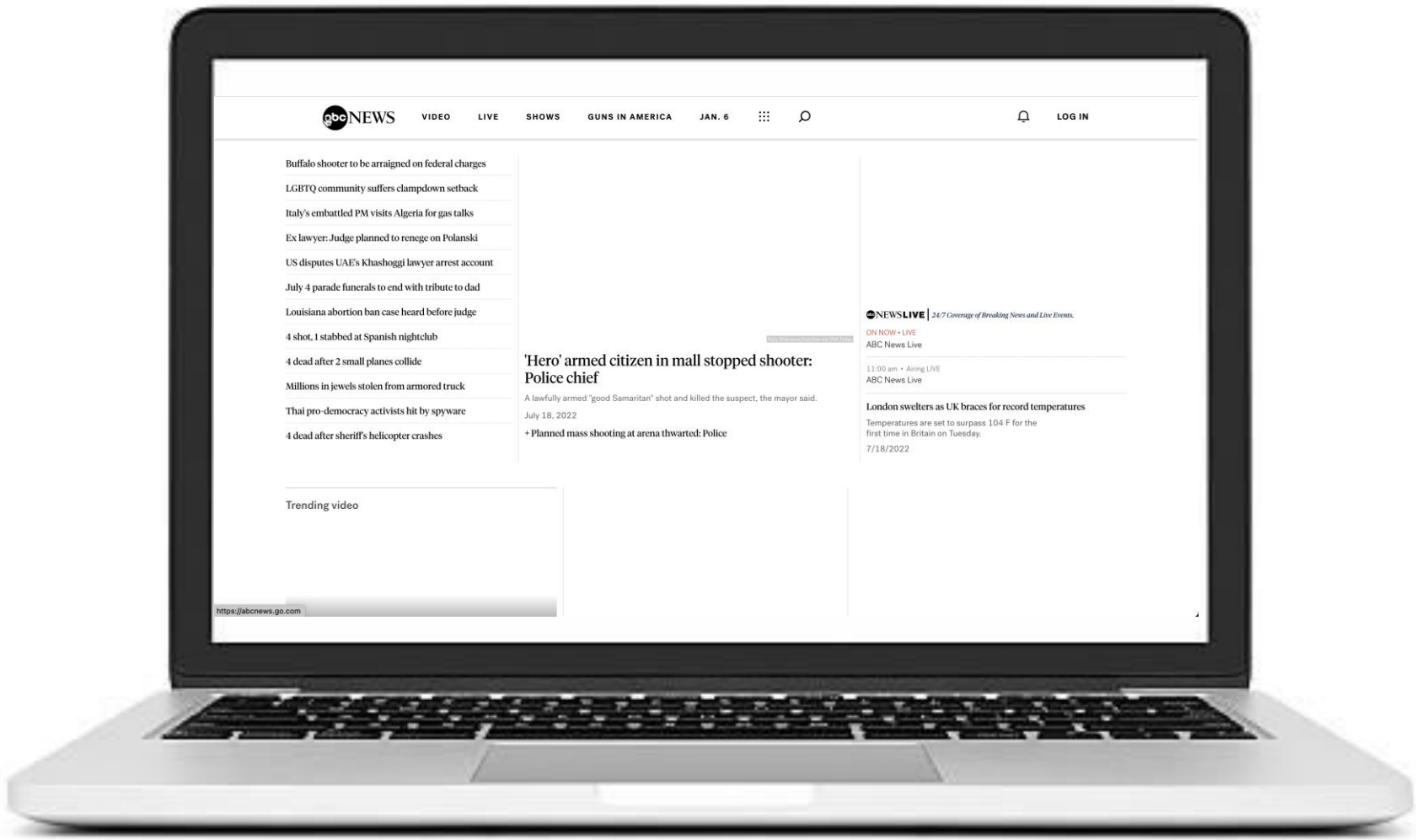
Client

Trading Desk

Publisher

User

hulu



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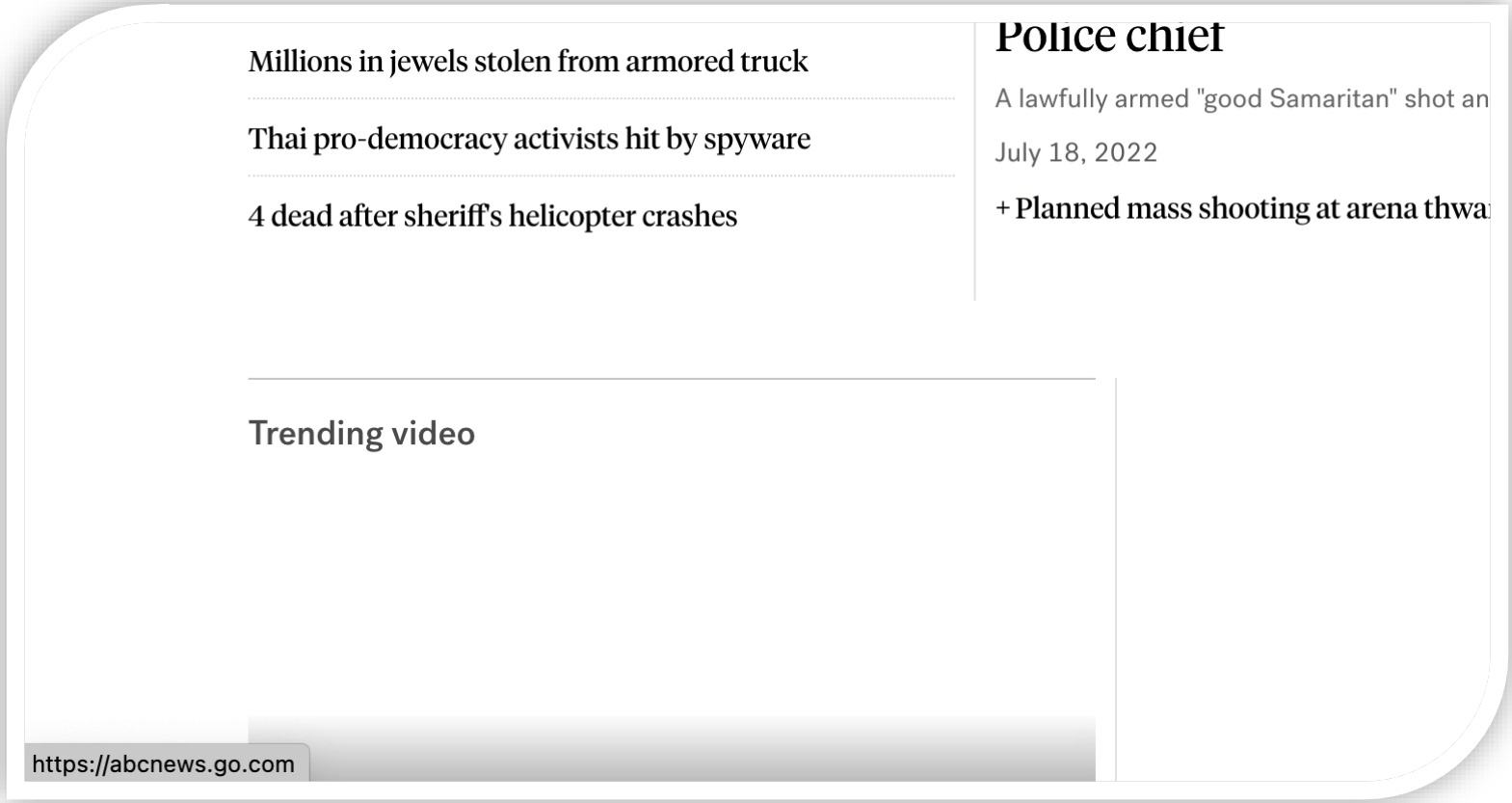
THE AD EXCHANGE AT WORK



Why Now?

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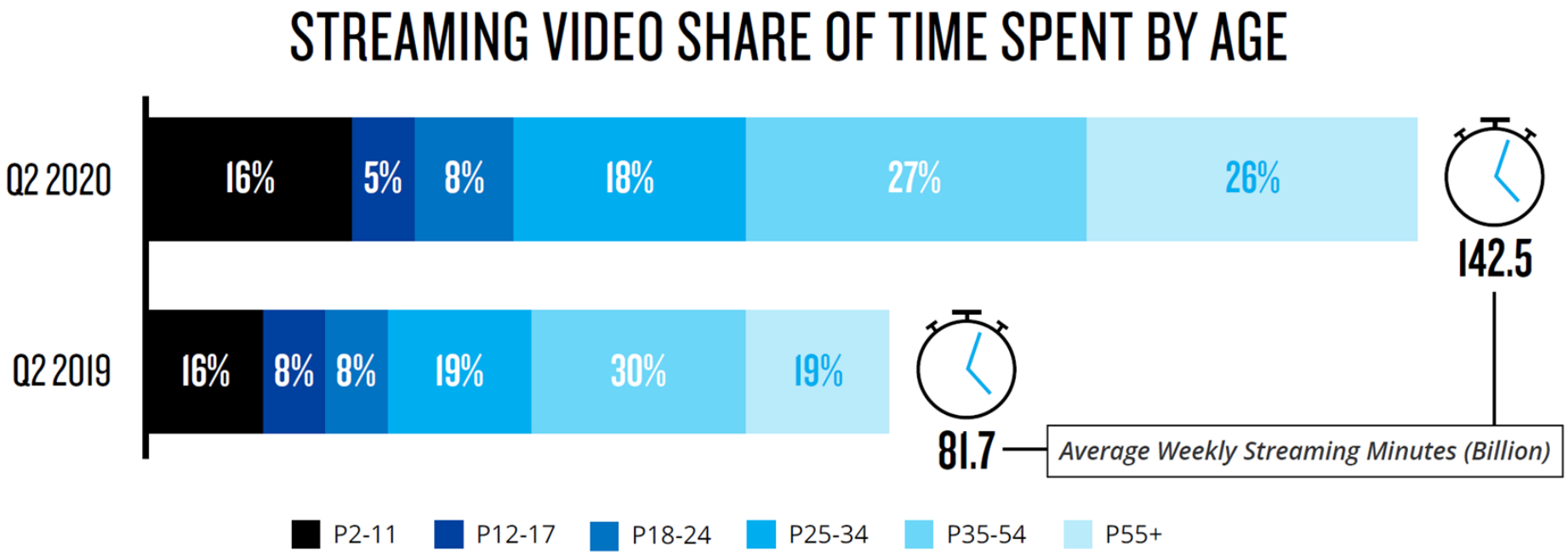
STREAMING REACHED CRITICAL MASS



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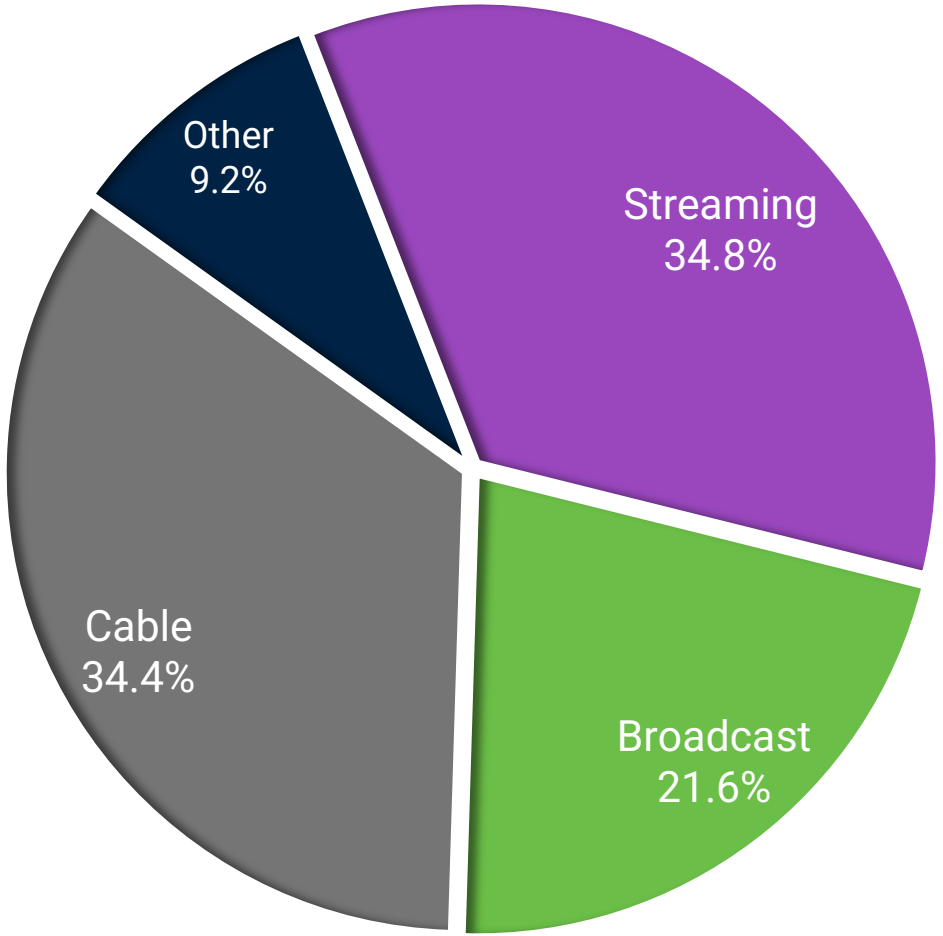
SHIFT IN VIEWERSHIP

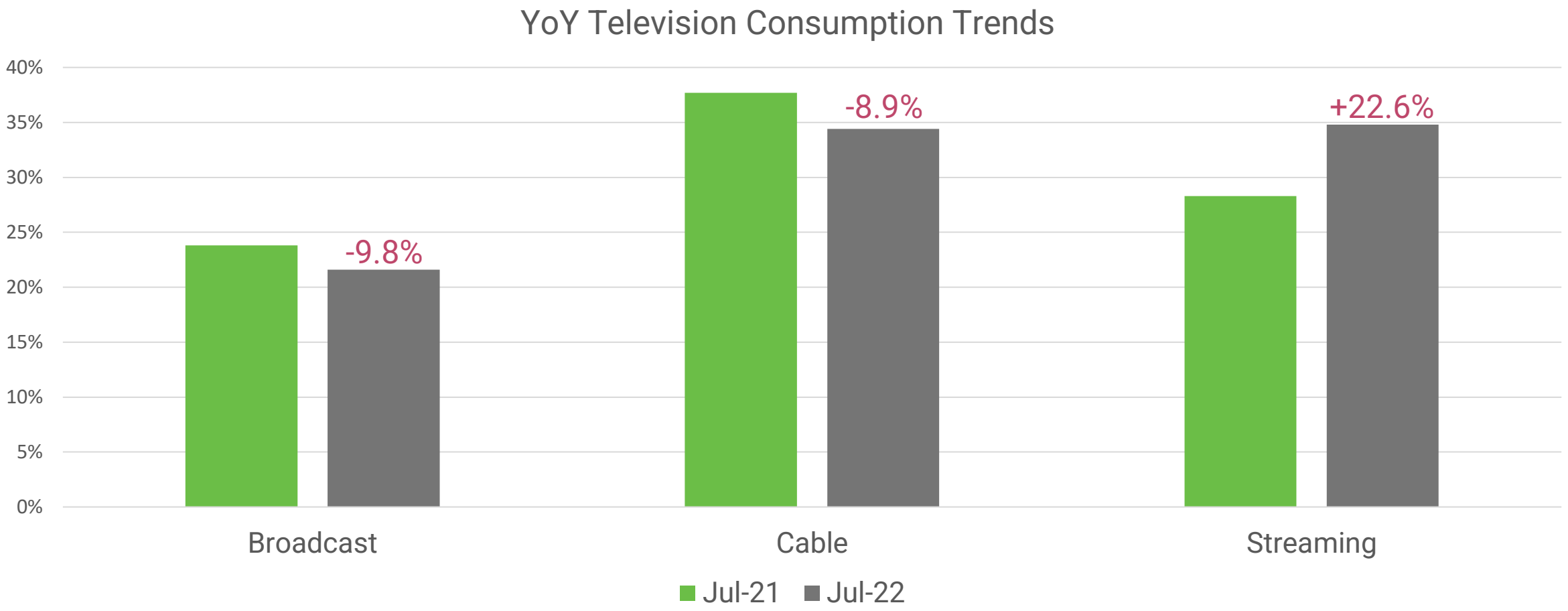
Time spent with television remains flat, but viewing formats is shifting.

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

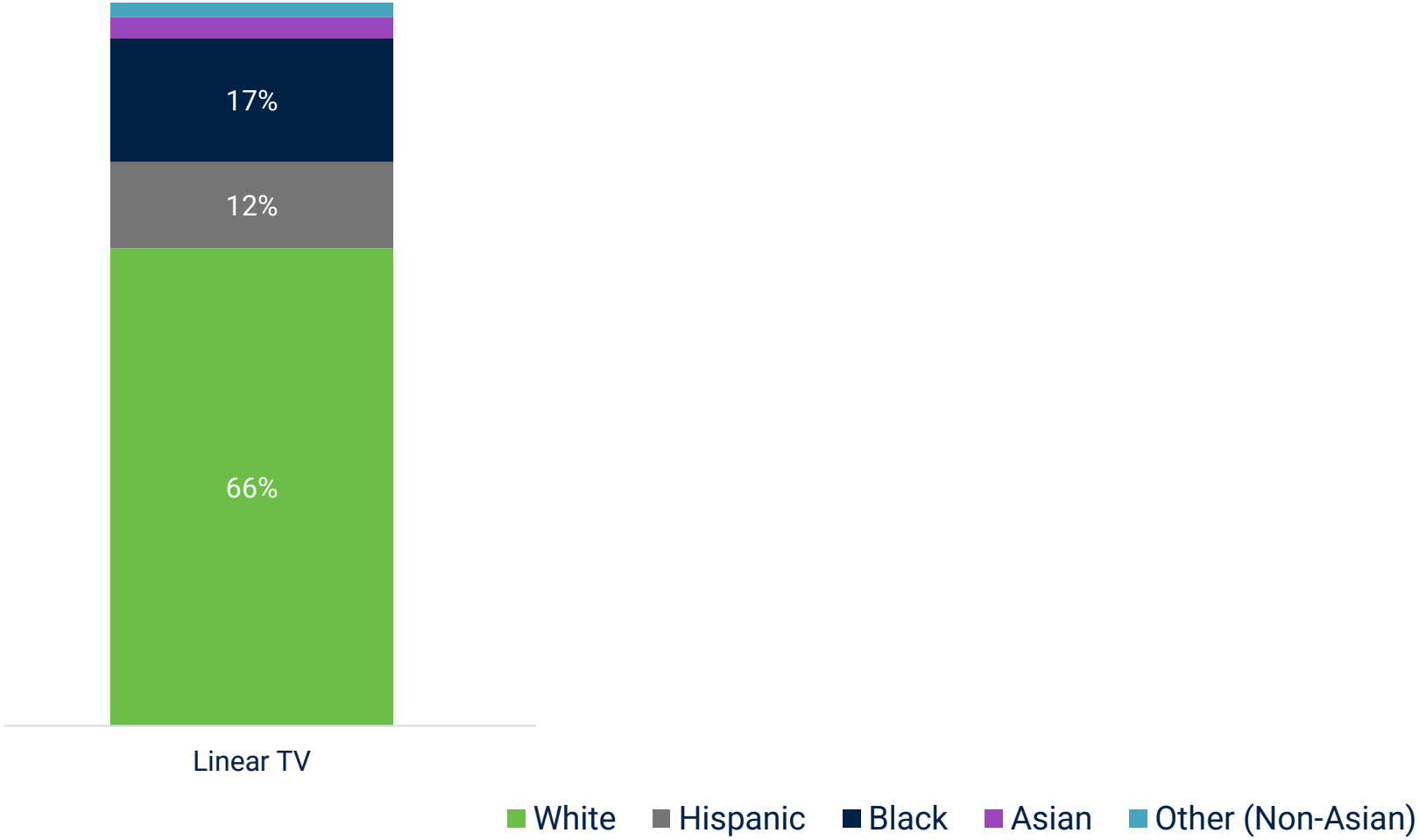


Nielsen Total Audience Report July 2022 – P2+ Total Day

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

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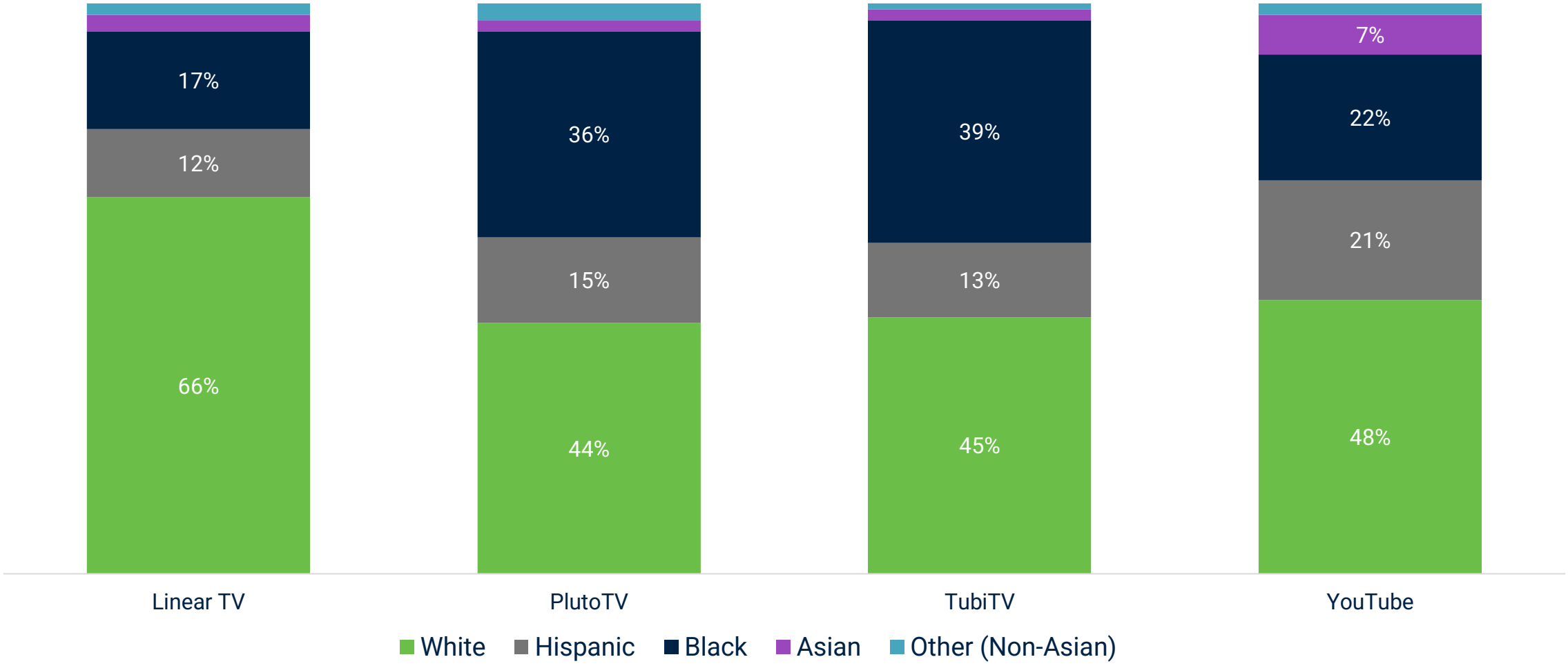
REACHING DIVERSE AUDIENCES



Source: Nielsen State of Play – April 2022

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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

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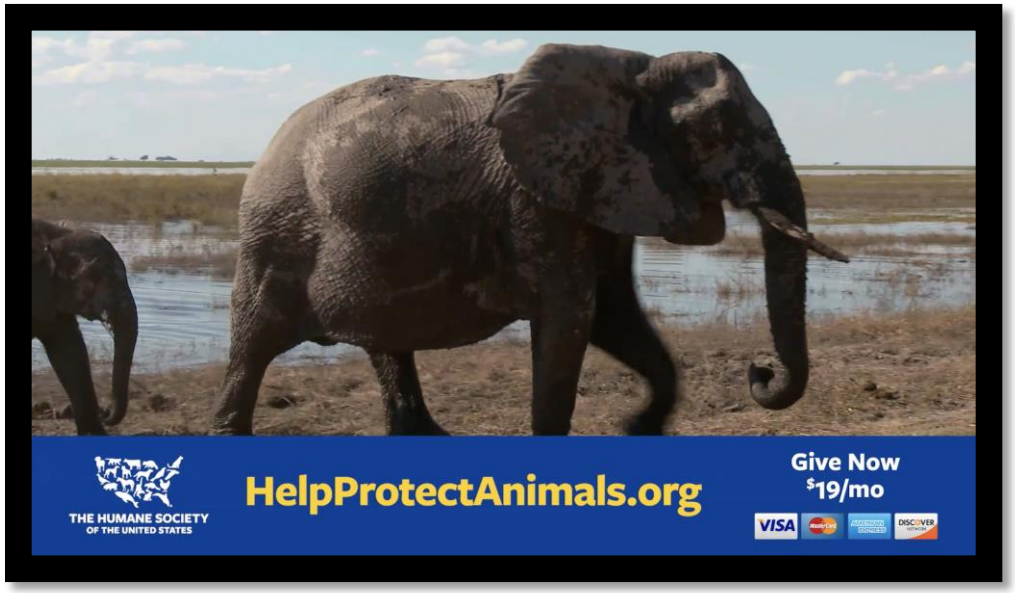
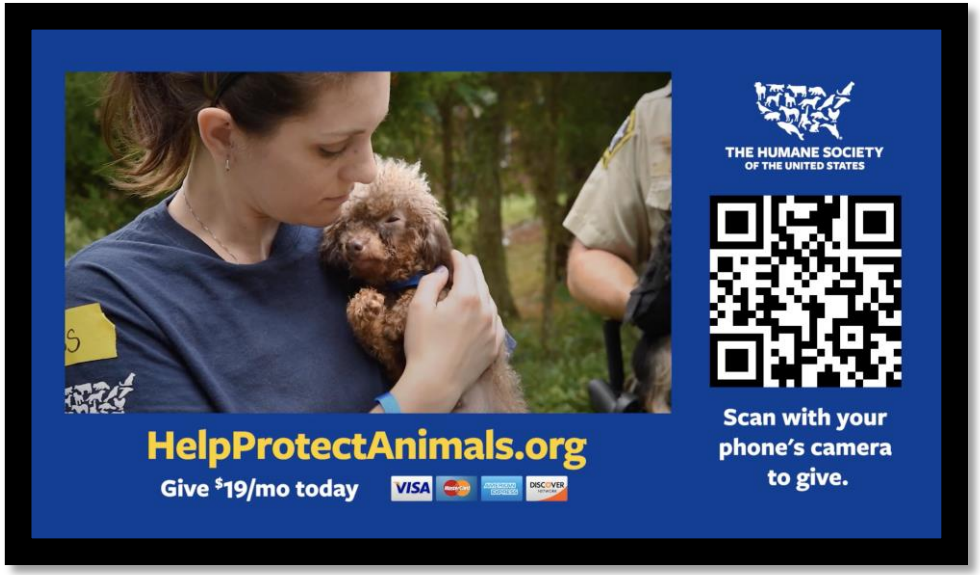
CREATIVE CONSIDERATIONS

- 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





CREATIVE TESTING

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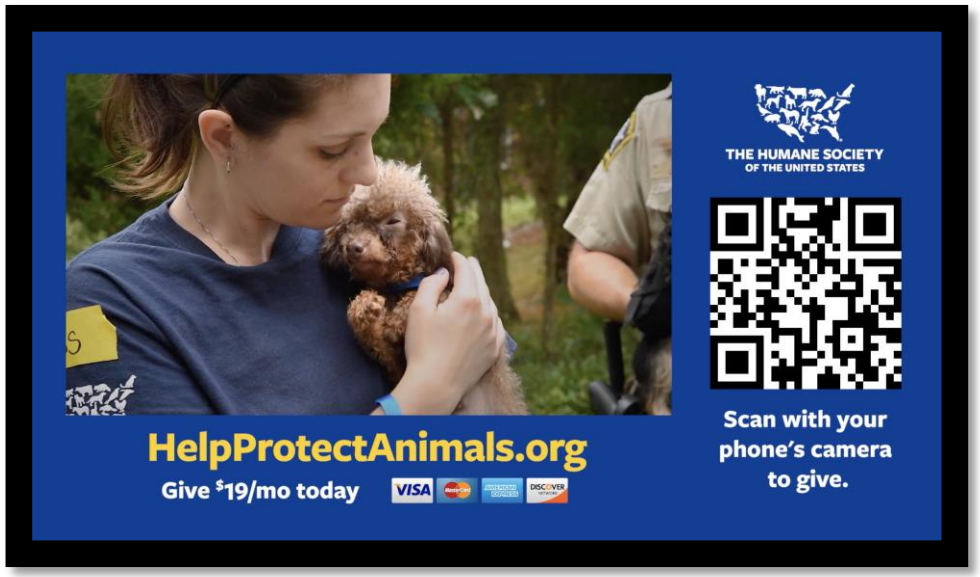

EARLY FINDINGS

THE HUMANE SOCIETY OF THE UNITED STATES

10%+ Sustainers

1.68 ROAS

3.07 Annualized ROAS

+4.2% in Brand Awareness

+10.7% 45-64

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How to Build a Sustainer Program

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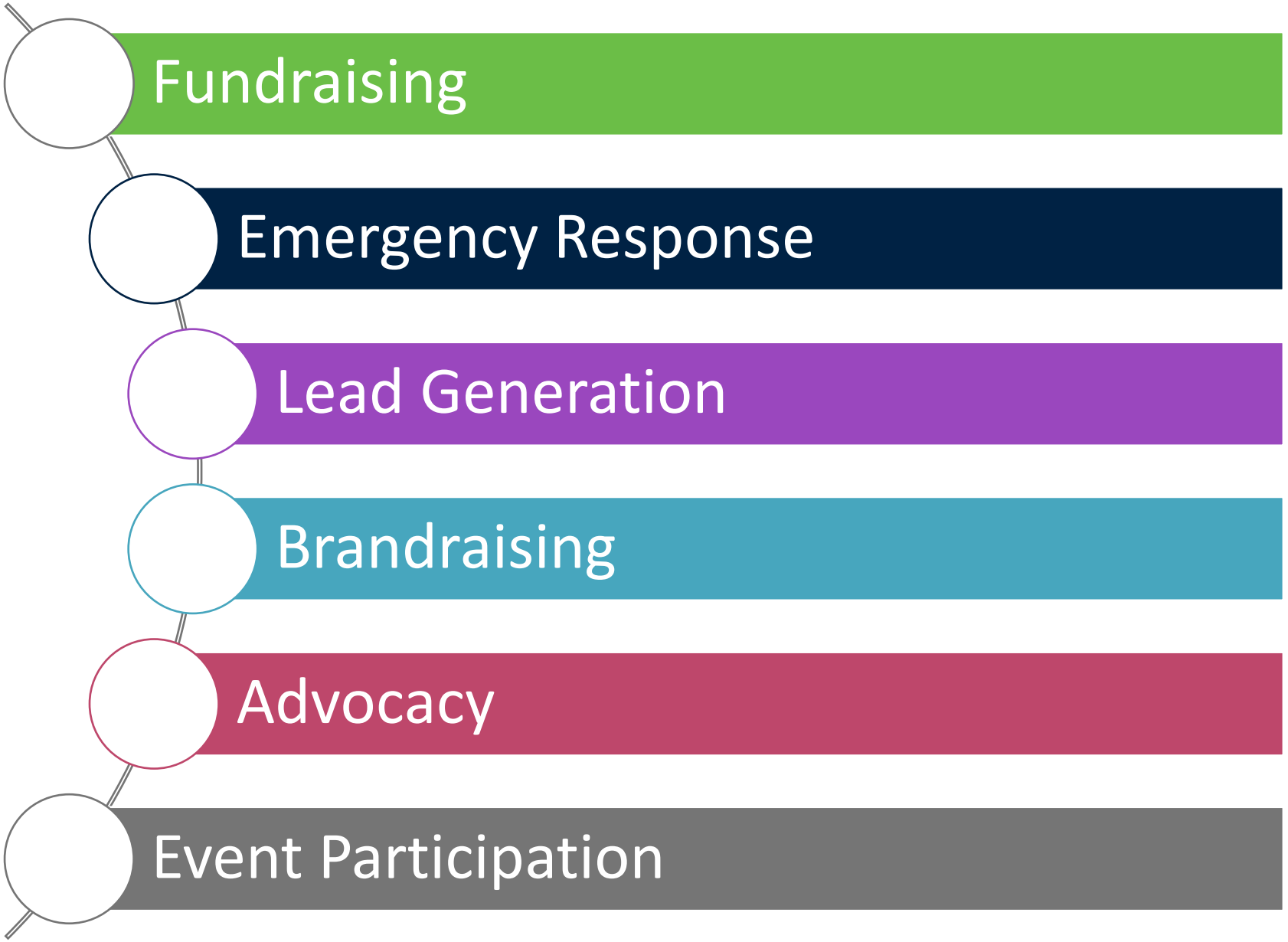
The Power of Video Storytelling with the Precision of Digital Media



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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

1 Acquisition Model

Target prospective donors based on the key characteristics of your current donors & your campaign objectives

2 Reactivation

Reactive lapsed donors by identifying those most likely to reengage by analyzing their other donation activity and ability to give

3 Renew/Upgrade

Engage your current donors for improved retention and upgrade opportunities

4 Co-Targeting

Combine with other acquisition efforts such as email, direct mail, or telemarketing to increase response rates

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

+Married to Tom Cantrill

+Two Adult Children

+Dog Owner

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

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ADDING CO-OP DATA

Your Donor Record:

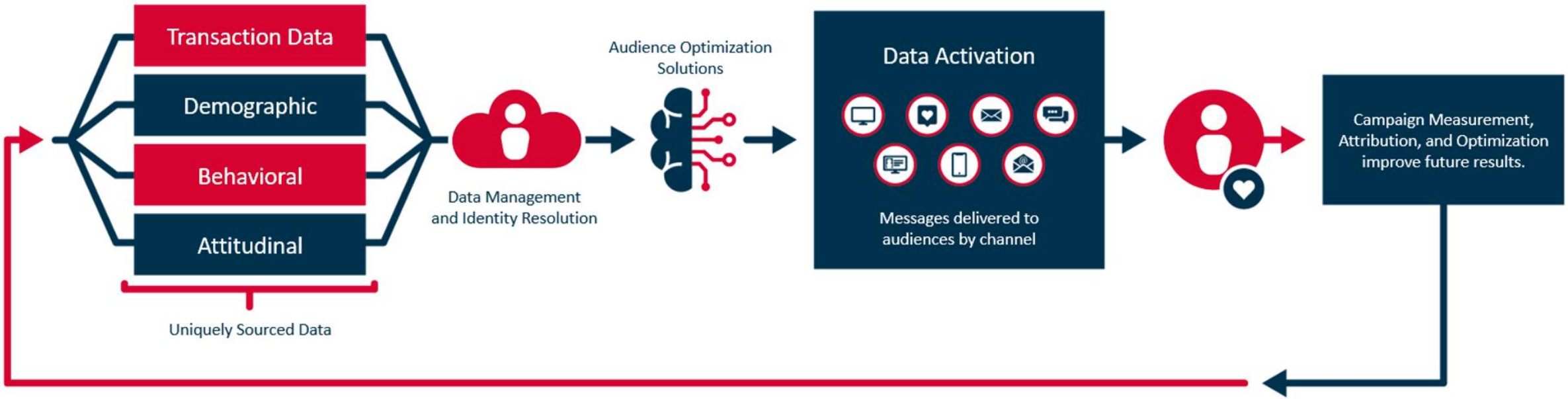
Recency:	13 Months
Frequency:	1.2 Avg. Gifts
Last Gift:	$25
Highest Previous:	$40

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)

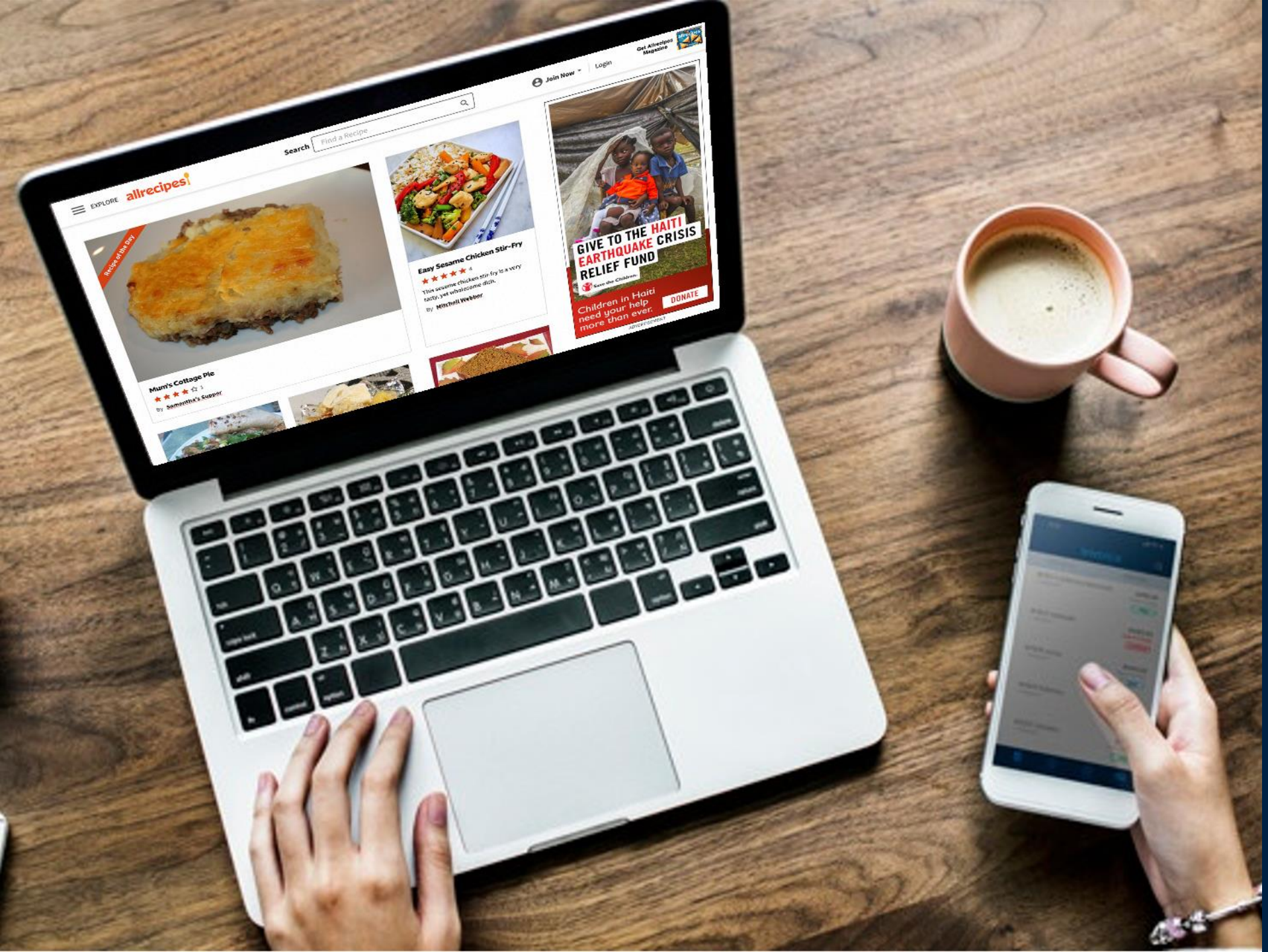
THE DATA LOOP



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.

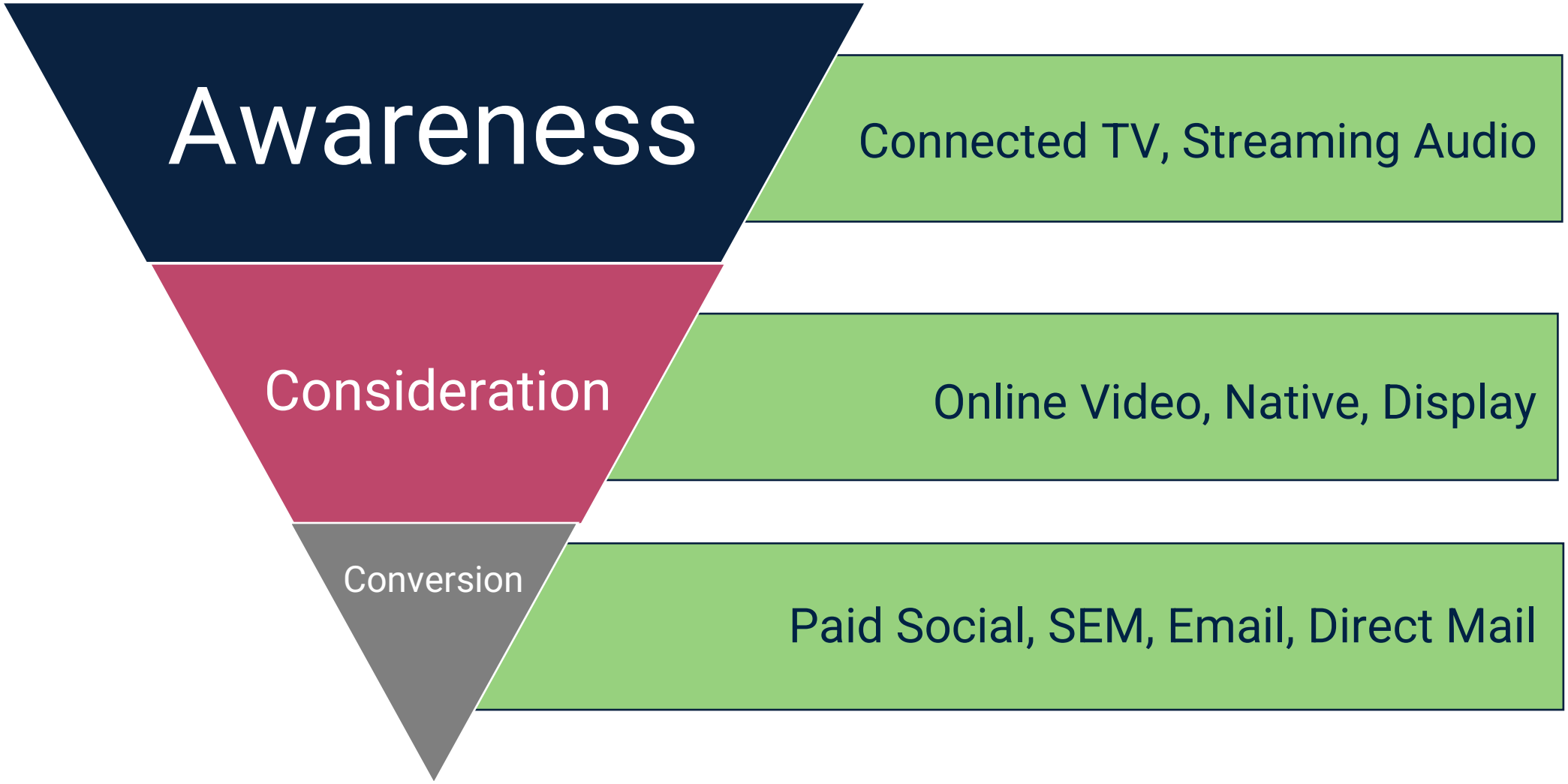
Rebecca receives **a direct mail piece**

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

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

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

LIFTING ALL BOATS



MEASURING THE IMPACT

Results & Reporting

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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

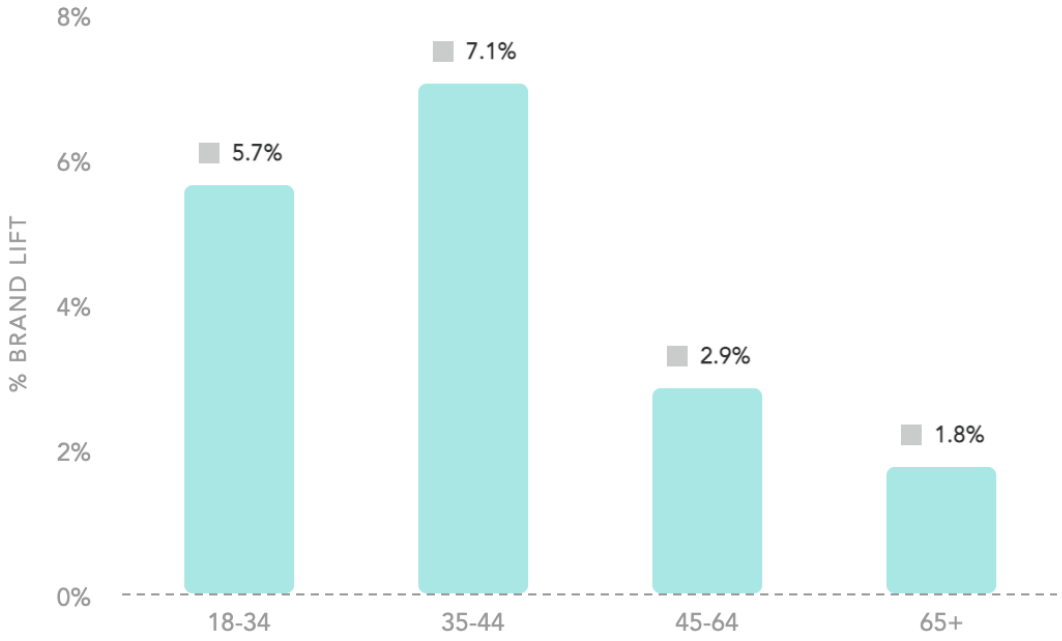
BRAND LIFT STUDY

- 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

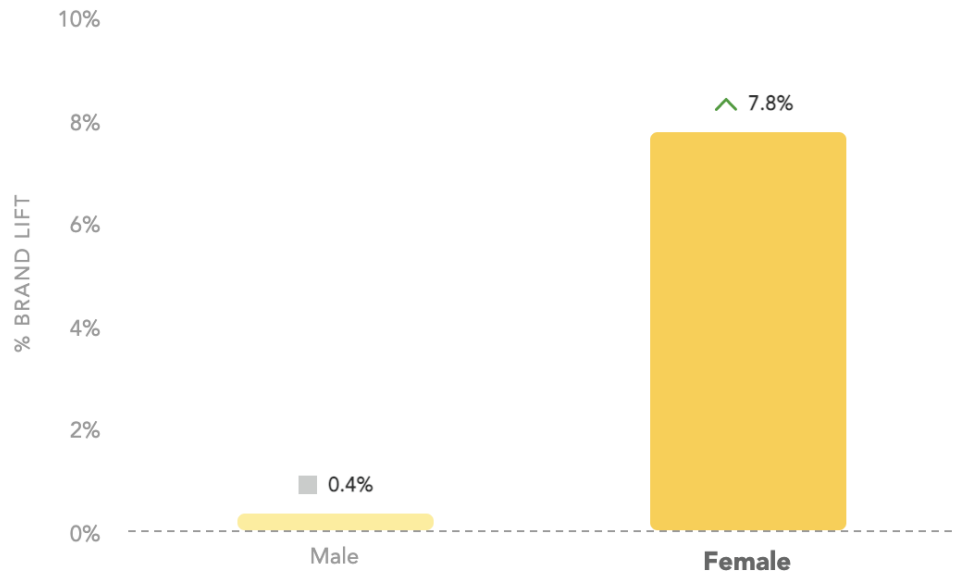
BRAND LIFT STUDY SAMPLE

Awareness

Age



Gender



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