



YouTube CTV

Making CTV a Key Part of Your Full-Funnel Ad Strategy



96%

VCR vs Standard
YouTube's VCR of 50%-60%

Source: (Strike Social Benchmark Report)



Transform Your Approach to Streaming

The way people watch content in their living rooms is undergoing a significant shift. It's time for a new path forward, one that prioritizes connecting with viewers wherever they are.

Reach New Audiences on the Big Screen

Expand Your Reach

YouTube CTV reaches a massive audience of viewers who have shifted away from traditional linear TV.

Target with Precision

While CTV offers broad reach, YouTube's targeting capabilities ensure you reach the right audience.

YouTube Content

Tap into the vast library of YouTube content to find placements that resonate with your target audience. This contextual relevance enhances ad effectiveness.



YouTube CTV

DV360: Benefits for Media Buying

Benefit	Description	Example
Reach Scattered Audience	Consolidate media buys to reach viewers across various screens	DV360 reaches 92% of US ad-supported CTV households.
Access Premium Inventory	Gain access to a growing pool of publishers	Including Disney's streaming service
Deliver Privacy-Safe Ads	Leverage first-party data for relevant ad targeting while respecting user privacy	PAIR solution allows connecting brand and publisher data.
Maximize ROAS	Reduce ad waste and improve campaign performance with Google AI	Unified campaigns deliver 21% higher ROAS on average.
Increase Efficiency & Effectiveness	Streamline media buying and achieve better results	A <u>QSR</u> achieved 96% VCR on CTV and 28% CPM Reduction. Read more



monthly active devices, plus expand to **YouTube's 150 million living room viewers.**

Source: The Verge





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CTV Ad Specs

Getting the technical components right is crucial to ensuring a seamless viewing experience. Following the ad specs is your best bet for delivering a polished ad without any hiccups.

✓ Length

15 seconds or 30 seconds
(must be exact)

✓ Ad Tags

- VAST 2.0 (recommend)
- VAST 3.0 & VAST 4.0 are supported, but scale is more limited

✓ File Format

MP4 only

**VPAID, MRAID, and tag wrapping are not supported on most CTV devices*

✓ File Quality

1080p (1920x1080)
16:9 Ratio

✓ Frame rate

23.98 or 29.97

**25 fps for PAL countries*

***Duplicate frames are not allowed*

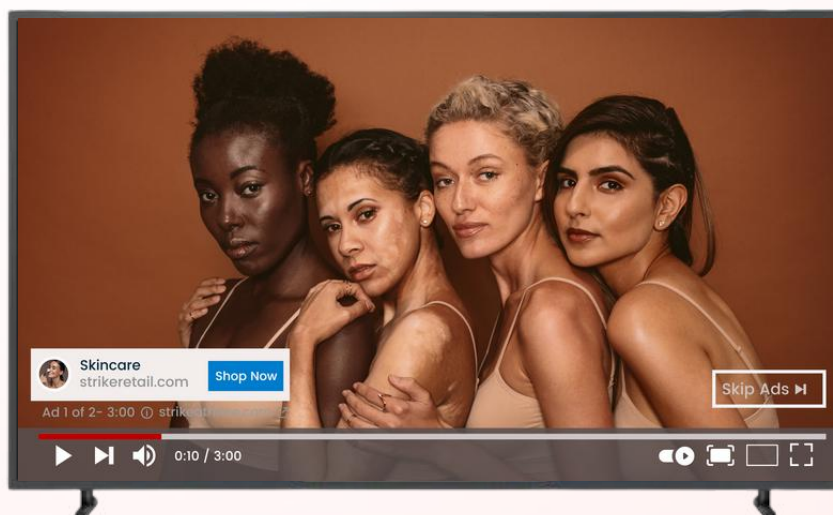
✓ File Size

15-50 mb, preferably compressed at 1.15 mbps

Max file size 250 mb

✓ Video Bitrate

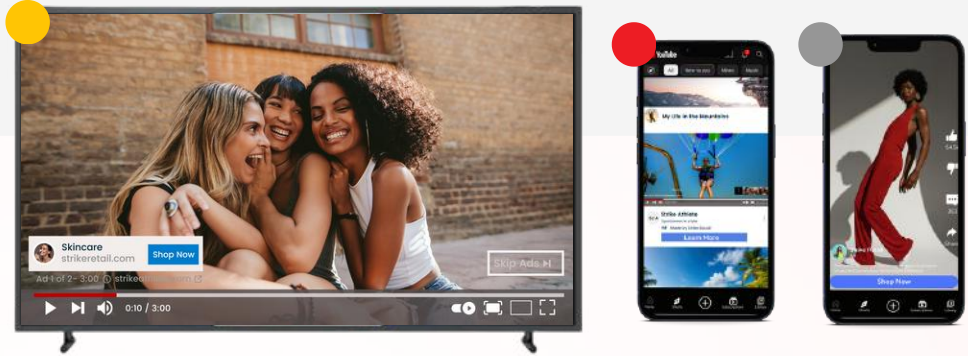
Between 18,000 kbps to 30,000 kbps



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Full Funnel Strategy



CTV Ads

Expose ideal customers to your brand with awareness messaging.

YouTube VVC

Target viewers who saw the CTV ad with longer YouTube VVC that talks deeper into the product's benefits.

YouTube VAC

Compelling CTAs (calls to action) that incentivize purchase, like discount codes or free trial offers, can be incorporated here.



25%

Success Story

Increase in Efficiency.
Compared to mobile devices, Connected TV proved to be a more effective medium.





CTV

Best Practices

When venturing into CTV advertising, it's crucial to choose an advertising partner that aligns with your needs. Not all activation team are created equal.

✓ Think Digital, Not Traditional

CTV offers benefits similar to online advertising

- **Precise Targeting:** Reach your ideal audience with laser focus.
- **Real-Time Insights:** Get immediate data to measure success.

✓ CTV Complements Your Existing Strategy

Don't ditch your social or display ads. CTV can:

- **Boost Brand Awareness:** Reach a wider audience on the big screen.
- **Deepen Consideration:** Showcase products in detail.
- **Drive Conversions:** Motivate viewers to take action.
- **Enhance Retargeting:** Re-engage with interested viewers across platforms.

✓ Choose the Right Partner

Not all activation team are built equal. Look for a team that:

- **Dig deep to identify the right market:** Different markets behave differently, but they both can bring revenue and if you choose the right approach. Make sure you don't treat them all the same.
- **Do multivariate testing:** Set up your campaigns for multivariate testing, and experiment with different approaches and audiences. You can turn off any targeting that's not hitting the mark and shift your ad dollars to the groups seeing the best results.
- **Uses data to guide you:** At Strike Social, we use AI technology to recognize correlations that would otherwise be impossible for the human eye to spot. This helps us reach larger, sometimes less-saturated markets.
- **Available 24/7:** Strike Social develops artificial intelligence and provides 24/7 optimization to drive the best outcomes in social media advertising

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