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Connected TV Ads 2024

Enhancing CTV Campaign Planning, Buying, and Measurement
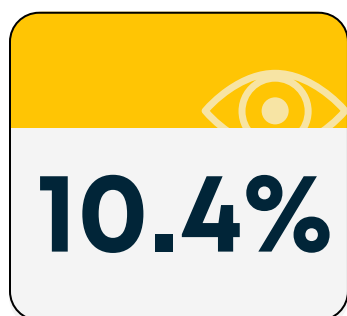
Connected TV

DV360 Updates, Reporting Guide on CTV Ad Cost, and Quickstart on CTV Ads

Scan to book a strategy session with us

10.4% marks a **historic milestone for YouTube** as the first streaming platform to surpass 10% of total TV viewing time.

Source: Nielsen, The Gauge Report (July 2024)

Skincare
strikeretail.com
Shop Now
Ad 1 of 2 · 3:00
Skip Ads
0:10 / 3:00
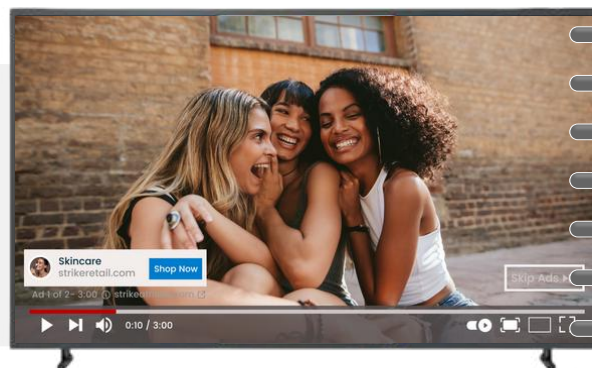
DV360: Benefits for Media Buying

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 QSR achieved 96% VCR on CTV and 28% CPM Reduction. Read more

✅ **_Expand your reach to CTV Viewers. Ask us how_** 👆

CTV on DV360

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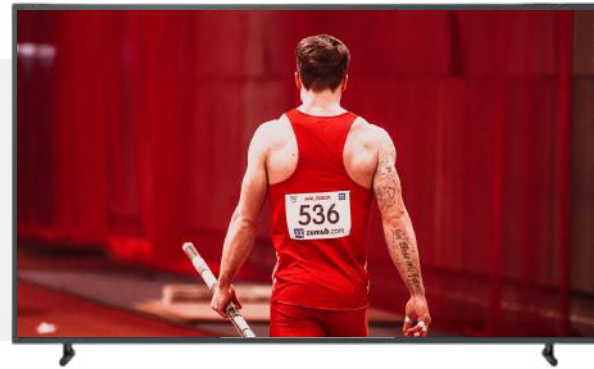
Updated: August 2024

Increased CTV Adoption

The growing popularity of live sporting events like the Summmer Olympics and Super Bowl has driven advertisers to prioritize CTV campaigns.

100M

on **Olympics-related** YouTube videos with "opening ceremony" in the title or description between July 26-31

Source: YouTube Global Data, 2024

Simplified Planning

Reach Planner in Display & Video 360 now offers:

✓ **Accurate reach forecasting**

Including YouTube, Google, Hulu, Roku, and linear TV.

✓ **Local market targeting**

Using Comscore and Nielsen data in the US

✓ **Deal ID forecasting**

Evaluating potential performance before running deals

Easier Booking for Premium Placements

✓ **Instant Reserve**

Quickly reserving YouTube CTV inventory with audience targeting.

✓ **Expanded inventory**

Targeting Google TV, YouTube TV, YouTube Select Lineups, and YouTube Masthead.

✓ **Marketplace improvements**

Audience filters for finding CTV inventory packages.

CTV Audience Targeting

✅ **First-party audience lists**

Connecting with existing customers

✅ **Google audiences**

Expanding reach to broader groups

Enhanced Measurement

✅ **Ad frequency management**

Optimizing reach across CTV apps

✅ **Expanded third-party measurement**

Supports on-by-default enablement for Audience Project.

✅ **Reach reports**

Measuring unique reach and overlap across publishers, campaigns, and devices.

✅ **Verified measurement vendors**

Includes Nielsen, Comscore, Kantar, and more

Reporting Enhancements

✅ **New page for instant reporting**

Allows advertisers to view the status and access downloaded reports.

✅ **Streamlined data analysis**

Reduces the time and effort required to gather campaign insights.

How to find your Google and YouTube CTV advertising costs ➡️

How to Find YouTube CTV Ad Cost on Your Campaign

Sample Scenario: Awareness campaign to check your CPM by device

- ✔ **Log in** to Google Ads Manager

- ✔ Campaigns > **Insights and reports**

- ✔ Select *When and where ads showed*

- ✔ Choose the *Devices* tab
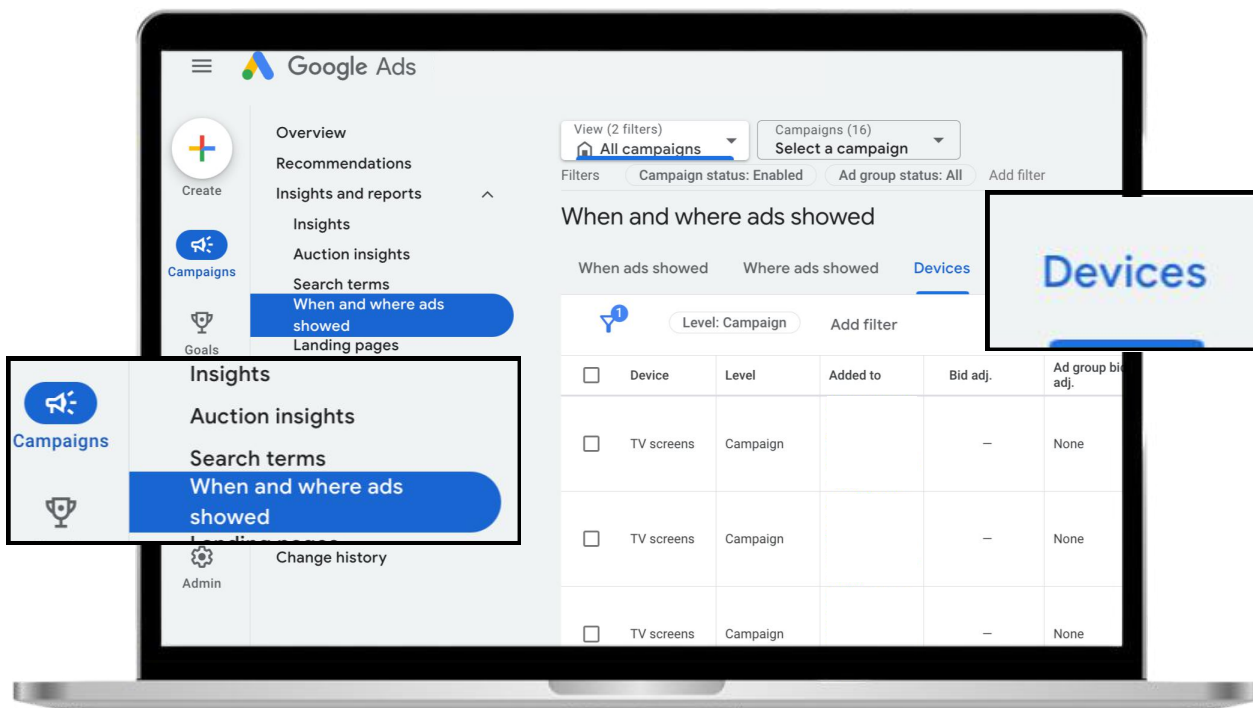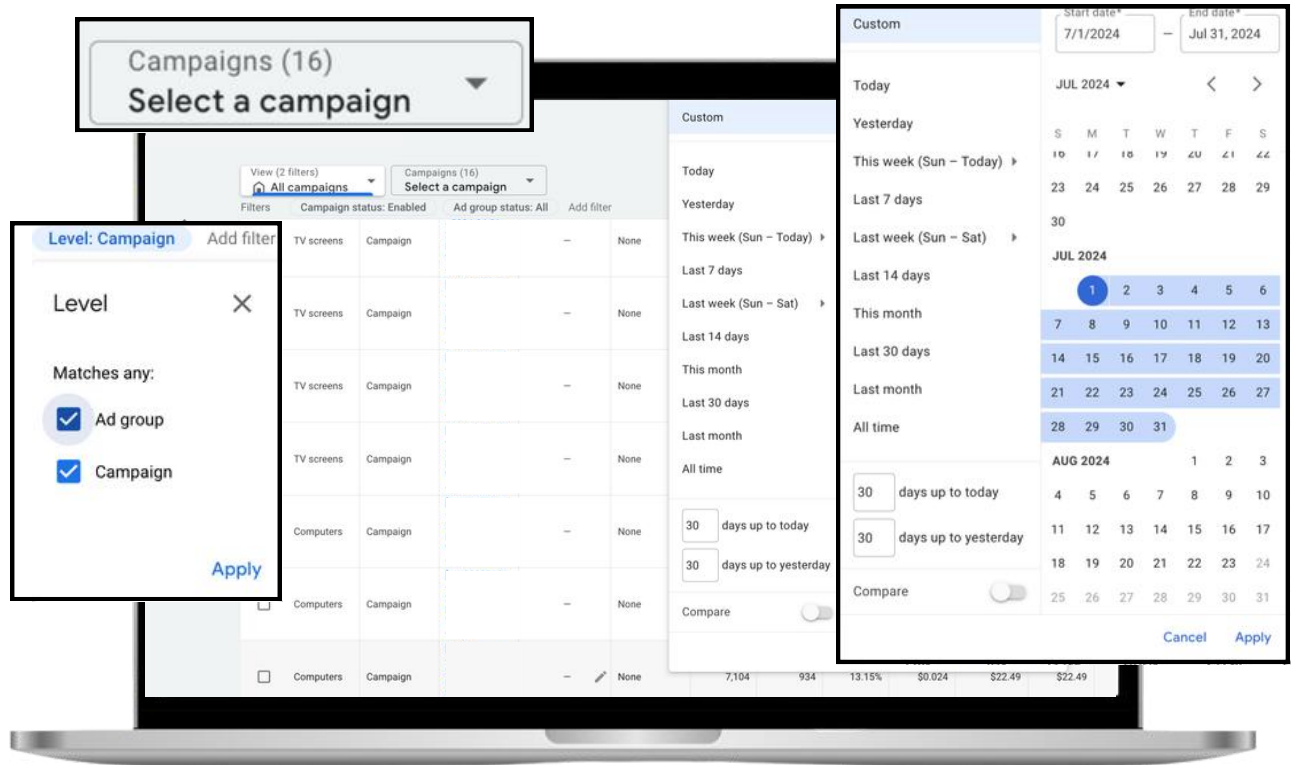
✅ Select the **timeframe** of your campaign

✅ The **campaign** you want to view

✅ **Ad group** if you want to see the results by a specific ad group

✅ See the **results** to determine how your campaign is performing by device placement

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Start your CTV Campaign Today

Why Ad Management Services Matter

Beyond basic tasks, effective ad management involves advanced features that significantly enhance social media advertising.

- ✓ **Precise targeting**
- ✓ **Comprehensive monitoring**
- ✓ **Flexible formats**
- ✓ **Efficient cost management**
- ✓ **Brand safety**

Strike Social's Ad Management Services

Strike Social offers a comprehensive suite of ad management services powered by its Campaign Lab software. Leveraging machine learning and AI, we provide:

- ✓ **Precise audience targeting**

  Our Campaign Generator recommends optimal budget allocations and audience segments.

- ✓ **Data-driven insights**

  Utilize historical data to inform campaign optimization and set pricing benchmarks.

- ✓ **Channel recommendations**

  Ensure ads appear on suitable YouTube channels.

- ✓ **Efficient budget management**

  Monitor campaign pacing and optimize ad delivery.

Project Name	Device	Platform	Ad Format
	Connected TV		Trueview
	Connected TV		Trueview
	Connected TV		Trueview
	Connected TV		Trueview

- ✓ **_Request for a personal walkthrough of CampaignLab_** 👆

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