CTV Campaigns

What is CTV?

Connected TV (CTV) is a technology that supports addressable TV advertising capabilities. This includes Smart TVs, Internet connected devices like Roku or gaming consoles.

With the recent mass movement to watch TV over the internet, Eskimi is announcing CTV advertising that delivers a high impact on brand building programmatically.

The device on which OTT content is delivered; a TV that is capable of connecting to the internet. The connection might be built-in, like smart TVs, or devices that enable streaming. CTV ads are a subset of the larger OTT (over-the-top) advertising sector.

Why CTV?

Meets the needs

As a consumer you have control of watching what you want and when you want. As an advertiser, you get the impact, the attention and the scale of linear TV with an added digital lens.

Quick advancements in technology

From highly advanced ways of measuring real impact, to performance based digital reporting, greater ad personalisation and audience mapping capabilities, the tech is evolving rapidly.

Trusted advertising

For businesses looking to give CTV advertising a go, you won’t be flying blind, the industry has already provided significant learning despite being in its infancy.

CTV devices

Smart TVs: Samsung, LG, Panasonic, etc.

Game consoles: Nintendo, Playstation, Xbox, etc.

Streaming devices: Apple TV, Amazon Stick, Smart DVD, etc.

Creative options & requirements

CTV ads are typically Full HD, VAST-based video ads, often non-skippable, depending on the publisher and inventory settings.

File Type - mp4

Video resolution - FHD (1920x1080px) or External VAST URI (without VPAID)

Video length - recommended length is 30 seconds, maximum length is 1 minute. The recommended length is based on ad opportunities. Publishers clearly define the minimum and maximum length of the ad in the CTV environment. 30 seconds is the most common maximum length for CTV advertising. It is possible to use longer video, but the ad opportunities will be reduced which will impact the campaign performance.

File size - recommended size is 45 mb, maximum size is 100 mb.

VPAID/OMID is not supported, therefore the viewability is not tracked.

Targeting

CTV advertising supports placements (inventory of apps), locations (country, city) , technical (device type, brand, model, operators and more).

CTV campaigns do not support behavioral and age, gender targeting.

Bidding

CTV advertising is based on the CPM bidding method.

Reporting

CTV report includes all standard metrics (impressions, reach, etc.) and video metrics: first quartile, midpoint, third quartile, complete, VTR, CPV, views, pause resume. It also includes inventory, operators, device price analysis and more.

Setup & optimization

CTV campaign setup is a standard video campaign launch. The only difference is that PMP deal must be selected in CTV campaign as CTV is only supported through PMP deals.

CTV campaign can be optimized via *Targeting optimisation* section by different layers and based on main and video metrics.

Limitations & troubleshooting

- CTV ads are generally non-clickable; therefore, clicks, CTR, and CPC are not recommended as primary KPIs for CTV campaigns.

- CTV viewability may not be available or reportable in all environments, as CTV apps and devices may not support third-party verification technologies such as VPAID or JavaScript-based measurement tags.
- CTV campaigns can support age, gender, and behavioral/audience targeting, but availability and targeting precision are more limited and depend on the available audience signals, publisher, exchange, DSP, and market.
- CTV ads are primarily served within CTV/OTT apps and connected-TV environments.
- CTV tracking should primarily be implemented through VAST tracking events and 1×1 impression pixels, as JavaScript-based third-party verification tags are generally not supported across CTV environments.
- PMP deals are recommended for CTV campaigns; however, campaigns can also access CTV inventory through open RTB, depending on inventory availability and targeting requirements

CTV ad examples

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