

The ConsultTV OTT Stack

Both OTT and CTV are expanding channels for programmatic advertising that present new opportunities for brands to reach a uniquely targeted audience. Specific best practices and recommendations are listed below.



	Do	Don't
Length	Use creative that is either :15 or :30 seconds long, non-skippable.	Don't use creative that is under :15 seconds, over :30 seconds, or skippable.
Format	Use video (VAST and high-quality MP4). Make it seem like a commercial.	Don't use VPAID, MRAID, FLV, WEBM—these are not accepted on CTVs. Don't make it seem like pre-roll. Don't use end cards and interactivity. This is a TV spot, treat it as such.
Creative	Test a narrative style versus a social style creative. Try featuring the company/brand and specific products/services. The key to creative success in this format is testing and experimentation. ConsultTV Fact: ConsultTV identifies which creative is driving the most results and shifts budgets accordingly—allowing clients to optimize campaign performance in real-time.	Don't assume one-size-fits-all will apply on this media type.
Inventory	Purchase inventory on trusted publishers only! Don't assume this space is fraud free just because it's difficult to measure. ConsultTV: ConsultTV has forged partnerships with premium publishers in the industry to create a scaled and affordable marketplace to buy OTT inventory.	Don't just purchase the cheapest option—you get what you pay for when it comes to inventory.

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Audience Targeting	<p>Use first party data! Think about retargeting consumers from your CRM list, and retargeting site visitors with OTT spots. Just because this has historically been an awareness focused media type does not mean you shouldn't take advantage of performance tactics.</p> <p>Use third party data, but...remember that there is limited 1st and 3rd party data available in OTT, so expect limited scale if choosing to use it.</p> <p>ConsultTV Fact: We suggest an OTT buy with a selection from each of the following targeting columns. If the total value of the 3 selections > 6, it will probably underdeliver and is not advised.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th>Value</th> <th>Audience</th> <th>Geo</th> <th>Inventory</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>None</td> <td>National</td> <td>RON</td> </tr> <tr> <td>2</td> <td>8 figure + population</td> <td>State/DMA</td> <td>Premium or CTV only</td> </tr> <tr> <td>3</td> <td>Niche audience</td> <td>Zips</td> <td>Bundles or single source</td> </tr> </tbody> </table>	Value	Audience	Geo	Inventory	1	None	National	RON	2	8 figure + population	State/DMA	Premium or CTV only	3	Niche audience	Zips	Bundles or single source	<p>Don't assume a third party data segment will work! Cookie and MAID-based segments do not apply to this media type.</p> <p>Don't compromise the effectiveness of your OTT/CTV advertising with inferior audience targeting or make your target too narrow, you will encounter issues with scale.</p> <p>Don't contextual or program target. This is in its extreme infancy right now, and show level targeting is not available programmatically. If a vendor says they can do it, they're being dishonest.</p> <p>Don't use pre-existing targeting line items used for other targeting (mobile, tablet, etc.).</p> <p>Don't use 3rd party Viewability vendors—they don't work with CTV.</p>
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Performance / Measurement	<p>Know your campaign objectives in advance to ensure creative, targeting, and attribution measures can be set up properly.</p> <p>Use relevant KPIs to optimize towards, such as completion rate, VCR. Know that certain providers have the ability to measure impact beyond the view and beyond reach and can track actions.</p> <p>ConsultTV: ConsultTV measures campaign effectiveness and offers full funnel attribution based on specific campaign goals and KPIs.</p>	<p>Don't optimize towards irrelevant KPIs such as CTR, CPC, etc. (most OTT ads are non-clickable).</p> <p>Don't assume that low CPMs are everything. More expensive, premium providers tend to drive better performance (CPAs, ROAS), despite their higher cost.</p>																

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Frequency / Recency Capping	<p>If the user ID is passed in the callout, frequency capping can be used, and we don't recommend moving off industry standard (3x per 24 hours).</p> <p>ConsultTV: Our frequency cap is set at 3x per 24 hours and our default recency cap is set at 1x per hour. That means ads will not be served back-to-back (no one likes that), nor will a single device get 3 ads per day. It is capped on a device level, meaning if there are 4 devices in a household, a single IP may get 12 ads in a day across all devices.</p>	<p>Don't make the frequency cap super low. We know reach is important but recall and actions only come with multiple exposures.</p>
Brand Safety / Verification	<p>Work with trusted partners to ensure brand safety.</p> <p>ConsultTV Fact: Compulse Performance TV has partnered with MRC-accredited Protected Media to protect clients from fraudulent traffic with the next level of CTV ad fraud identification and prevention technology.</p>	<p>Don't use 3rd party Solutions—most will not work in CTV due to lack of data.</p>