

# CTV Measurement Strategies Every Marketer Needs in 2024

PREMION 

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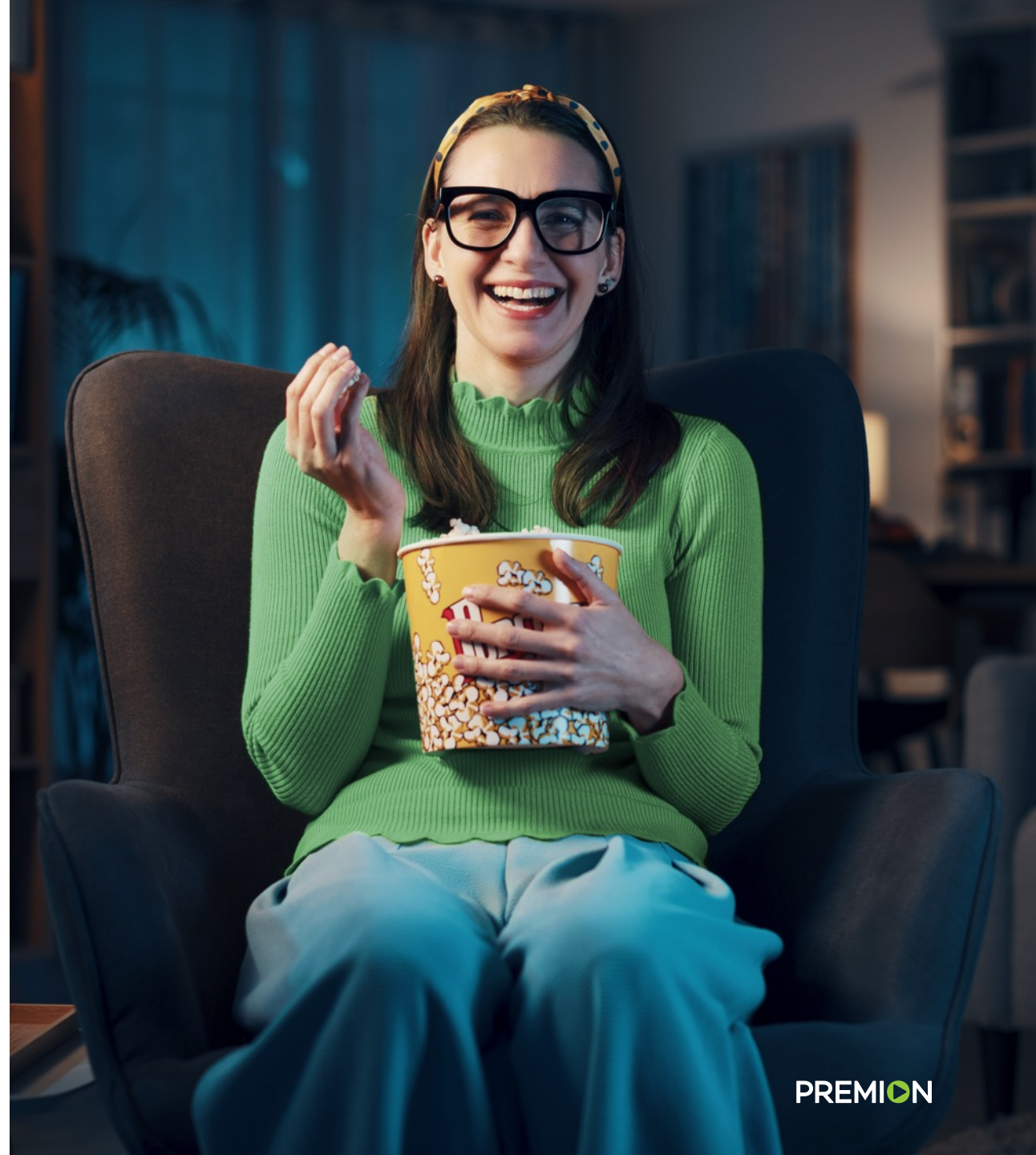


# CTV Measurement Strategies Every Marketer Needs in 2024

Streaming TV has also become an essential channel for achieving full-funnel brand goals — and marketers are allocating more of their ad budgets to this medium. Our [2023 CTV/OTT Advertiser Study](#) found that 38% of advertisers ranked ‘achieving brand awareness’ and ‘performance marketing goals’ among CTV’s top benefits for their campaigns.

As marketers allocate more ad dollars to CTV, they want to ensure that their campaigns drive tangible business results. In just a few short years, CTV measurement has evolved significantly. We now have sophisticated, full-funnel, and industry-specific measurement capabilities, providing advertisers of all sizes and in every industry access to powerful measurement tools. These tools enable accurate measurement of outcomes throughout the customer journey — from reach extension, brand lift, and website visits to connecting CTV viewership with in-store and online sales. All of this offers valuable insights to truly understand the ROI of each impression in campaigns.

**Here are several measurement strategies for 2024 to ensure marketers are maximizing the effectiveness of their CTV campaigns:**



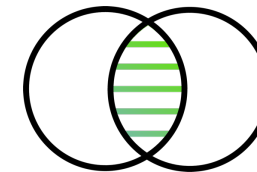


## Full-Funnel Measurement

Achieving full-funnel CTV attribution measurement is not only possible but also driving more investment from marketers. CTV has emerged as a powerful medium for understanding campaign impact, maximizing investment and minimizing waste. Seeing the complete campaign performance and tracking every touchpoint empowers advertisers to make informed decisions for optimizing campaigns and achieving crucial KPIs.

### Reach Extension Measurement

Many marketers are focused on reaching new and diverse audiences. Now, they can gauge the effectiveness of both CTV and linear ad campaigns to enhance the planning of media spending by gaining insights into incremental reach and frequency across their campaigns. Using unduplicated reach metrics, advertisers can quantify the reach of households that did not see their ad campaign on linear TV. This enables them to measure the additional reach CTV provides beyond a linear TV campaign.



### Brand Lift Studies

Advertisers can dive deeper to understand the true impact of their CTV campaigns on viewer perceptions — and connect consumer viewpoints to CTV ad impact using brand lift studies. Leveraging data from brand lift studies, advertisers can confidently determine the effectiveness of their messaging and gain insights into their audience's perception of their brand including ad recall, favorability, brand awareness and purchase intent — enabling them to optimize their targeting and creative strategies. For example, a brand can learn which ad creative generates the most impact or uncover that their campaign resonates more with a specific audience in a particular market.



## Website Attribution

Beyond looking at video completion rates as a key metric of success, marketers can more readily connect viewership to direct business results. With website attribution, a brand or retailer can run an ad and determine how many people visited their website after viewing the ad. This can be achieved by placing a tag on a client's website to track how many viewers who were served an ad subsequently went to their website.

## Sales Conversion Attribution

Advertisers, focused on outcome-driven strategies, are increasingly investing in performance advertising to boost sales conversion. This approach allows advertisers to align business goals with campaign performance, optimizing ROI. With the availability of Sales Conversion Attribution, an advertiser can match CTV ad exposure with sales data to determine the impact on new sales from a streaming TV campaign.







## Industry-Specific Measurement

Marketers across diverse industries set different brand and performance goals. For instance, as the automotive and travel markets have returned to pre-pandemic consumer spending levels, marketers in these industries can leverage advanced, industry-specific measurement tools. Partnering with a CTV provider with specialized measurement capabilities allows marketers to track industry-specific KPIs, gain competitive performance insights, and drive effective and tangible campaign outcomes.

- + **Auto marketers** can now determine the impact of their CTV campaign on new car sales, down to knowing the car make, model and even MSRP. Additionally, they can determine sales lift among exposed vs. non-exposed audiences and assess dealership rankings in new vehicle sales, gaining insights into the overall sales impact of the campaign among competitors.
- + **Travel marketers** can now determine the impact of their CTV campaign on destination visitation with specific insight into where visitors are coming from, how far they've traveled, how long they stay, how often they repeat their visit and more.



## Complete Campaign Measurement & Reporting

Marketers can face challenges when measuring campaigns from disparate media buys across multiple providers, each with varying measurement capabilities. Working with a single CTV aggregator offers holistic, full-funnel campaign measurement and reporting without compromising audience reach and scale. This approach ensures that every touchpoint is analyzed accurately and consistently, regardless of network or provider. Thus, marketers gain uniform measurement methodology, comprehensive full-funnel measurement capabilities and consolidated reporting with optimization insights.

## Outcome Measurement of First-Party Data

Marketers place tremendous value on their first-party customer data for precision targeting and personalization. By working with a CTV provider with advanced measurement capabilities, marketers can easily measure how custom audiences drive outcomes from incremental reach, brand lift, website visits and ultimately conversions.







## Proving the efficacy of CTV ad spending begins with setting clear campaign and measurement objectives

Aside from determining the optimal measurement approach, marketers need streamlined access to holistic measurement and reporting. Tracking campaign performance across multiple publishers and walled gardens can be tedious with disparate media buys. Working with CTV aggregators can ensure uniform measurement, delivering clear insights into campaign performance and optimization possibilities — all with a singular report.

At PREMION, we've invested in advanced CTV measurement capabilities as a core competency to enable brands and marketers to truly measure their advertising impact.

To dive deeper, let's have a conversation on how we're driving measurable outcomes for local and national advertisers!





# PREMION

**As the industry leader for premium Streaming TV Advertising**, PREMION has enabled tens of thousands of advertisers to reach high-value local viewers in all 210 US DMAs. Backed by local CTV/OTT experts covering every corner of the US, PREMION understands unique local characteristics, viewer trends, and the power of local relevance that drives outcomes for advertisers.

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