



## Marketer FAQs

**Can multiscreen TV be effective for brands with niche audiences?**



“ *My brand has a highly specific audience, I wonder if multiscreen TV is right for me?* ”

This is a question many marketers ask.

Using B2B brands as our reference, in this analysis we explore how brands with niche audiences are capitalizing on the effectiveness of multiscreen TV to accelerate their **growth. You'll learn:**

- ▶ What are the seven key reasons that brands launch multiscreen TV campaigns
- ▶ How niche brands are leveraging data-enabled TV platforms and audience buying strategies
- ▶ What is the impact that TV campaigns have on brand outcomes

# A key challenge for B2B marketers is their need to effectively reach very niche audiences of business decision makers, regardless of category

## U.S. Business Decision Maker Universes

% of Adults 18+

### Total Business Decision Makers

**14.8%**  
(38MM)

### Business Decision Makers by Purchase Category



#### Banking Services

**2.4%**  
(6.2MM)



#### Telco / Communications

**2.4%**  
(6.2MM)



#### Computer Software

**2.2%**  
(5.6MM)



#### Temporary Help

**1.8%**  
(4.5MM)



#### Consultation Services

**1.6%**  
(4.0MM)



#### Comm. Real Estate

**0.7%**  
(1.9MM)

### Business Decision Makers by Business Size



#### Small Business

(<\$10K spend)

**7.2%**  
(18MM)



#### Medium Business

(\$10k-\$100k spend)

**4.7%**  
(12MM)



#### Large Business

(>\$100k spend)

**2.9%**  
(7MM)

Source: MRI-Simmons Summer 2022 USA Study, Business Decision Makers represent respondents that have made business purchases in the last 12 months. Base = Adults 18+. Purchase categories reflects a sampling of business categories. Business size spend is based on last 12 months.

While most niche prospects are not in market for a brand's product category at any one time, **advertising can instill 'top-of-mind' awareness** which is activated when they do come into the market

**95%**

of business clients are **not in the market** for many goods and services at any one time

“To grow a brand, you need to **advertise to people who aren't in the market now**, so that when they do enter the market your brand is one **they are familiar with.**”

**John Dawes**

Associate Director of the Ehrenberg-Bass Institute & Professor at University of South Australia  
*Ehrenberg-Bass Institute for Marketing Science , 'How B2B Brands Grow'*

Source: *'How B2B Brands Grow,'* The B2B Institute at LinkedIn with Ehrenberg-Bass Institute for Marketing Science (The University of South Australia), August 2021.

# When it comes to brand-building and establishing ‘top-of-mind’ awareness while fostering customer action, advertisers of all sizes and life stages are capitalizing on the key benefits of TV to accelerate their growth

## 7 key reasons brands launch TV campaigns



**Availability & Accessibility**  
Greater product availability creates greater TV accessibility both on the national and local level



**Legitimazer**  
Creates, builds and enhances brand reputation while legitimizing their product or service offerings



**Targetability**  
Scalable data-driven targeting solutions like addressable TV and data-enabled TV create efficiency and limit wastage



**Full-Funnel Outcomes**  
Through greater measurement and enhanced attribution capabilities, TV has shown its ability to drive brand results



**Inclusivity**  
Enhanced targeting capabilities through advanced TV solutions creates efficiencies which lowers the traditional cost of entry



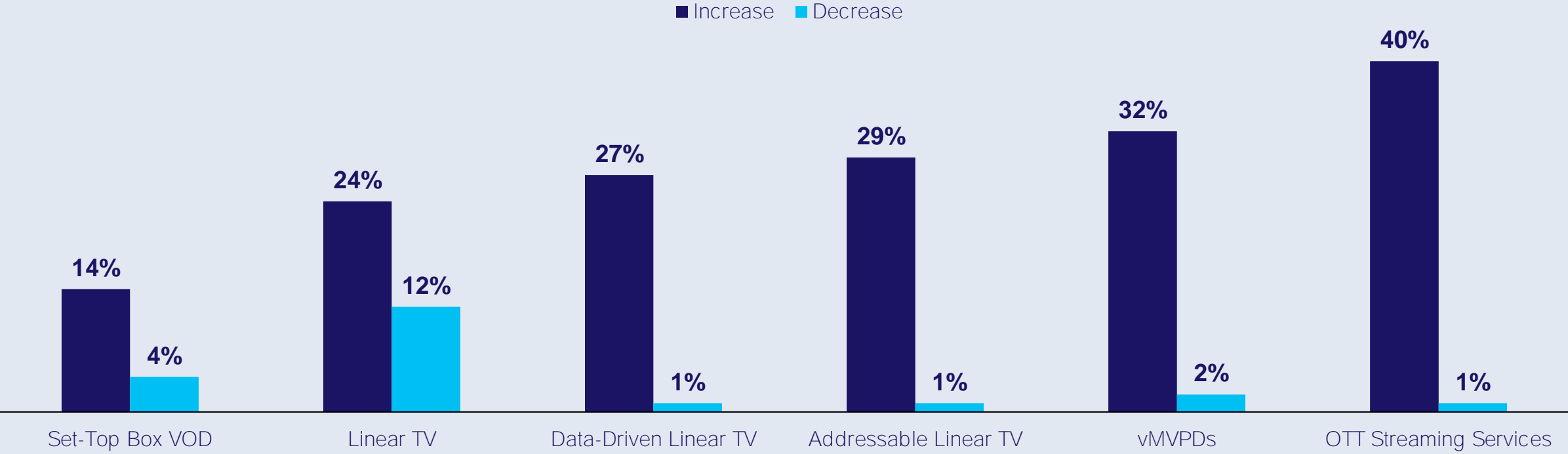
**Storytelling**  
Sight, sound and motion a TV ad can convey brand identity and further humanizes the brand and what it stands for



**Halo Effect**  
TV significantly improves the performance and ROI of all other digital channels as well as a brand's online platforms

# Marketers looking to reach niche audiences are increasingly leveraging more targeted solutions across **data-enabled multiscreen TV platforms** to engage their best customer prospects effectively and efficiently

**Change in TV Ad Spend by Type over the Next 12 Months**  
based on % of advertisers who will increase/decrease spend



Source: VAB, 'How might customized, targeted video ads help create stronger engagement?' Advertiser Perceptions, 2H 2021 Video Advertising Convergence Report. Based on survey of 250 marketer and agency respondents who are involved in video advertising decision-making. [Click here](#) to download 'How might customized, targeted video ads help create stronger engagement?' to learn more about how personalized, targeted ads drive engagement with brands.

# Successful brands with niche audiences, like in B2B categories, are utilizing the personalization and targetability of audience-based buying to effectively **optimize their TV buys against their best customer prospects**

Marketers can buy TV on buying habits, characteristics or viewing behaviors (programs, genres watched) which is a more accurate, and cost-effective, surrogate for their customer than a prescribed age bucket

## B2B Targeting Examples

**Buying Habits**

-  Software
-  Business Licenses
-  Computers
-  Commercial Real Estate

**Personal Characteristics**

-  Business Decision Makers
-  C-Suite Executives
-  Small Business Owners
-  Managers

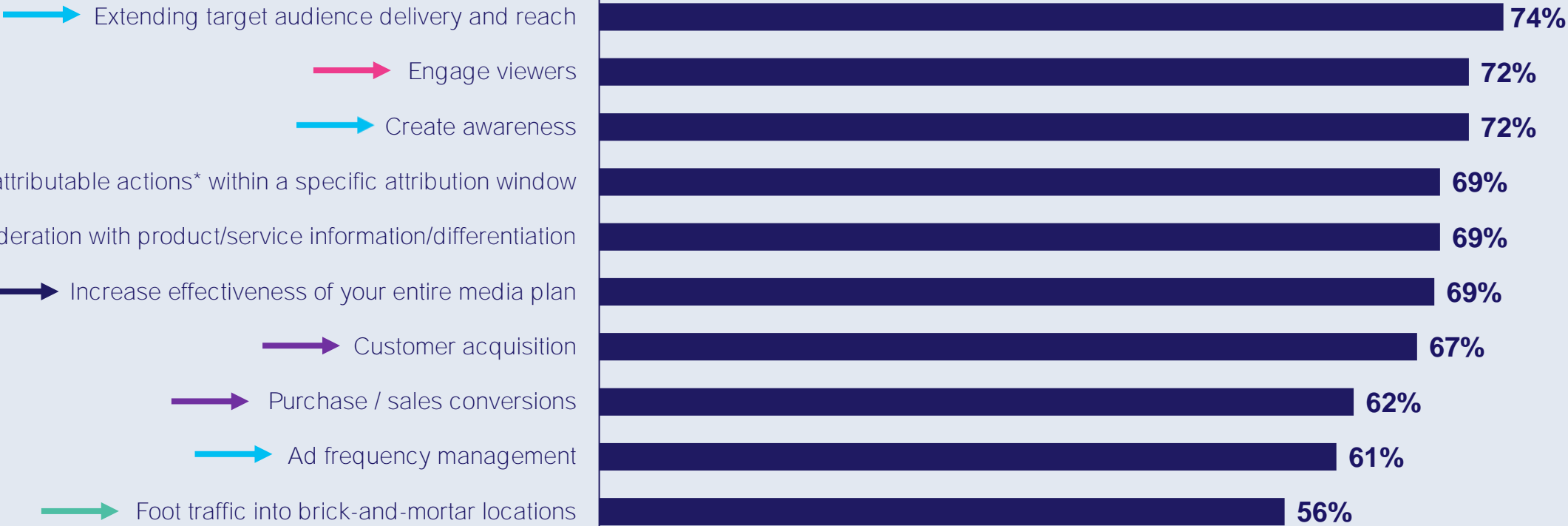
**TV Viewing Behaviors**

-  Business News
-  Award Shows
-  Sports
-  Drama

# Marketers are driving business outcomes through the purchase journey by implementing audience-based buying within their TV strategy

% of respondents who believe audience-based TV buying can impact each of the following KPIs

- Awareness
- Consideration
- Intent
- Sales
- Full-Funnel



Source: VAB / Advertiser Perceptions 'Audience-Based Buying Survey,' fielded March 23 – 31, 2021. Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV (n=211). Q150. To what extent do you believe audience-based buying of TV advertising can impact each of the following KPIs? (extremely impactful / very impactful). Base: Total Respondents. \*such as site visits, sign ups, login ins, downloads. To learn more about how marketers are finding success with ABB, read more in ["The VAB Top 10: A top-line view of how the industry is adopting audience-based buying"](#).

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‘Real world’ example of how multiscreen TV campaigns drive outcomes for brands with niche audiences

Download VAB’s *Let’s Get Down to Business* for our in-depth, full-funnel attribution analysis

# We conducted an attribution analysis of 25 B2B advertisers that recently launched their first multiscreen TV campaign in the last four years

► The 14 categories include banking/finance, commercial real estate, consulting, expense management, security, software, staffing and more with the analysis time period spanning between April '18 – April '22

 <p><b>AAPC</b> AAPC (Healthcare)</p>	 <p><b>ABM</b> Building Value ABM Industries (Commercial Real Estate)</p>	 <p><b>AON</b> AON Consulting (Consulting)</p>	 <p><b>Avira</b> Avira (Software)</p>	 <p><b>BlueVine</b> Blue Vine (Banking/Finance)</p>	 <p><b>Canva</b> Canva (Graphic Design)</p>	
 <p><b>CLEAR</b> Clear (Security)</p>	 <p><b>Expensify</b> Expensify (Expense Management)</p>	 <p><b>EY Parthenon</b> EY-Parthenon (Consulting)</p>	 <p><b>fiverr.</b> Fiverr (Freelancing)</p>	 <p><b>Kabbage</b> Kabbage (Banking/Finance)</p>	 <p><b>KAJABI</b> Kajabi (Software)</p>	
 <p><b>LEVITON</b> Leviton Manufacturing (Manufacturing)</p>	 <p><b>LoopNet</b> Loopnet (Commercial Real Estate)</p>	 <p><b>paloalto</b> Palo Alto Networks (Security)</p>	 <p><b>PATRIOT</b> Patriot Software (Software)</p>	 <p><b>PAYCHEX</b> Paychex (Payroll)</p>	 <p><b>people ready</b> A TRUEBLUE COMPANY Peopleready (Staffing)</p>	
 <p><b>servicenow</b> ServiceNow (Software)</p>	 <p><b>smartsheet</b> Smartsheet (Software)</p>	 <p><b>Ten-X</b> Ten-X Realtors (Comm. Real Estate)</p>	 <p><b>twilio</b> Twilio (Communications)</p>	 <p><b>upwork</b> Upwork (Freelancing)</p>	 <p><b>webflow</b> Webflow (Software)</p>	 <p><b>workhuman*</b> Workhuman (Human Resources)</p>

# B2B brands implemented an audience-first approach, evidenced by their TV campaigns which ran across a broad mix of programming

▶ Over the last four years, the 25 brands in total have advertised across 118 national TV networks, 132 genres and 6,843 programs



## 25 B2B Brand Average: Nat'l TV Programs, Genres and Networks

Based Over a Four-Year Time Period: Apr '18 – Apr '22

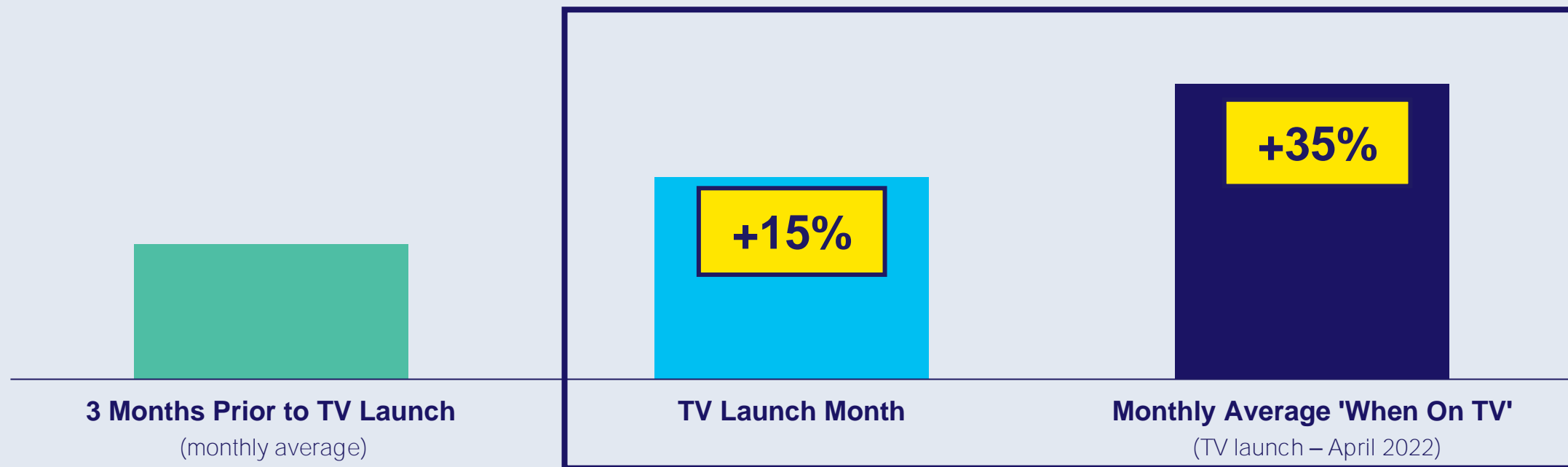


Source: VAB analysis of Nielsen AdIntel, 04/01/18-04/30/22, National TV includes cable TV, broadcast TV, Spanish language cable TV and Spanish language broadcast TV across 25 brands included in analysis. \*Number of Genres includes sub-genres, e.g. 'Sports Event: NFL Football / Regular Season.' The total count for the 25 brands reflects an unduplicated count across national TV networks, genres and programs.

# The ability to effectively, and consistently, reach best prospects throughout their TV campaigns drove **double-digit increases** in potential new customers to brands' digital platforms

## 25 B2B Brands Analysis: Average Monthly Website Unique Visitors

Monthly Website Unique Visitors (000) Comparison  
Based Over a Four-Year Time Period: Apr '18 – Apr '22



Source: VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. April 2018 – April 2022 (calendar months), figures are based on monthly averages for the 25 brands analyzed. 'When On TV' represents the monthly average for brands in months where they spend on national TV as measured through Nielsen AdIntel across the April 2018 – April 2022 (calendar months) time period across the 25 brands analyzed. During this four-year analysis, the average B2B advertiser was on TV for 12 months. Average Monthly Visitors (000) – 3 Months Prior to TV Launch: 859; TV Launch Month: 986; 'When On TV': 1,164.

# Implications for Marketers

- ▶ Brands with niche audiences are leaning into data-enabled multiscreen TV platforms and audience-based buying strategies to accelerate their growth by effectively, and efficiently, engaging their best prospects in premium environments
- ▶ Niche brands that are implementing a focused, audience-based buying strategy within their TV campaigns are seeing many more new customer prospects entering their digital storefronts

# To learn more about multiscreen TV's ability to drive business outcomes for brands with niche audiences download the full-length reports below

**'Let It Grow'** uncovers the unique challenges that brands with niche targets must overcome and how they are using brand-building strategies to drive business outcomes



**Let It Grow**  
Understanding the Importance of Brand-Building for Niche Marketers

**'Let's Get Down to Business'** explores real-world examples from 25 innovative B2B advertisers to quantify the impact of brand-building strategies from awareness down to sales



**Let's Get Down to Business**  
How Brand-Building Drives Outcomes for Innovative B2B Advertisers

includes in-depth, full-funnel attribution analysis

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Examining the winning marketing strategy that's fueling high-growth DTC brands



### **The Halo Effect**

TV as a growth engine



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A top-line view of how the industry is adopting audience-based buying



### **An Insider's Look**

Why agencies and brands are shifting to audience-based TV buying



### **Meeting Industry Challenges**

Guidance and inspiration to embracing an audience-first TV buying approach



### **Five Fast Facts**

Lessons learned from innovators who are testing audience-based buying

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# About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

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