

 Marketer FAQs

**What are the 7 key reasons
advertisers launch TV campaigns?**



“ *How can I use TV to drive growth for my brand?* ”

This is a question many marketers ask.

Using B2B brands as our reference, in this analysis we explore the multiscreen TV campaign strategies that brands are using to achieve positive business outcomes through the purchase funnel. **You'll learn:**

- ▶ What are the seven key reasons that brands launch new TV campaigns
- ▶ How are brands employing strategies that capitalize on the benefits of TV to drive brand results

Digital-native B2B advertisers credit their TV campaigns for **establishing their brands as a household name and market leader**

► 86% of B2B brand leaders say ‘**brand marketing**’ is of high, or very high, importance to their CEO and board



“For a while, there was a lot of buzzworthy conversation about TV being a dying channel. The reality is that TV is anything but that. It continues to **show up, deliver eyeballs** and **show interest**. We found a **more engaged audience**. That coupled with what’s happening on the digital front with rising CPMs ... in many cases we weighed out **higher efficiencies on TV.**”

Orlando Baeza, Chief Marketing Officer, Kajabi
(Digiday, ‘We found a more engaged audience’: Why Kajabi is increasing its media spending on TV now, 7/29/2021)



“Fiverr has gone through some dramatic changes these past ten years and this brand evolution reflects the advancement and sophistication of the company while simultaneously **embodying its purpose of providing opportunities for anyone, anywhere, to build their business, brand or dreams**. Every detail, down to the font sizes and intricate color palette, was examined and reviewed to ensure that this **shows the boldness of who we are as a company.**”

Duncan Bird, Vice President of Brand and Digital, Fiverr
(Fiverr Unveils New Brand Campaign “It Starts Here”, Spotlights Three Real Businesses on Their Path to Digital Transformation, 9/9/2020)



“This is **an important opportunity for ABM to raise our profile** and continue to **position ourselves as a leader** with diverse capabilities to create healthier spaces. The spotlight on essential workers and essential services is here to stay and celebrated in this commercial and across our business. It is our hope that people will feel more confident in returning to the places and spaces they love when they recognize the ABM logo.”

Cary Bainbridge, Chief Marketing Officer, ABM
(CleanLink, ABM Launches First Ever National TV Commercial, 2/24/21)



“The **world’s first music video you can expense** is basically the **greatest and most fun product demonstration ever**, and even better with legendary “Expensivest” 2 Chainz. **We want everyone to experience Expensify**, so they can get back to what they truly set out to do.”

Hannes Ciatti, Executive Creative Director of JohnXHannes NY
(PRNewswire, Expensify Teams Up with 2 Chainz and Adam Scott for World’s First Music Video You Can Expense and Super Bowl Campaign, 1/24/2019)

Source: Transmission, ‘The State of B2B Brand Building 2022’, Base: 500 B2B senior marketing leaders, Question: How much importance is placed on brand marketing by your board and/or leadership team of your company?

Advertisers of all sizes and life stages are achieving success by capitalizing on the key benefits of TV to accelerate their growth

7 key reasons brands launch TV campaigns



Storytelling

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



Availability & Accessibility

Greater product availability creates greater TV accessibility both on the national and local level



Legitimizer

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



Inclusivity

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



Halo Effect

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



Full-Funnel Outcomes

Through greater measurement and enhanced attribution capabilities, TV has shown its ability to drive brand results

Click here to download ['The Halo Effect: TV as a Growth Engine'](#) to learn more about why and how brands are accelerating their path to TV

‘Real world’ example of how brands are leveraging the benefits of TV to achieve full-funnel outcomes

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

To understand how brands are using TV to achieve results, we examined 25 B2B advertisers that recently launched their first TV campaign

► These brands represent 14 categories including 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>AAPC (Healthcare)</p>	 <p>ABM Building Value ABM Industries (Commercial Real Estate)</p>	 <p>AON Consulting (Consulting)</p>	 <p>Avira (Software)</p>	 <p>Blue Vine (Banking/Finance)</p>	 <p>Canva (Graphic Design)</p>	
 <p>CLEAR Clear (Security)</p>	 <p>Expensify Expensify (Expense Management)</p>	 <p>EY Parthenon EY-Parthenon (Consulting)</p>	 <p>Fiverr (Freelancing)</p>	 <p>Kabbage Kabbage (Banking/Finance)</p>	 <p>Kajabi (Software)</p>	
 <p>Leviton Manufacturing (Manufacturing)</p>	 <p>LoopNet Loopnet (Commercial Real Estate)</p>	 <p>Palo Alto Networks (Security)</p>	 <p>Patriot Software (Software)</p>	 <p>Paychex (Payroll)</p>	 <p>Peopleready (Staffing)</p>	
 <p>ServiceNow (Software)</p>	 <p>Smartsheet (Software)</p>	 <p>Ten-X Realtors (Comm. Real Estate)</p>	 <p>Twilio (Communications)</p>	 <p>Upwork (Freelancing)</p>	 <p>Webflow (Software)</p>	 <p>Workhuman (Human Resources)</p>

Video creative that features **lighthearted messaging and strong visual branding** drives attention and engagement, helping initiate the purchase journey for customers



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

Lighthearted, funny and relatable messaging

servicenow

'Experience Without Barriers'

(TV Spot first aired: 3/30/20)



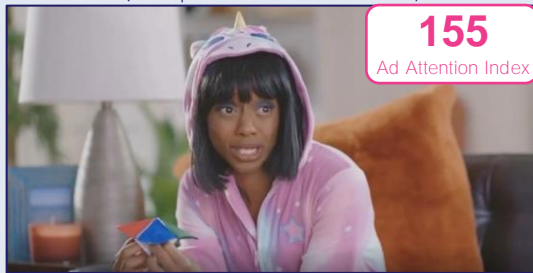
Expensify
Super Bowl 2019 TV Spot, 'Expensify This'
Featuring 2 Chainz, Adam Scott
(TV Spot first aired: 2/3/19)



KAJABI

'Get Out Of Your Own Way With Kim: What People Want'

(TV Spot first aired: 9/29/20)



smartsheet

'Make it Easier'

(TV Spot first aired: 10/26/19)



Visual branding with a focus on products services

KAJABI

'Every Business Needs a Website'

(TV Spot first aired: 9/20/20)



smartsheet

'96 of 100'

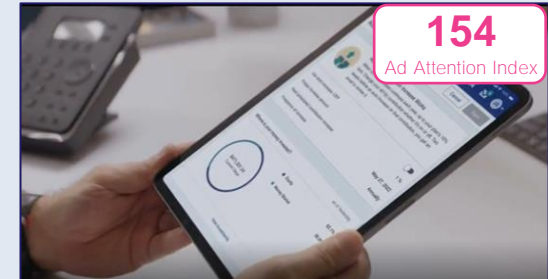
(TV Spot first aired: 10/9/18)



PAYCHEX

'Making 401(k) Simple'

(TV Spot first aired: 7/30/21)



LEVITON

'Protect Your Home' Featuring Danny Lipford

(TV Spot first aired: 10/11/20)



How to read: 'Experience Without Barriers' (159 index) had 59% less interruptions than other ads in the context of the media placement with a 100 score being average.

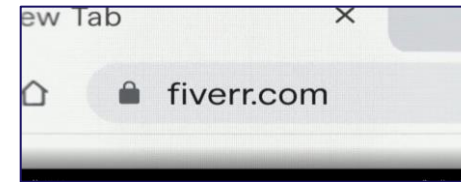
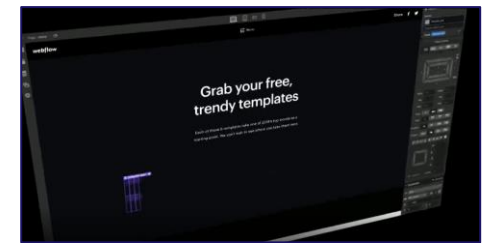
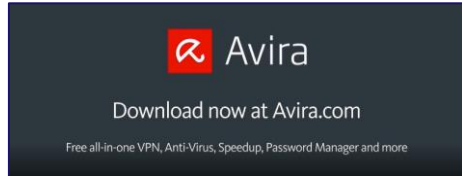
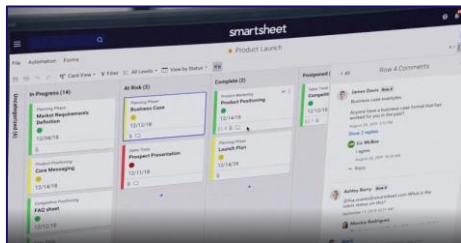
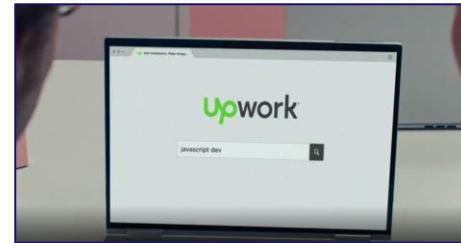
Source: Creative from iSpot.tv, time period of airing 4/1/18 – 4/30/22, note: each creative execution had to launch before 4/30/22 so some may still be actively airing on TV. Ad Attention Index within iSpot.tv's Attention Analytics. Index scale is 0-200 with a 100 index seeing ad performance as expected. [Click above images to watch TV spots.](#)

B2B brands are promoting their URL or digital platform within their TV ads, which enables greater accessibility and flexibility to meet customer's needs anytime and anywhere



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

Examples of B2B creatives showcasing their URL or digital platforms



Source: Creative from iSpot.tv, time period of airing 4/1/18 – 4/30/22.

Brands are leveraging marquee TV events like the Superbowl, sports playoffs, award shows and entertainment series to legitimize their brand among an array of stakeholders



Legitim�zer
Creates, builds and enhances brand reputation while legitim�izing their product or service offerings

Sampling of Marquee Nat'l TV Programs Advertised On

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. Note: Listed genres and programs are only a sampling. *Transmission, 'The State of B2B Brand Building 2022', Base: 500 B2B senior marketing leaders, Question: How important are brand building programs compared to demand/lead generation programs in terms of contribution to your marketing goals?

Additionally, the targetability and customization of audience-based buying allows brands to further **optimize their TV buys against their best customer prospects**



Targetability

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

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

Successful brands are implementing an **audience-first approach**, as evidenced by their TV campaigns which air across a **broad mix of programming** to reach their target



Inclusivity

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



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

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

21

Avg #
of TV Networks

28

Avg #
of Genres*

464

Avg #
of Programs

To reach targeted stakeholders, B2B brands are advertising across a mix of **sports, lifestyle and entertainment networks** in addition to business and news programming

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.

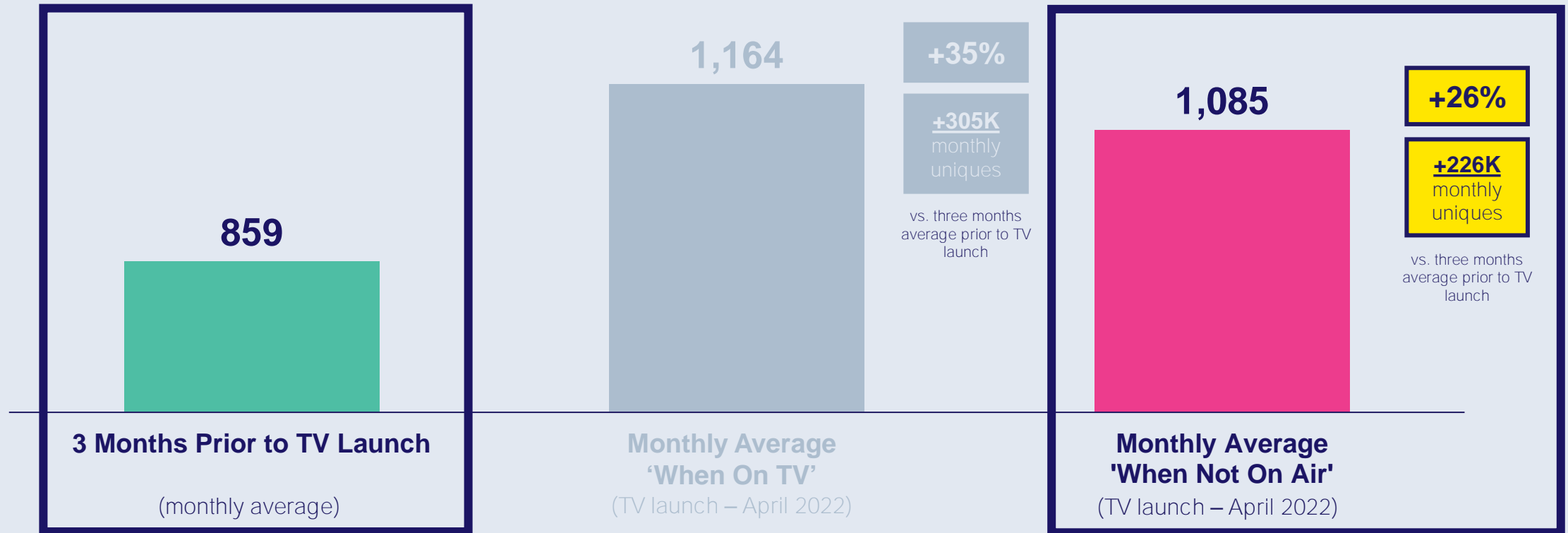
A 'halo effect' exists after TV launch due to ad memorability which means brands' websites continue to see **more visitors than pre-TV launch even in months when they are not on TV**



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

25 B2B Brands Analysis

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. 'When Not On Air' represents the monthly average for brands in months where they don't spend on national TV, after their first month of TV spend, as measured through Nielsen AdIntel across the April 2018 – April 2022 (calendar months) time period across the 25 brands analyzed.

Employing strategies that capitalize on the key benefits of TV enables brands to achieve business outcomes at each stage of the purchase funnel and beyond



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

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

Awareness & Interest

B2B TV campaigns drove awareness and interest among potential customers resulting in a spike in online brand searches across the launch period and beyond

- Brands that launched campaigns, even with different flight lengths, saw the **direct impact of TV spend on their search volume**

Weekly National TV Spend vs. Weekly Google Trends Index

— Google Trends Index — TV Spend

1 Month Campaign

Avira saw an immediate spike in searches, their highest level, when they launched their first-ever TV campaign

12 Month Campaign

Kabbage's TV campaign drove their brand to see its highest level of search queries and lifts through their campaign

18+ Month Campaign

Canva launched their first TV campaign and saw sustained highest-ever levels of search activity with their TV spend

[Click here to see three more real-world examples of how TV spend drives search for brands](#)

Source: VAB analysis of Google Trends, United States only. All Categories, Web Search, 04/01/18-04/03/22. *Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel for TV spending, 07/01/18-06/30/22. TV spend includes cable TV, broadcast TV, Spanish language broadcast TV, Spanish language cable TV, Spanish language broadcast TV, Spanish language cable TV, Spanish TV, and syndicated TV. U.S. TV spend only. Note: Historical indexes for the first week of TV spending for each brand.

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Intent

Beyond increased search volume, TV campaign launches drove immediate, double-digit lifts in prospects to B2B brands' own websites

- These lifts were achieved even with the average brand age being 30 years old and presumably other media buys (such as social, search and print) implemented in the years prior to their TV launch

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

TV launch month vs. three months average prior to TV launch

+15% **+127K** monthly uniques

859 (3 Months Prior to TV Launch (monthly average)) vs. 986 (TV Launch Month)

Source: VAB analysis of Comscore mediavisor multichannel media trend data, P18+ April 2018 - April 2022 (calendar months). Figures are based on monthly averages for the 25 brands analyzed.

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Sales

Not only are the creative and TV strategies, including utilizing audience-based buying to target key stakeholders, driving greater engagement but they are also delivering substantial revenue growth for public companies

Brand	twilio	servicenow	upwork	AON
Year Before TV	2019	2019	2018	2020
U.S. Revenue (000)	\$808,900	\$1,725,300	\$105,900	\$5,032,000
Annual TV Spend (000)	\$0	\$0	\$0	\$0
Year of TV Launch	2020	2020	2019	2021
U.S. Revenue (000)	\$1,282,200	\$2,276,000	\$137,400	\$5,459,000
Annual TV Spend (000)	\$937	\$18,913	\$1,746	\$1,934
TV Launch Year vs Year Prior				
U.S. Revenue Lift %	+59%	+32%	+30%	+8%

Source: Revenue are based on company filings (10-K) via sources such as SEC.gov (EDGAR) and S&P Global Market Intelligence. TV spend based on VAB analysis of Nielsen Ad Intel data (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, Spanish TV, and syndicated TV). For comparison purposes, annual TV spend is representative of the corresponding calendar year. Note: Upwork revenue are based on 'Tailer' & 'Client' U.S. revenues.

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Capital Investment

Capitalizing on their established legitimacy and increased customer base, several private B2B companies have also raised a sizeable amount of investor funding after they launched their initial TV campaign

Brand	Year Founded	TV Start Month	Total Funding \$MM	Funding % (TV Start - May '22)	Cume TV Spend \$MM
Canva	2012	Sep '20	\$572.6 MM	47%	\$60.4 MM
CLEAR	2010	Oct '18	\$135.0 MM	74%	\$6.3 MM
Expensify	2008	Feb '19	\$138.2 MM	72%	\$6.2 MM
Kabbage	2008	Jan '19	\$2.5 B	36%	\$8.3 MM
KAJABI	2010	Sep '20	\$550.0 MM	100%	\$8.7 MM
twilio	2008	Sep '20	\$614.4 MM	62%	\$1.4 MM
webflow	2013	Aug '20	\$334.9 MM	78%	\$2.2 MM

Source: Funding figures based on VAB analysis of crunchbase.com as of August 2022. TV spend based on VAB analysis of Nielsen Ad Intel data (national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, Spanish language broadcast TV, Spanish language cable TV, Spanish TV, and syndicated TV), May 2018 - May 2022. Cume TV spend reflects the aggregated spending between May 2018 - May 2022.

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Marketer Checklist: Leveraging the key benefits of TV campaigns to drive business results

7 key reasons brands launch TV campaigns



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To learn more about how advertisers are capitalizing on the key benefits of TV, 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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The Secret of My Success

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



The Halo Effect

TV as a growth engine



Welcome to TV – 1H 2022

Meet the Advertisers Seizing Opportunities
During a New Wave of Uncertainty



What is TV?

Untangling and simplifying
marketing topics and terms



The VAB Top 10

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

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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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