



Marketer FAQs

How does audience-based TV buying drive results for my brand?



“ *How can I use TV to reach my highly specific customer targets effectively and efficiently?* ”

This is a question many marketers ask.

Using B2B categories as our reference, we explore how brands with highly specific customer targets are using audience-based **TV buying strategies to drive business results. You'll learn:**

- ▶ Why brands are using audience-based buying within their TV campaigns
- ▶ How brands are implementing audience-based TV buying strategies
- ▶ What is the impact of audience-based TV buying on their brand outcomes



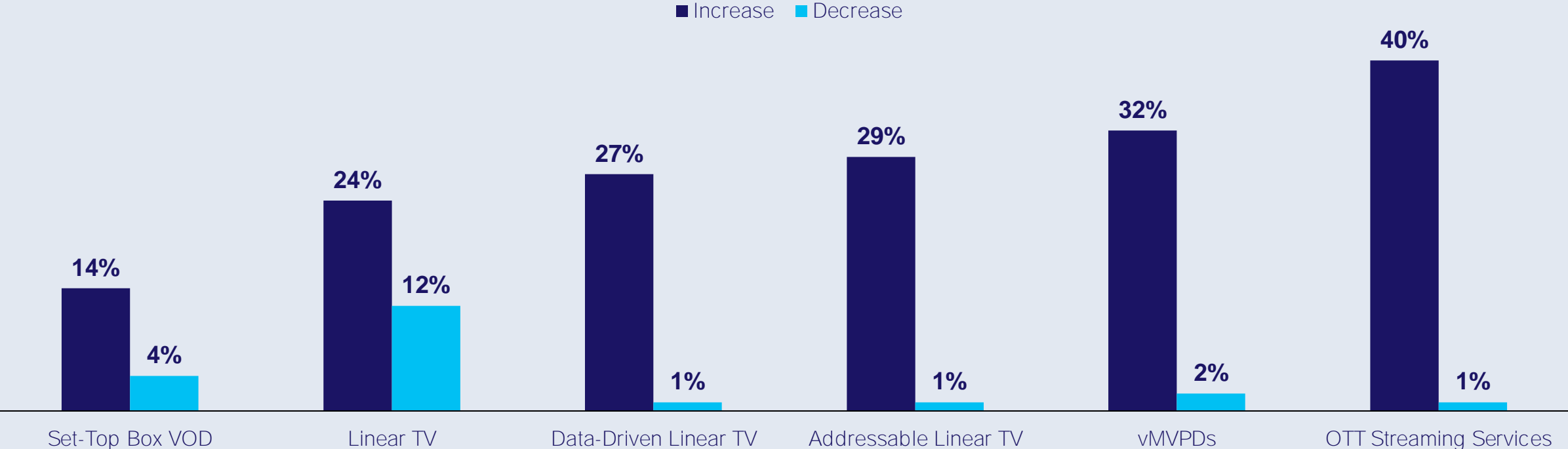
“Every engagement with our clients has to be that much more fruitful, **we can’t have wasted impressions or activity**, so every engagement has to count...Looking at our targeting strategies, we have to be really specific and precise to make sure we are **reaching the most important clients and prospects.**”

Robyn McRae, Global VP of Paid Media & Marketing Automation, IBM

*‘Advertising in Uncertain Times: Adapt Your Messaging to Today’s Environment’ panel session,
Advertising Week New York, October 2022*

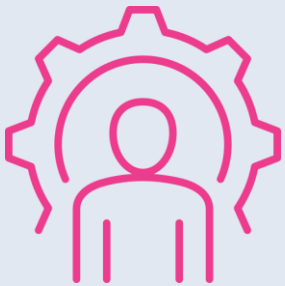
Brands are increasingly leveraging more targeted solutions across **data-enabled multiscreen TV platforms** to engage their best customer prospects effectively and efficiently

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.

Targeted, data-enabled multiscreen TV enables advertisers, even in B2B categories, to deepen their engagement with prospective customers by **personalizing their messaging to them**



60%

of B2B buyers/sellers say that **personalized experiences are very important**



41%

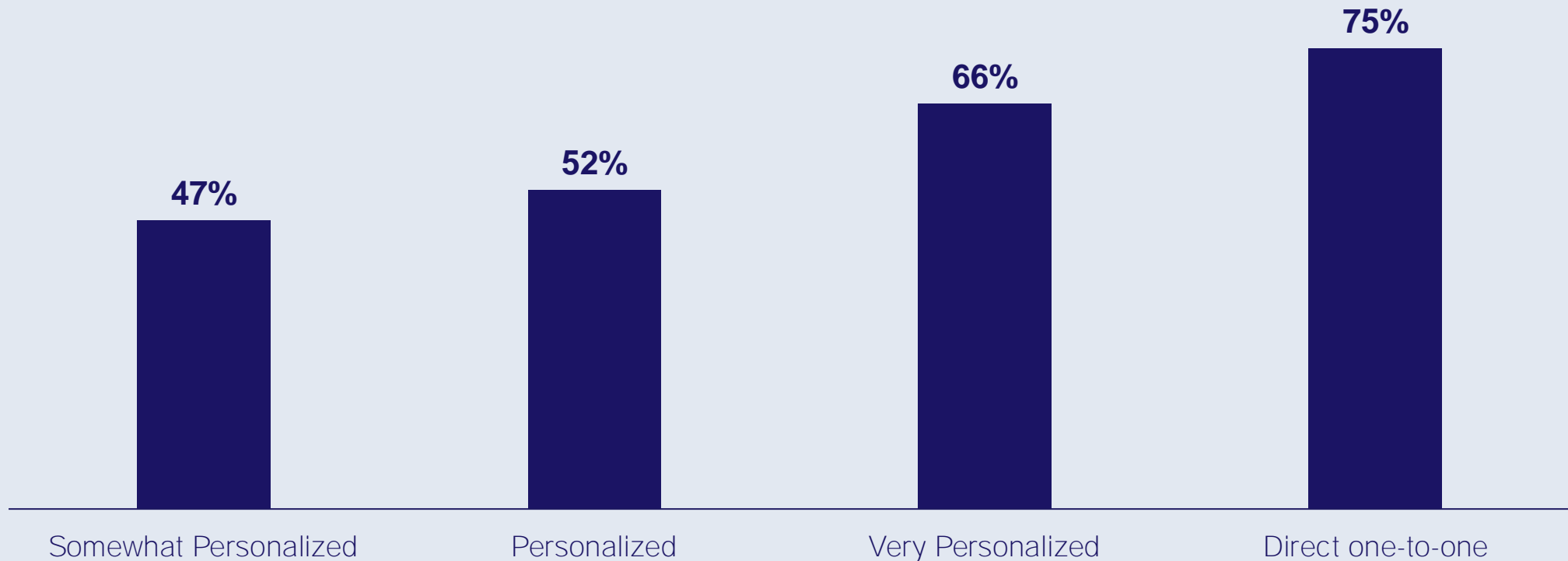
of B2B marketers will add more **personalized content and offers** to their customers*

Source: GoodFirms, 'B2B Services: Intelligence, Competition, and Future', September 2022, Survey of 410 B2B buyers and sellers across comprise of ecommerce, SaaS, IT, logistics, fashion, healthcare, finance, and more.
*eMarketer, 'US B2B Digital Ad Spending Forecast 2022', September 2022.

Companies that **deliver greater personalized messaging** to better engage prospective buyers are more likely to increase their category market share

% of Companies With Increased Market Share, by Degree of Personalization

% of respondents by market share move



Source: McKinsey, 'The new B2B Growth Equation', February 2022, respondents indicating market share in the past 12 months increased more than 1 percentage point vs peers.

Due to its targetability, successful brands across categories, like B2B, are implementing audience-based buying personalization strategies 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

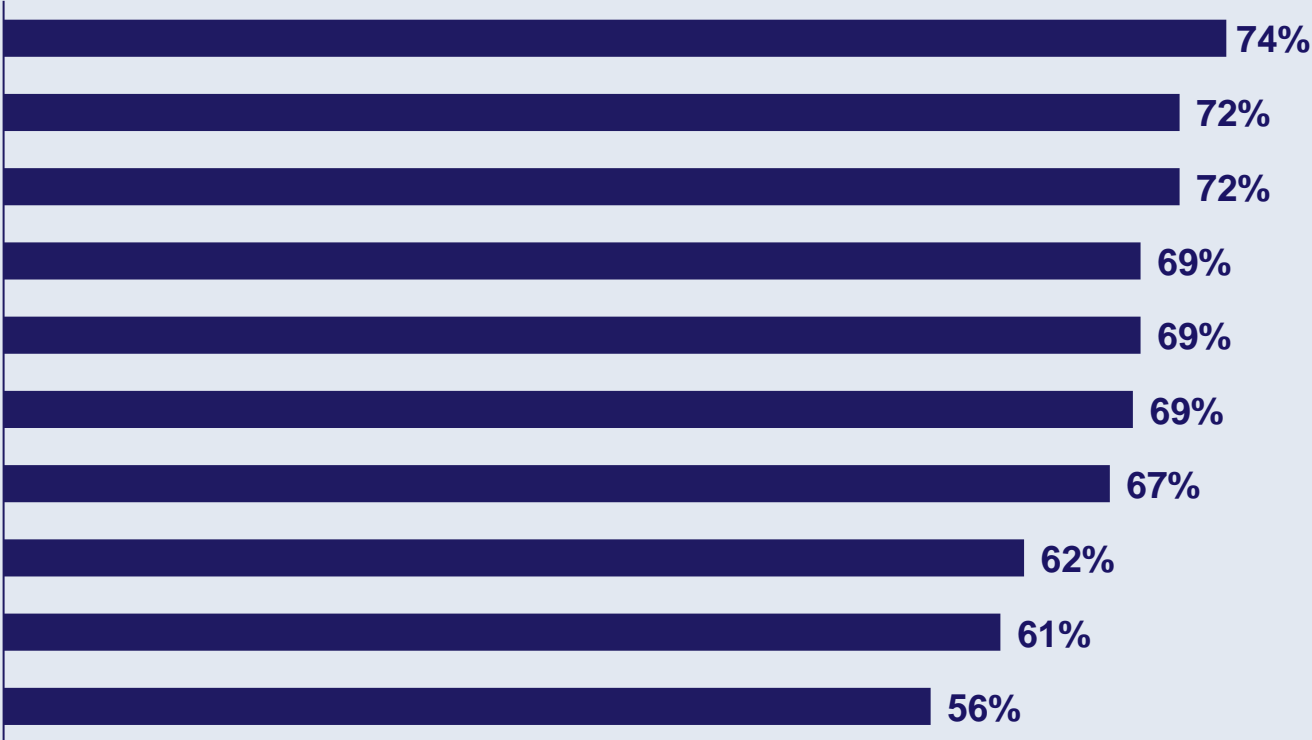
- Business News
- Award Shows
- Sports
- Drama

TV campaigns that integrate audience-based buying strategies are driving business outcomes through the purchase journey for brands

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

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

- Extending target audience delivery and reach
- Engage viewers
- Create awareness
- Directly attributable actions* within a specific attribution window
- Support purchase consideration with product/service information/differentiation
- Increase effectiveness of your entire media plan
- Customer acquisition
- Purchase / sales conversions
- Ad frequency management
- Foot traffic into brick-and-mortar locations



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"](#).

‘Real world’ example of how audience-based TV campaigns drive qualified prospects to brands’ digital storefronts and grow sales

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

To understand how audience-based buying is driving results, we examined **25 B2B advertisers** that recently launched their first TV campaign

▶ 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

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

Creatively, B2B marketers are **humanizing their brands through emotional messaging** by integrating personal stories to better connect with their audiences of best prospects and stakeholders

Business purchase decision makers are people too.

Through **personal stories** and **emotional messages**, brands are engaging their customers by showing they understand their goals as well as their daily challenges, like working from home and balancing their professional and personal lives.

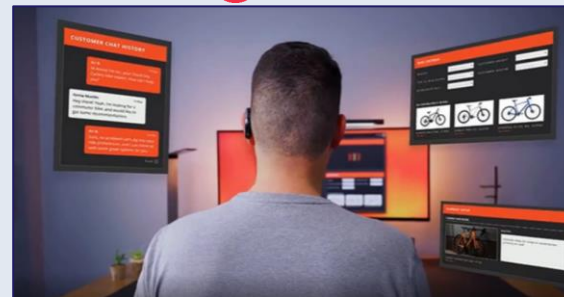
B2B campaigns targeting professionals who work from home and / or have families



(TV spot first aired: 2/22/21)



(TV spot first aired: 4/13/20)



(TV spot first aired: 9/7/20)



(TV spot first aired: 4/29/22)

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. [Click above images to watch TV spots.](#)

From a media standpoint, B2B brands are using an **audience-first approach** across a **broad mix of programming** to reach their best customer prospects

▶ 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 Networks, Genres and Programs

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



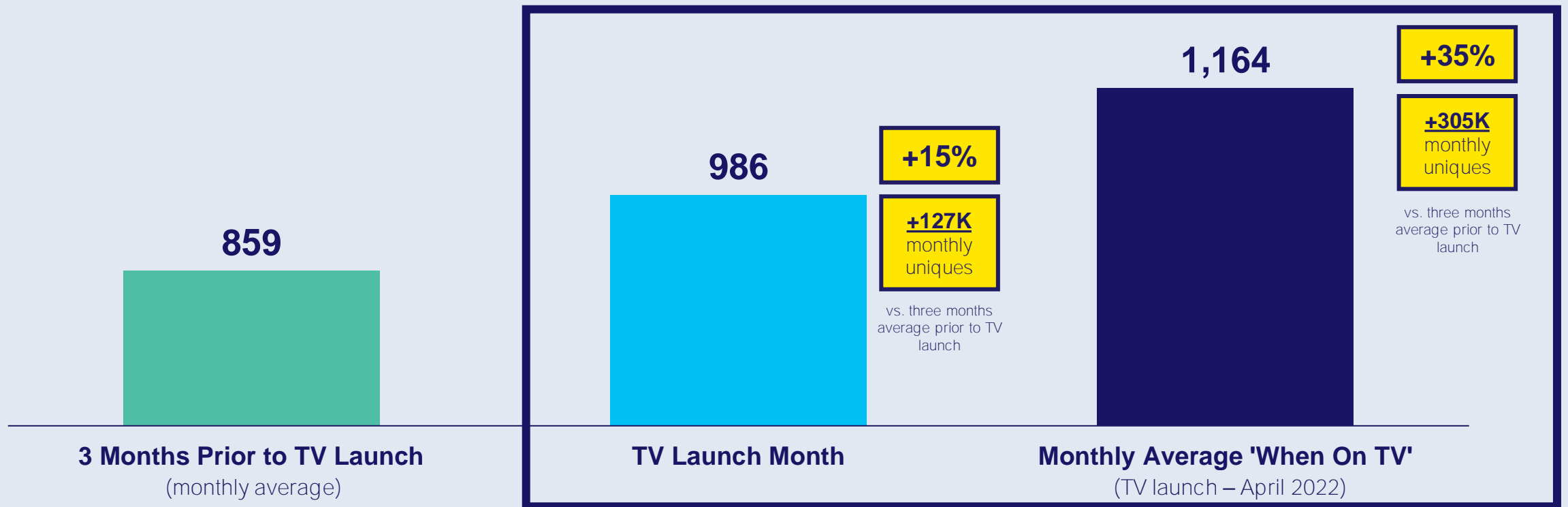
To reach targeted stakeholders, B2B brands are advertising across a mix of **sports, lifestyle and entertainment networks** in addition to business and news programming

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 sustained TV campaign presence utilizing audience-based buying drives new customer prospects to brands' digital platforms each month





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 mediameatix 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.

Not only are the creative and TV strategies, like audience-based buying, driving greater engagement but they are also delivering **substantial revenue growth** for brands

<u>Brand</u>				
<u>Year Before TV</u>	<u>2019</u>	<u>2019</u>	<u>2018</u>	<u>2020</u>
U.S. Revenue (000)	\$808,900	\$1,725,300	\$105,900	\$5,032,000
Annual TV Spend (000)	\$0	\$0	\$0	\$0
<u>Year of TV Launch</u>	<u>2020</u>	<u>2020</u>	<u>2019</u>	<u>2021</u>
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
<u>TV Launch Year vs Year Prior</u>				
U.S. Revenue Lift %	+59%	+32%	+30%	+8%

Sources: Revenues 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, spot TV, syndication TV). For comparison purposes, annual TV spend is representative of the correlating calendar year. Note: Upwork revenues are based on 'Talent' & 'Client' U.S. revenues.

Implications for Marketers

- ▶ Brands are leaning into data-enabled multiscreen platforms and leveraging the targetability and personalization of audience-based buying to effectively and efficiently engage their best customer prospects through TV campaigns
- ▶ By focusing on reaching their audiences wherever they may be instead of exclusively selecting specific programs, brands are using the strengths of audience-based buying strategies to drive business outcomes

To learn more about how audience-based TV buying drives brand results 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 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



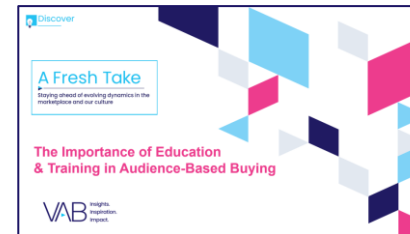
Meeting Industry Challenges

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



Five Fast Facts

Lessons learned from innovators who are testing audience-based buying



A Fresh Take

The Importance of Education & Training in Audience-Based Buying



The Secret of My Success

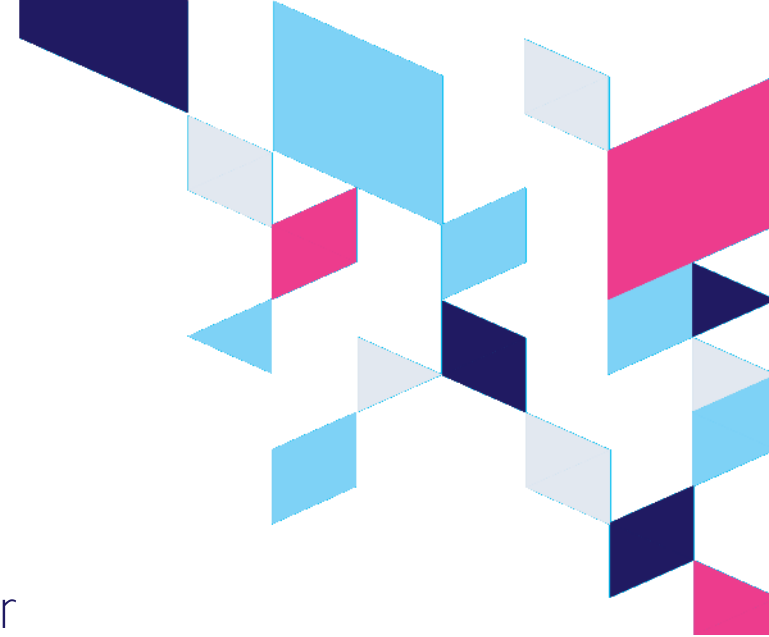
Examining the winning marketing strategy that's fueling high-growth DTC brands

VAB Members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at [theVAB.com](https://thevab.com)

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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