



Marketer FAQs

How are SMBs achieving growth through multiscreen TV?



“ *Is my business big enough to advertise on TV?* ”

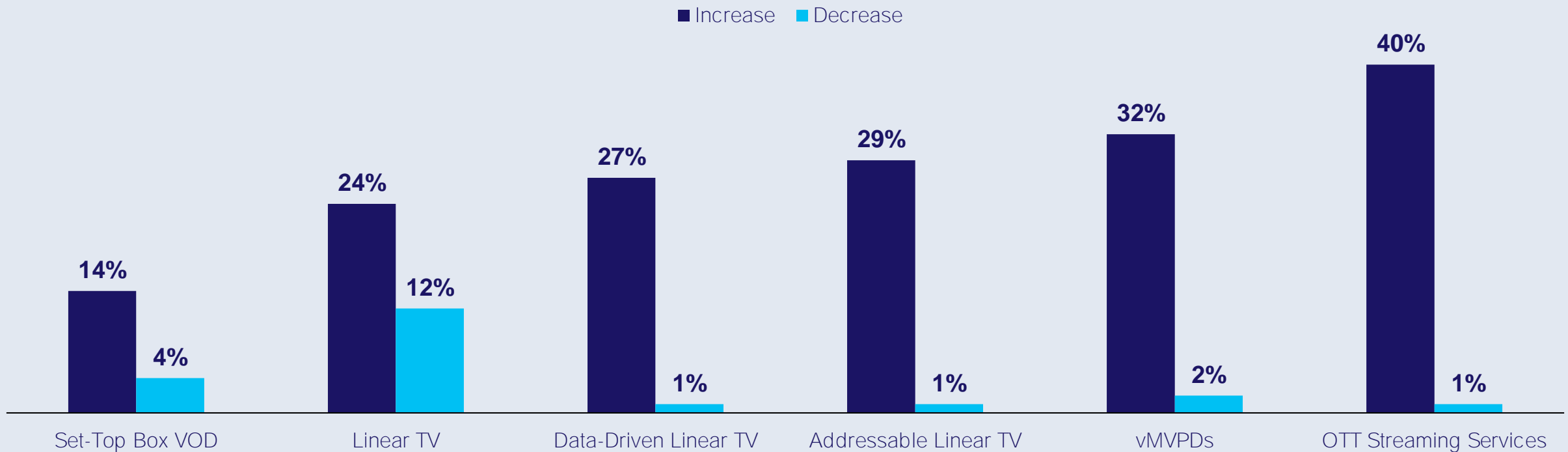
This is a question many owners and company founders ask.

Using B2B categories as our reference, in this analysis we explore how small and medium-sized businesses (SMBs) are capitalizing on the benefits of TV advertising to accelerate their growth. **You'll learn:**

- ▶ How SMBs are using TV to reach more new customers
- ▶ What is the impact that TV advertising has on website visitors for SMBs

Businesses are increasingly buying **data-driven multiscreen TV advertising**, which can incorporate their own data to reach new customers

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.

Data-driven TV empowers SMBs to reach new customers through an audience-based approach, which enables businesses of all sizes to buy TV

Audience-Based TV Buying refers to ‘the practice of segmenting viewers beyond traditional demographics to target a group of consumers based on buying habits, characteristics or viewing behaviors (programs, genres watched),’ which is a more accurate, and cost-effective, way to reach new customers than a prescribed age / gender bucket.

‘Small and Medium-Sized Business’ Targeting Examples

Buying Habits



Casual Dining



Furniture



In-market Car Buyer



Software

Personal Characteristics



Business
Decision Makers



Financial Planner



New Parents



Online Shopper

TV Viewing Behaviors



Local News



Sports



Award Shows

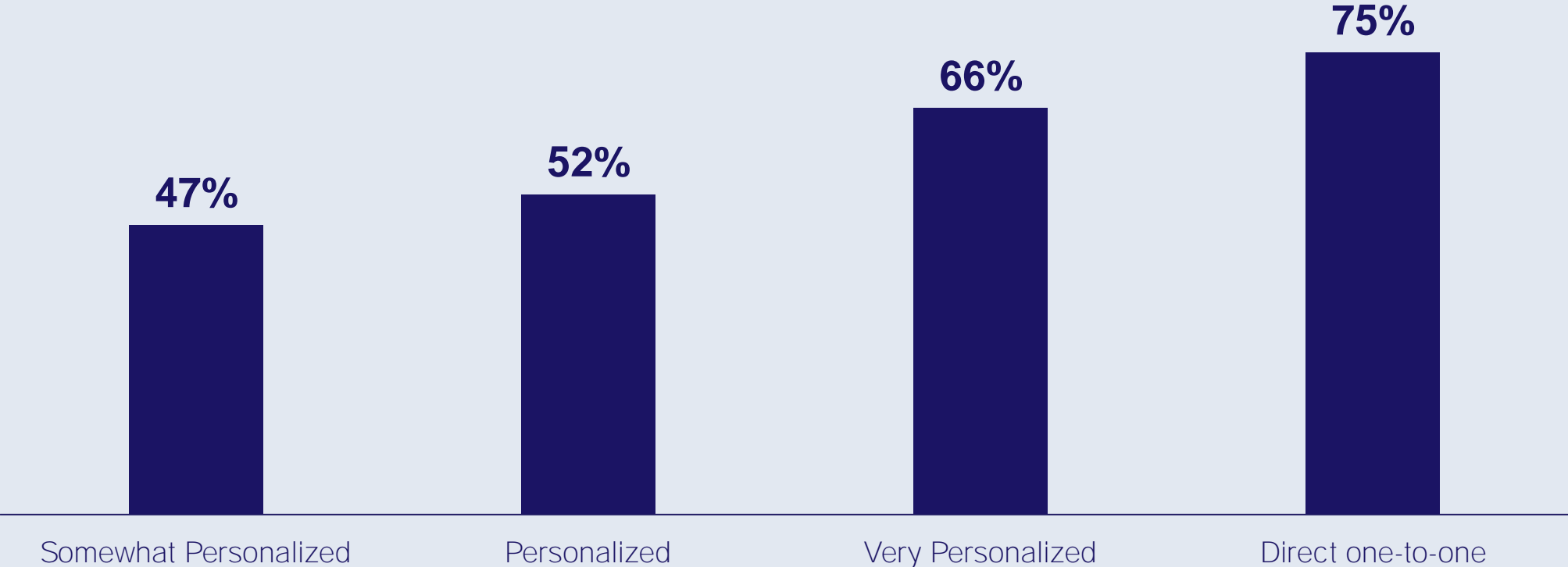


Drama

Audience-based buying also allows for **more personalized advertising to build customer relationships**, which is proven to drive sales growth

% 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.

‘Real world’ example of how TV advertising drives website visitors for small and medium-sized businesses (SMBs)

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

To understand how SMBs are using TV to attract new customers, we examined 25 B2B advertisers that recently launched their first TV campaign

► These brands represent 14 niche 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>

Small and medium-sized businesses are leaning into TV advertising to build interest among potential new customers



“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)

Through audience-based TV buying, B2B brands **advertise across a broad mix of TV networks and programs** to attract new customers

▶ 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

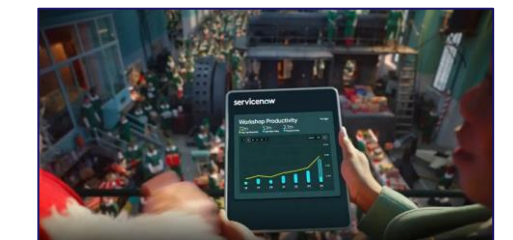
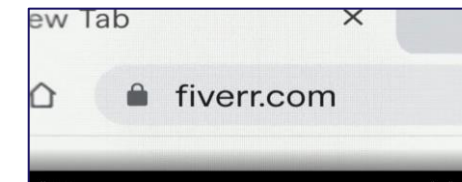
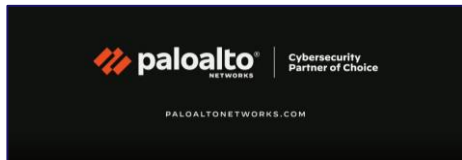
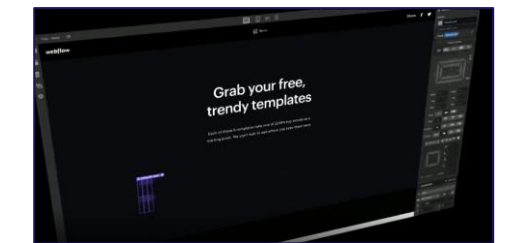
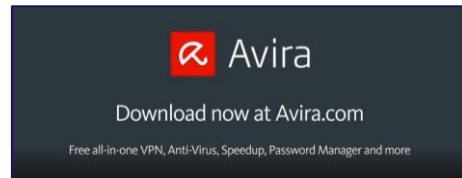
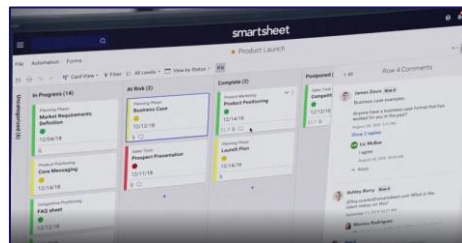
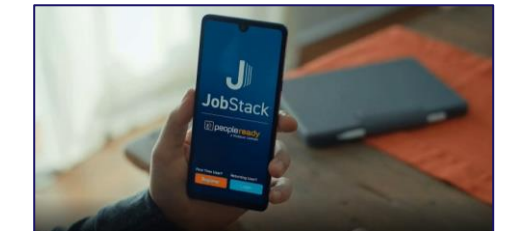
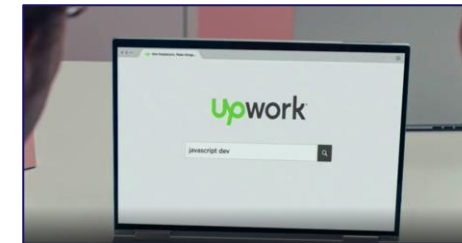


To reach targeted stakeholders, brands are advertising across a mix of **sports, lifestyle and entertainment networks** in addition to business and news programming

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.

Within their TV commercials, B2B advertisers are showcasing their websites and apps to build their online presence and drive customer visits

Examples of B2B brands' TV creative highlighting their URL or digital platforms



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

B2B brands, many of which are SMBs, saw immediate growth in website visitors after TV launch with continued increases throughout their campaign

25 B2B Brands Analysis: Average Monthly Website Unique Visitors Comparison

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

+15%

TV Launch Month

vs.

3 Months Prior to TV Launch
(Monthly Average)

+35%

Monthly Average 'When On TV'

(TV launch – April 2022)

vs.

















3 Months Prior to TV Launch
(Monthly Average)

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.

B2B SMBs, specifically, saw some of the largest increases in online visitors with many **more than doubling their potential new customers when on TV**

Sampling of Brands: Monthly Website Unique Visitors (000) Comparison

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

Brand	B2B Category	Three-Month Average: Prior to TV Launch	Monthly Average: 'When On TV'	# Diff (000)	% Diff
	Freelancing	1,542	1,759	216	14%
	Software	1,288	1,723	434	34%
	Software	387	698	312	81%
 	Expense Mgmt.	240	477	237	99%
	Security	217	644	427	197%
	Comm. Real Estate	144	419	275	191%
 	Software	142	306	164	116%
 	Banking/Finance	118	241	123	105%
	Staffing	118	163	45	38%
 	Software	71	153	82	115%
 	Human Resources	15	156	141	929%





 = companies with less than 1,000 employees, as reported by ZoomInfo.com

Source: VAB analysis of Comscore mediаметrix 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. Chart sorted by 'three-month UV avg prior to TV launch.'

Brands whose total website visits were too few to be measured benefited from TV advertising which brought in thousands of new customers monthly

Unmeasured B2B Brands: Monthly Website Unique Visitors (000) Comparison

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

Brand	B2B Category	Three-Month Average: Prior to TV Launch	Monthly Average: 'When On TV'
	Commercial Real Estate	N/A	25
	Banking/Finance	N/A	35
	Manufacturing	N/A	75
	Software	N/A	166

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.

Overall, SMBs are leveraging the **key benefits of TV advertising** to reach new customers and drive sales growth

7 key reasons businesses 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



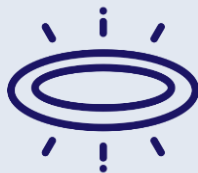
Targetability

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

Implications for Marketers

- ▶ Small and medium-sized businesses are leaning into TV advertising and audience-based buying strategies to effectively, and efficiently, engage consumers and drive significantly more new customers to their online platforms (websites & apps)
- ▶ Advertisers of all sizes are leveraging the key benefits of TV advertising to legitimize their product or service, reach new customers and increase sales

To learn more about TV advertising's ability to drive results for businesses 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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25 Ways TV Grows Brands
Powering performance through full-funnel business outcomes



Unlocking Brand Growth with Audience-Based Buying
A fresh look at how marketers are adopting innovative TV strategies



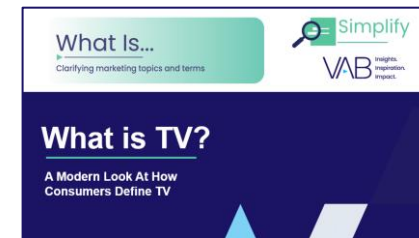
Welcome to TV – Full Year 2022
Meet the new advertisers investing in outcomes amidst economic uncertainty



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



What is TV?
A modern look at how consumers define TV

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