



Marketer's Guide

Innovative thinking to make a lasting impact on your business growth.

Marketing Success Strategies

#3: Embrace Innovation

How modern ad solutions elevate your video campaign's performance





Four Marketing Success Strategies That Will Grow Your Brand

VAB's vast knowledge of the ever-evolving video ecosystem empowers marketers with analyses, insights and the confidence to create more effective and impactful marketing strategies.

This **4-part series** provides marketers with a set of strategies to create successful video campaigns in 2024 and beyond.

Four Marketing Success Strategies in 2024

#3: Embrace Innovation



#1: Prioritize Quality



#2: Demand Transparency



#4: Adopt Alternatives

Click report cover above to download the appropriate report



Marketing Success Strategy #3: Embrace Innovation

Why is this important?

Being agile in how to precisely target and engage audiences - using solutions like **audience-based buying**, **interactive & shoppable TV ads** and **generative AI** - allows marketers to quickly adapt to emerging technologies and gain a competitive advantage through fresh and innovative solutions.

Why does it matter in 2024?

A variety of innovative multiscreen TV ad formats, technologies and applications designed to boost engagement and inspire consumer action are available for brands to explore, test and integrate into their video campaign strategies.

A proactive approach ensures that marketers are not only keeping pace with the current marketplace but also anticipating future shifts, securing their position as industry leaders.

Marketers are looking for innovation in the form of customizable targeting, creative partnerships and innovative ad formats to drive their KPIs

The Top Five Factors of Innovation & Creativity in Advertising-Supported Media



Source: The Myers Report / MediaVillage Education Foundation / American Association of Advertising Agencies (4A's), based on survey of 3,400 agency professionals in July / August 2023.

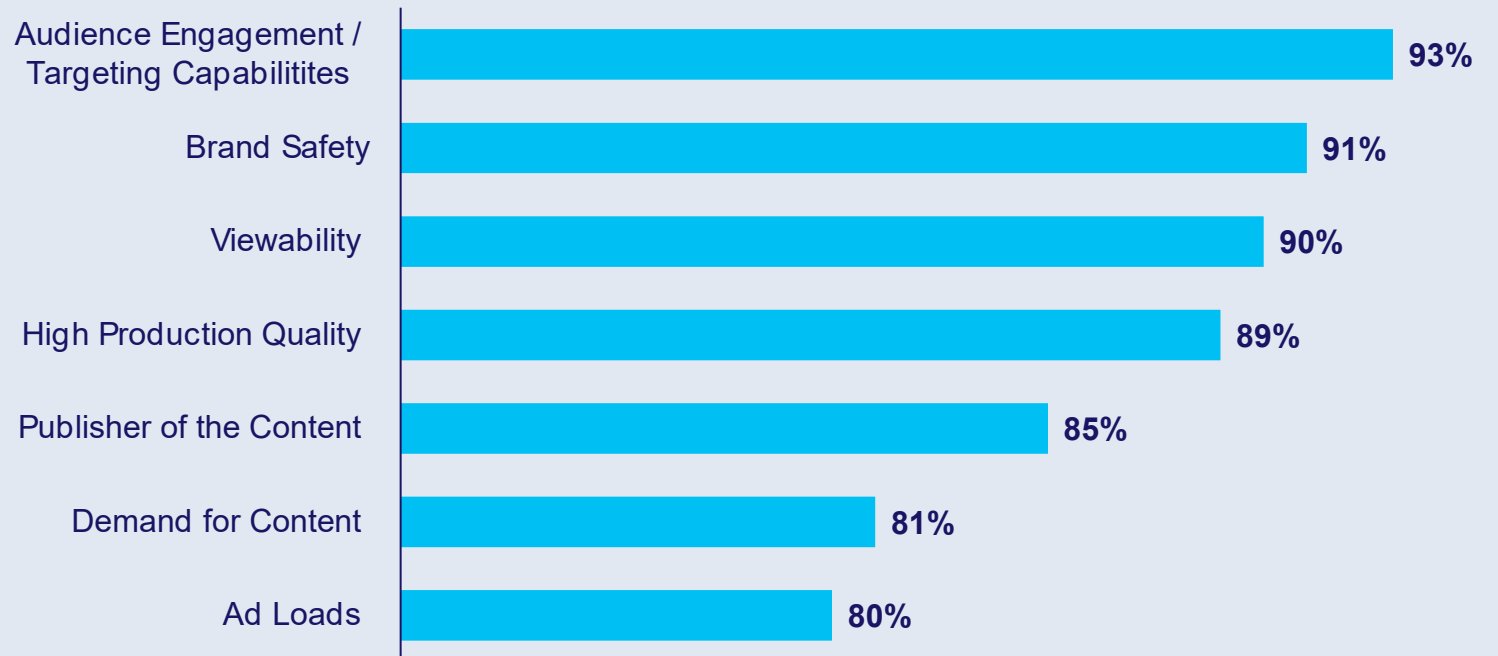
With a focus on ‘reaching the right audience,’ engagement and targeting capabilities are the most important factors for marketers’ video campaigns



Reaching the right audience is
the #1 priority for marketers’
video campaigns

(61% of marketers rank it as #1)

How important are the following factors when buying premium video inventory? % who responded important / very important*



Source: VAB / Spectrum Reach / Advertiser Perceptions ‘Audience-Based Buying Survey,’ February 2023, fielded 1/ 11 – 1/27/23 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q15. Please rank the 3 most important priorities for your [companies/main client’s] video campaigns (Rank 1-3; 1 = most important). Base = Total Respondents. Download VAB’s marketer’s guide [‘Unlocking Brand Growth with Audience-Based Buying’](#) to learn more. *Comcast Advertising, *What is Premium Video: Redefining what it Means to be Premium in Advertising*, November 2023. Reflects respondents who said audience engagement / targeting capabilities are ‘important’ or ‘very important’.

Marketers are harnessing a variety of innovative solutions to enrich their engagement among best customer prospects

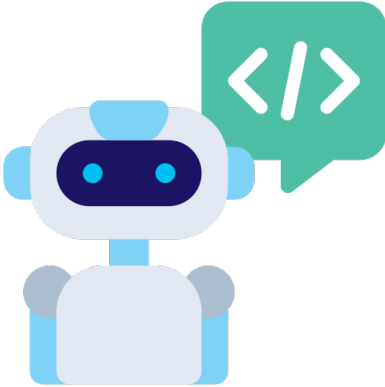
Examples of Innovative Strategies



Audience-Based Buying



Interactive & Shoppable TV Ads



Generative AI

Marketers are implementing **audience-based buying** to improve the effectiveness of their multiscreen TV campaigns



Four out of ten marketers are now using audience-based buying as a key part of their multiscreen TV strategy

Audience-Based TV Buying refers to the practice of **segmenting viewers beyond traditional demographics** to target a group of consumers based on **behavioral, attitudinal, lifestyle and/or transactional data**



39%

of marketers say audience-based buying is a key part of their TV strategy

(2023, wave 2)

33%

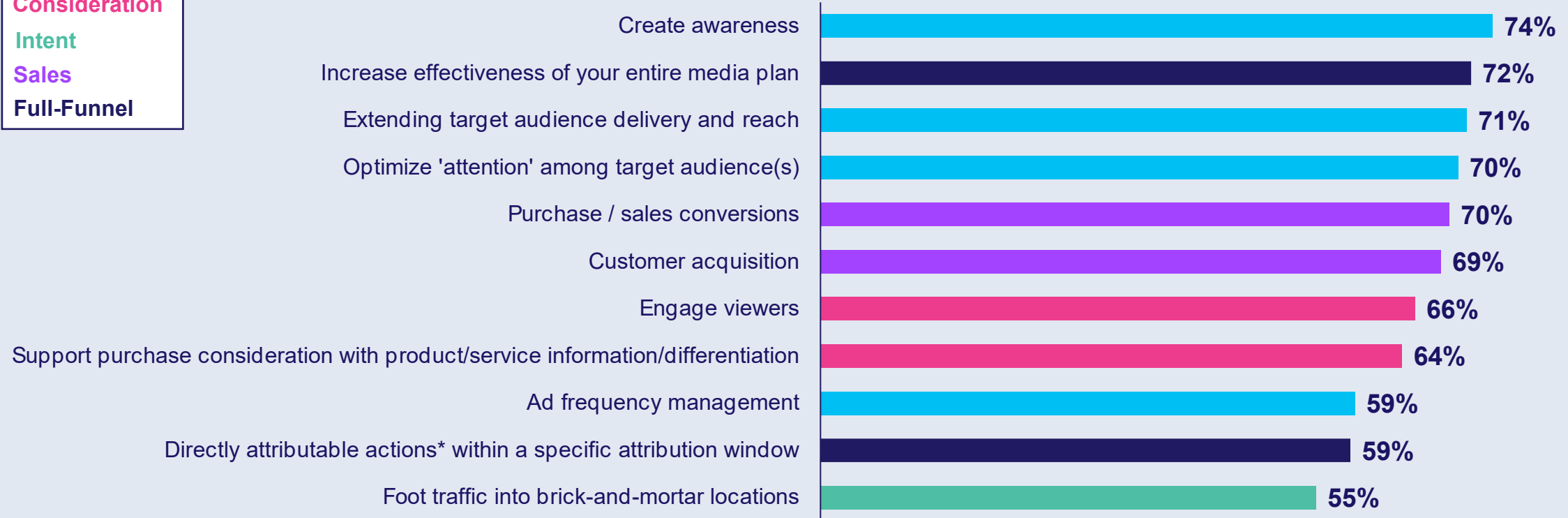
2021 (Wave 1)

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023. Wave 2 fielded January 11 – 27, 2023 (n=210); Wave 1 fielded March 23 – 31, 2021 (n=211). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q70. Which of the following best describes your (company's/main client's) current approach to audience-based buying for TV advertising? (key part of my TV strategy – 39%; small part of my TV strategy – 29%; testing it to determine role in TV strategy – 23%; not currently using it as party of my TV strategy – 10%). Base = Total Respondents. Download VAB's marketer's guide '[Unlocking Brand Growth with Audience-Based Buying](#)' to learn more.

More marketers are implementing audience-based buying within their TV strategy because it drives brand results through the purchase journey

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

Awareness
Consideration
Intent
Sales
Full-Funnel



Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023. Wave 2 fielded January 11 – 27, 2023 (n=210); Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. 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. Base = Total Respondents. Download VAB's marketer's guide '[Unlocking Brand Growth with Audience-Based Buying](#)' to learn more.

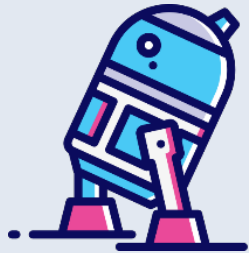
Many brands are integrating ABB within their other modern TV buying strategies to optimize campaign effectiveness and efficiencies

How does audience-based buying fit within your overall targeting & personalization strategies for TV?
% of respondents using ABB



51%

“Audience-based TV buying is a part of our shift from traditional, GRP-driven TV buying to **an impressions-based TV buying approach**”



52%

“Audience-based TV buying is included in our current **programmatic initiatives**”



48%

“Audience-based TV buying is included in our **addressable initiatives**”

Source: VAB / Spectrum Reach / Advertiser Perceptions ‘Audience-Based Buying Survey,’ February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q135. How does audience-based TV buying fit in with your [company’s /main client’s] overall targeting & personalization strategies for TV? Base = ‘Audience-Based Buying is a key part/small part/testing for TV’ (n=190). Download VAB’s marketer’s guide [‘Unlocking Brand Growth with Audience-Based Buying’](#) to learn more.

ABB enables brands to seamlessly engage with multiple target audiences across premium, brand-safe platforms beyond linear TV

Tactics currently being used within audience-based TV buying strategies
% of total marketers using ABB



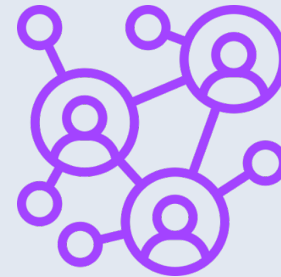
49%

are running their campaign across **different platforms / screens** beyond linear TV



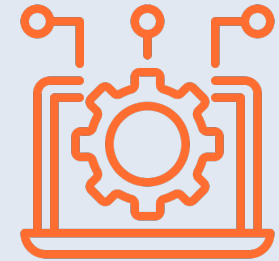
44%

are targeting **multiple audiences** in order to **focus on best customer** prospects



41%

are targeting **different audiences across different screens**



31%

are using an **audience-based TV buying self-serve platform** developed by a media partner

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q140. What tactics is your [company/main client] currently using within [their/your] audience-based TV buying strategies? Base = 'Audience-Based Buying is a key part/small part/testing for TV' (n=190). *Q154. Thinking about the impact of brand safety on [your/your main client's] implementation of audience-based TV campaigns, how much do you agree or disagree with the following statements? (strongly/somewhat agree). Base = Total Respondents. Download VAB's marketer's guide '[Unlocking Brand Growth with Audience-Based Buying](#)' to learn more. ABB = audience-based buying.

Audience-based buying also allows marketers to easily tailor and adjust creative messaging by target segments for optimal campaign impact

% of total marketers who agree with the following statements regarding campaign creative



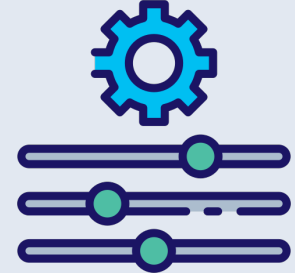
91%

say that creative messaging can have a **significant impact on the success** of an audience-based TV campaign



80%

are aligning their creative messaging with **contextually relevant TV programming** that targets audience segment(s)



74%

frequently adjusts their creative to be **tailored for specific audience-based** campaigns

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q152. Thinking about your [company's/main client's] creative, how much do you agree or disagree with the following statements? (strongly/somewhat agree). Base = Total Respondents. Download VAB's marketer's guide '[Unlocking Brand Growth with Audience-Based Buying](#)' to learn more.

Interactive and shoppable TV ads are transforming viewer engagement and action



Innovative ad formats are enabling deeper audience engagement across screens via remote controls and connected devices

- ▶ The **proliferation of streaming** has made innovative ads more commonplace and therefore more valuable to marketers as they look for greater opportunities to engage with and measure audiences

Examples of Ad Formats with Exciting & Innovative Ways to Quantify Engagement



Interactive

Enables audiences to take immediate action with a brand by actively participating with an ad

Example

Audiences can “choose their own adventure” with an ad, share their brand sentiment via an in-ad survey, or download an app via a QR code.



Shoppable

Enables audiences to make a purchase directly through an advertisement or piece of content

Example

Shop the product(s) of a brand used directly in content such as cookware on a cooking show or clothing worn by your favorite sitcom character via a remote control, or by scanning a QR code



Dynamic Placement

Enables audiences to connect with a brand in a contextual environment through the placement of ads directly within content in a targetable and unobtrusive way

Example

Brand logo being placed on a score board during a sports telecast or a beverage being consumed by their favorite sitcom character.

Shoppable TV ads can shorten the path to purchase for consumers by putting a brand's digital platform directly in front of viewers

Three different categories of shoppable ad experiences

Shoppable commercials

Video ads that air during traditional ad breaks which **include a method, such as a scannable QR code, for viewers to engage with** to get more information or to purchase a product



Direct-selling segments

Interactive ads that are **integrated into traditional programming to direct viewers towards specific products**, such as cookware being promoted during a cooking segment



Shoppable television shows

The ability to purchase is **seamlessly woven into programming by integrating products into shows** and then letting viewers know how they can purchase them



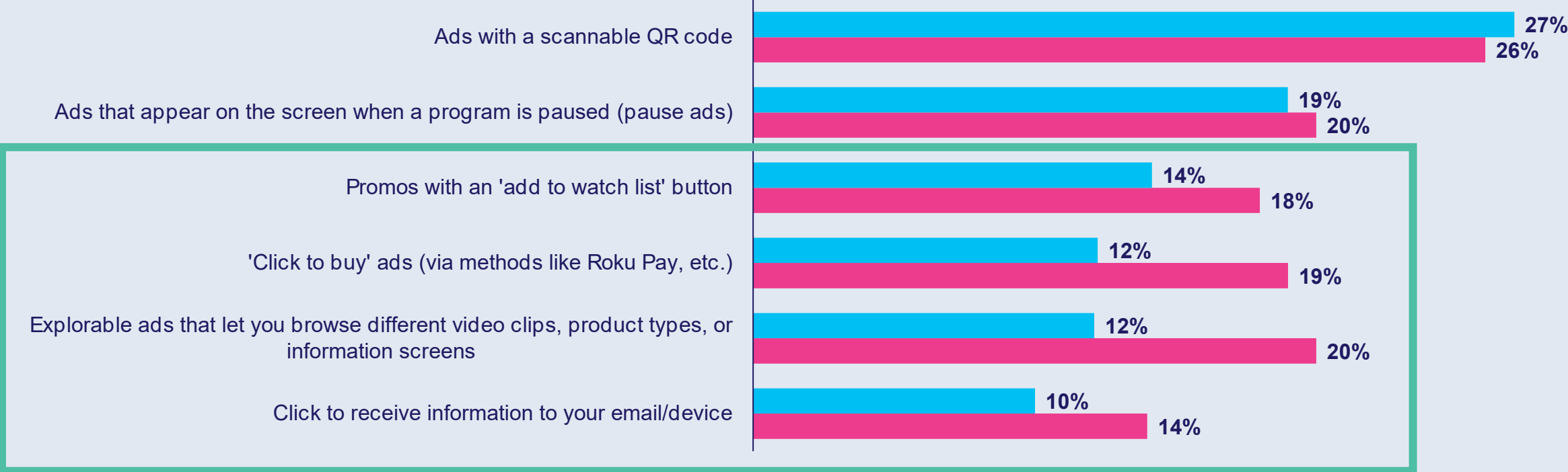
Source: Retail TouchPoints, *Has the Age of Shoppable TV Finally Arrived? NBCU is Banking on it*, 7/6/2023. Download VAB's marketer's guide '[Shortening the Path to Purchase](#)' to learn more.

Younger audiences are more likely to recall seeing shoppable TV ads, providing brands an opportunity to connect with this valuable segment

% of A16+ who recall seeing different types of interactive ad formats when watching TV

% of total respondents

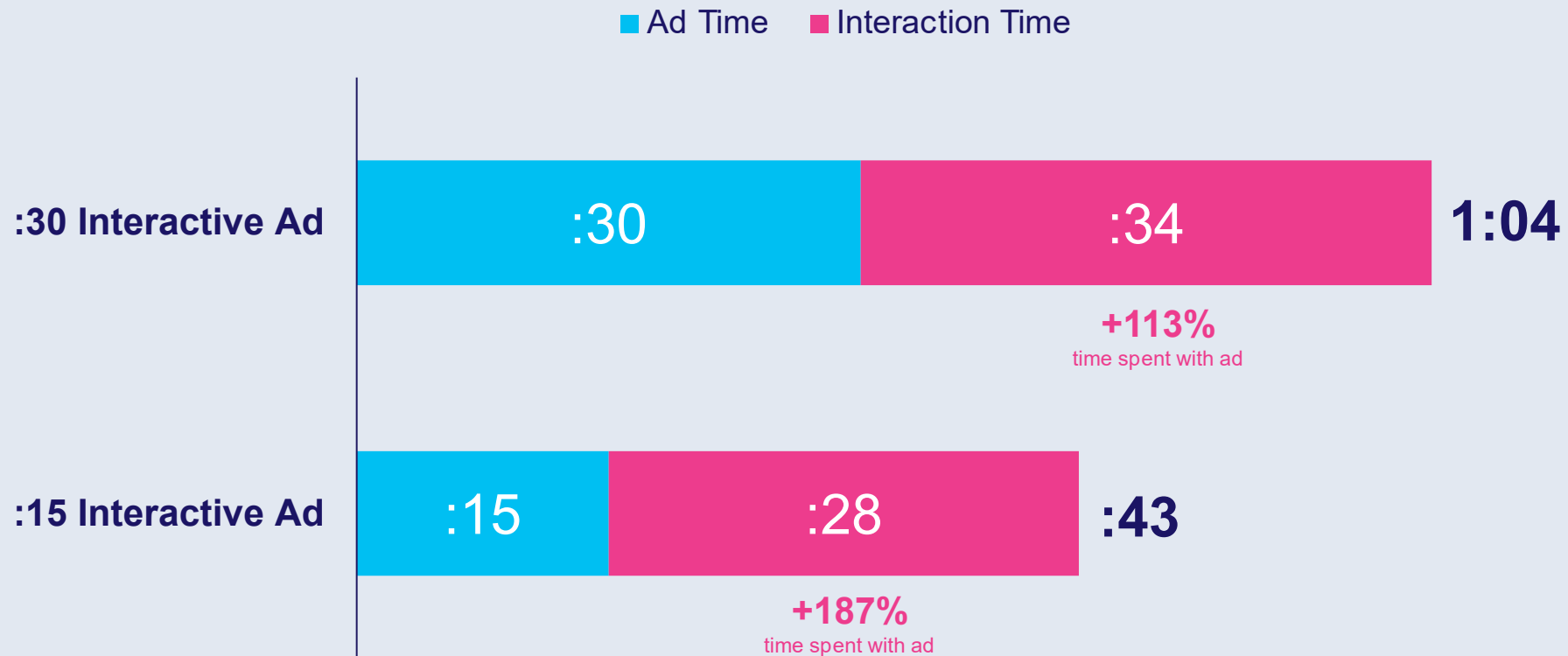
■ P16+ ■ P16-34



Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Monetization of Video* report. Data sourced from Hub's survey of 1,602 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. Data collected June 2023. Q2: Which of the following types of ad formats do you recall seeing when watching TV (including: TV and streaming)? Download VAB's marketer's guide ['Shortening the Path to Purchase'](#) to learn more.

The time viewers spend with interactive shoppable ads extends the average brand engagement by two to three times the length of the ad itself

Ad Length Plus Additional Time Gained During Interaction in minutes and seconds

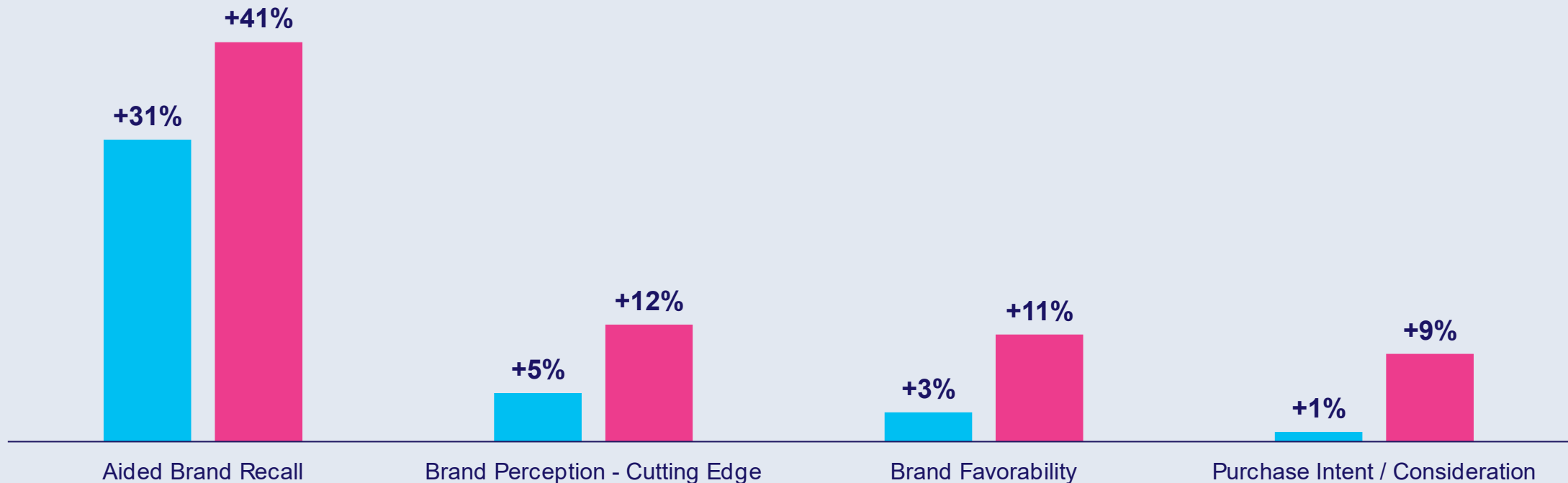


Source: Magna Global, *Media Economy Report, Vol. 15 - The Medium is the Message: How Data and Technology Are Informing The Creative Process*, June 2019. Download VAB's marketer's guide '[Shortening the Path to Purchase](#)' to learn more.

Due to their increased level of engagement, interactive shoppable ads are more likely to drive greater brand health KPIs across the purchase funnel

Lift in Brand KPIs by Ad Type

■ Non-Interactive Ads ■ Interactive Ads



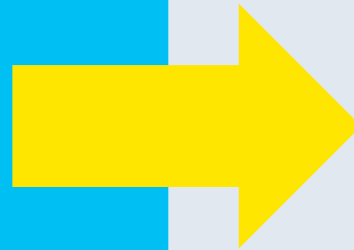
Source: Magna Global, Media Economy Report, Vol. 15, The Medium is the Message: How Data and Technology Are Informing the Creative Process, June 2019. Download VAB's marketer's guide '[Shortening the Path to Purchase](#)' to learn more.

Viewers who interact with a shoppable ad are inherently more likely to then make a purchase



39%

of U.S. adults who have viewed shoppable ads have engaged directly with them



70%

of that group have made a purchase

Source: Aluma Insights, Aluma: 70% of Online Adults Who Have Engaged Shoppable TV Ads Purchased a Featured Product, 1/3/22. Download VAB's marketer's guide '[Shortening the Path to Purchase](#)' to learn more.

Interactive ad opportunities are growing as more media publishers and brands are partnering to introduce innovative formats across platforms

AdAge
WALMART TO DEBUT SHOPPABLE HOLIDAY SERIES ON ROKU, TIKTOK AND YOUTUBE

'RomCommerce' idea links two seasonal favorites, social media shopping and holiday movies, in 23 segments featuring 330 products

11/28/23

eMarketer
Roku expands shoppable advertising with Shopify partnership

7/12/23

MediaPost
NBCU's One Platform Strikes Wells Fargo Credit Card Deal For Shoppable TV Products

6/14/23

StreamTV
Roku partners with DoorDash on shoppable ads, free perks

2/27/23

tvtech
NBCU Partners with Walmart to Test Retail Impact of Ads

6/15/23

Progressive GROCER
Kroger Makes a Big Retail Media Deal With Disney

Grocer to share first-party shopper data for targeting streaming audiences on Hulu
 4/19/23

CISION
Innovid Brings Data-Driven Personalization to Walmart's Demand-Side Platform's CTV Advertising Capabilities

3/21/23

Download VAB's marketer's guide '[Shortening the Path to Purchase](#)' to learn more.

Examples of video platforms using interactive ad products



Examples of measurement vendors that monitor interactive ad campaigns



Click through the logos above to be brought directly to the corresponding company's website

Generative AI is enhancing video campaign optimization



Additionally, the impact of artificial intelligence is transforming marketing by optimizing campaign targeting and enhancing audience engagement

50%

of businesses and organizations have adopted AI in at least one function

How are marketers, agencies and publishers using AI & ML?

Brand Marketers

[Click here](#) to see how brands like **Amazon, Starbucks, Alibaba, Nike** and **BMW** are using AI & machine learning to **analyze data, personalize experiences, drive recommendations and optimize sales.**

Media Agencies

[Click here](#) to see how media agencies like **Havas** and **Horizon Media** are using AI to **optimize their media buys, evolve their creative approaches and boost ecommerce sales.**

Media Publishers

[Click here](#) to see how **Univision's partnership with Mirriad's** AI-powered in-content platform allows brands to engage with viewers, **particularly multicultural audiences**, directly in scenes.

Download ['Untangling Terminology within Generative AI & Machine Learning'](#) to learn more.

As marketers embrace innovative strategies, remember these tips

- ▶ **Innovate.** As marketers aim to captivate audiences and optimize their campaigns to drive business growth, utilizing creative targeting solutions and ad formats are valuable strategies to build a competitive advantage.
- ▶ **Advocate.** By partnering with trusted media partners, marketers can ensure that modern campaigns run where they are planned to and in front of the right audience.
- ▶ **Inquire.** Implementing and testing new strategies can be complex. Demand transparent answers from media partners to ensure you get what you paid for.

When embracing innovative strategies, marketers need to uphold audience trust, keep media partners accountable and demand full transparency



Quality of Environment

Uphold Audience Trust and Standards:

- The ad experience should be premium like the content around it – with quality audio and video and relevant creative.
- Partners should use programmatic tools that are built for premium transactions vs. legacy display, ensuring transactions are rooted in trust, and delivery isn't compromised.
- Ad quantity should be in line with content length, with minimal disruption, low latency, proportional ad breaks, and carefully crafted ad loads.



Brand Safety

Hold Partners Accountable:

- Partners should meet brand requirements, uphold category exclusivity, and maintain competitive separation.
- Partners should ensure no placements with objectionable content – or objectionable audiences.
- Legitimate verification processes should be in place to understand what is being bought and sold.



Transparency & Legitimacy

Know What You Are Buying:

- Creative should run where it is planned to, in the right context.
- Buyers & sellers should agree on the kind of impressions purchased – ads should run adjacent to or within the right content and be viewed by real people. They should not run on MFA sites or be delivered to bots.
- Ads should be viewable, not out-streamed, muted, auto-played, or hidden. Non-viewable impressions should be removed from reporting.

To learn more, [click here to download the FreeWheel Council for Premium Video's & VAB's 'Buying Premium Video: A Definitive Checklist'](#)

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Unlocking Brand Growth with Audience-Based Buying
A Fresh Look at How Marketers are Adopting Innovative TV Strategies



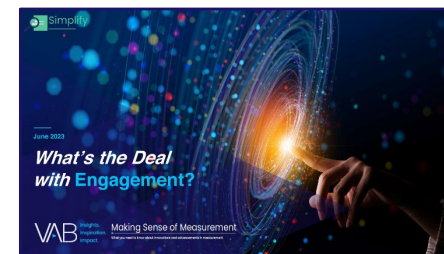
Reaching the Right Audiences
Why Brands and Agencies are Increasing Their Adoption of Audience-Based TV Buying



Shortening the Path to Purchase
How New Opportunities in Shoppable TV are Igniting Viewer Engagement and Brand Performance



Generative AI & Machine Learning
Clarifying Market Topics & Terms



What's the Deal with Engagement?



What's the Deal with What's Next in Measurement?

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 plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

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.**

