
May 3, 2024

Question of the Week:

“As a small business owner, how can I effectively advertise on TV?”



Answer: Data-driven ‘customer targeting’ solutions like Audience-Based TV Buying

It is [National Small Business Week](#), a time to celebrate the **innovation** and **resilience** of entrepreneurs across the nation. As such, it's an ideal time for small business marketers to explore innovative advertising strategies to expand their reach and relevancy among customers.

For small to medium-sized businesses, leveraging the key benefits of multiscreen TV through data-driven targeting strategies like audience-based buying provides a cost-effective solution that **enhances brand recognition, relevance and engagement among prospective customers** which **drives incremental sales**.

Successful brands of all sizes and budget levels are accelerating their growth by capitalizing on seven key benefits of multiscreen TV

Seven key benefits of multiscreen TV



Storytelling

Sight, sound and motion of a TV ad can convey strong brand identity and increase consumer engagement



Availability & Accessibility

Greater product availability in the digital age (ecommerce) enables brands to seek out the scale of TV earlier in their life stage



Legitimizer

TV creates, builds and enhances brand reputation while legitimizing their product or service through high-quality programming



Targetability

Scalable data-driven targeting solutions like addressable TV, VOD and data-enabled linear TV create efficiency and limit waste



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

Audience-based buying combines the benefits of multiscreen TV which allows small and medium-sized businesses to effectively reach customers

▶ Multiscreen TV platforms can also use a business's first-party data to inform planning and buying strategies to best reach their prospective customers

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 enables businesses to seamlessly engage with multiple customer targets across premium, brand-safe TV platforms

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.

Audience-based buying also allows businesses to easily tailor and adjust creative messaging to best resonate with prospective customers

% 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.

‘Real world’ example of how audience-based TV buying drives results for small and medium-sized businesses (SMBs)



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

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

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

▶ Between 2018 - 2022, 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

21

Avg #
of TV Networks

28

Avg #
of Genres*

464

Avg #
of Programs

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.

B2B brands, many of which are SMBs, saw **double-digit growth in website visitors at TV launch** with continued increases through their campaign

25 B2B Brands Analysis: Average Monthly Website Unique Visitors

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 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. 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.

Decade-long research proves TV drives results for businesses of all sizes, budget levels and life stages across targeted customers

TV Delivers For All Types of Businesses

No budget is too 'small'
for TV

No business is too 'young'
for TV

No business is too 'niche'
for TV

Click below to read ['Is a TV Campaign Right For My Business?'](#) to learn more about how decade-long research proves TV will work for businesses of all sizes and ages.



 Transform

 [Marketer FAQs](#)

Is a TV campaign right for my business?

 VAB Insights.
Inspiration.
Impact.

Want more? VAB has a wealth of small business marketing resources available that can help small businesses



Learn more in our Small Business Marketing Resources Hub at 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.**

