

Connected TV: What is it and Why Should You use it to Promote Your Product?

We live in an age where endless information can quite literally be accessed at a person's finger tips. Because of this, the landscape of how consumers acquire information and media has vastly changed in recent years. With this in mind, it's not surprising that services like Netflix, Hulu, and YouTube have grown immensely in popularity. Let's face it - who wants to commit to a rigid contract with a cable or satellite TV company when they can instead pick and choose the channels and services that they want, for (in most cases) a cheaper price?

Many successful tech companies have capitalized on this fact by creating devices that have come to be known as "Connected TV" (CTV). This term refers to technology that fuses the Internet and television, allowing consumers to access their favorite shows, movies, channels, games, and other media services, on essentially any device that can connect to the web.

According to the [Q2 2017 Nielsen Total Audience Report](#), **69.5 million** U.S. households (57.8%) own at least one form of CTV. Now *that* adds up to a lot of binged shows, football games, and news casts, among other things. Clearly, CTV offers the potential for millions of new customers, but there are other compelling points as to why companies should invest time and marketing budget on CTV.

Why Advertise on CTV?

1. Access to Untapped Audiences

Relying on the tried and true forms of marketing can be effective, but in many cases, these channels limit the types of people who will see your advertising. [Nielsen reports](#) that the majority of CTV owners are a relatively young (45 and under) and affluent (median income \$70k+ per year) crowd. It was also found that many of these CTV users have children. These three facts about CTV consumers alone give companies access to a number of unique and desirable audiences that are often difficult to target on other marketing channels.

2. Marketing Across Platforms

Another advantage to advertising on CTV is the cross-device aspect of the product. CTV not only gives consumers access to their favorite media via televisions, but also on their phones, tablets, computers, etc. With CTV, there is the opportunity for multiple touch points with potential new customers. In conjunction with this, companies have the chance to build cohesive and comprehensive marketing campaigns to catch consumers on multiple different

device types.

3. **Variety and Creativity of Advertising**

Feeding directly into the previous point, because of CTV, companies now have a chance to build out numerous ad types. The way that you'd target a potential customer via an in-show ad will differ from a banner ad on a web page. The beauty of this is that you have the opportunity to market your product in a number of different ways. On the flip side, one challenge comes in creating interactive ads that will compel the consumer to click the link or visit your website. With that said, because of the [lower number of ads per program](#) on CTV, consumers are more likely to be open to the messaging they're seeing.

4. **Increase Customer Loyalty**

Yes CTV has the potential to get a product in front of new eyes, but it also can be used to increase current customer loyalty and support of a brand. With technologies and marketing tactics constantly changing, it is important to stay up-to-date with the latest trends. With almost 70 million households now using some type of CTV, companies have a chance to instill brand loyalty in people who are already using their services. Advertising on CTV is a great way to remind customers of a product, but also, it shows a company's recognition of CTVs heavy usage and popularity.

5. **Targeting**

While accurately [measuring the effects of CTV marketing](#) can still be a bit tricky, targeting specific audiences has recently become more refined. Various CTV devices require users to login in via a number of different platforms (social media, internet providers, etc.). This gives CTV providers access to user data that can help companies to accurately target consumers across platforms.

Connected TV may be a fairly new form of technology, but it has gained popularity at a break neck speed and does not show signs of going away anytime soon. As CTV has only gotten more popular in the years since its invention, it gives strategic marketers a fresh platform to target audiences. When utilized correctly, advertising via CTV can be very effective and should be a part of today's comprehensive marketing plans.