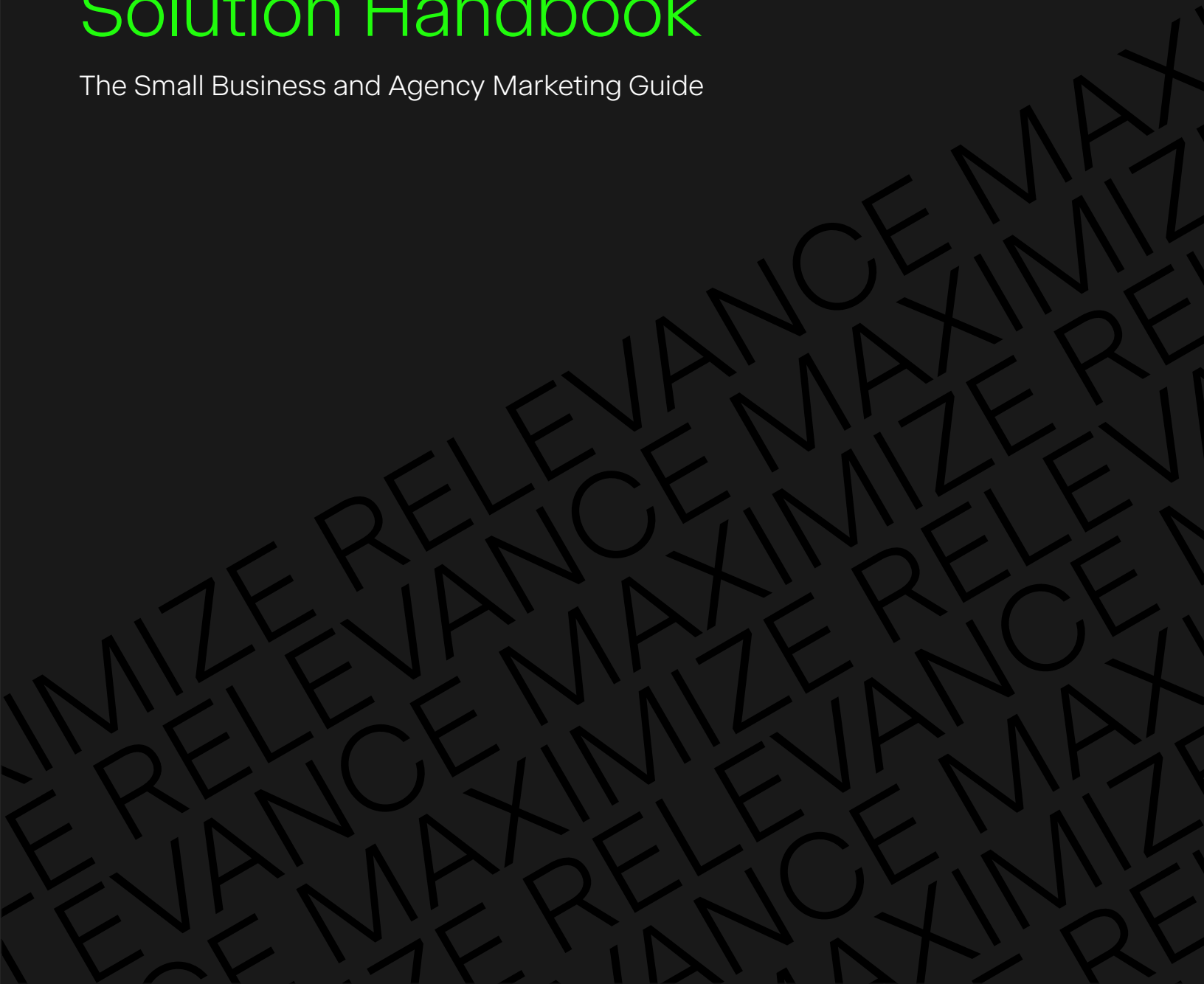




CTV

Solution Handbook

The Small Business and Agency Marketing Guide



Introduction

Maximize your Connected TV (CTV) efforts and make media buying easy with Simpli.fi's comprehensive CTV offering.

Simpli.fi's CTV solution makes advertising on large-screens more affordable, accessible, and effective. From upfront planning and creative asset generation to campaign attribution, Simpli.fi has a suite of powerful solutions to help advertisers at every step of the CTV campaign activation process. These tools are built to help CTV experts and those who are new to achieving the impact of linear TV with the precision of digital media buying. Complement social media and other video efforts across mediums with our omnichannel solutions.

Simpli.fi Platform CTV Stats in 2023

11K+

CTV Advertisers

48K+

CTV Campaigns

3 Billion+

Impressions

01

Pick Your Audience

TV Ad Insights Dashboard

Save time, energy, and money in the planning stage using this proprietary dashboard. Increase efficiencies as you plan, optimize, and execute CTV buys from serving ads in a singular ZIP code to a national campaign. Reduce time spent searching for planning data by having Automatic Content Recognition and US Census data at your fingertips.

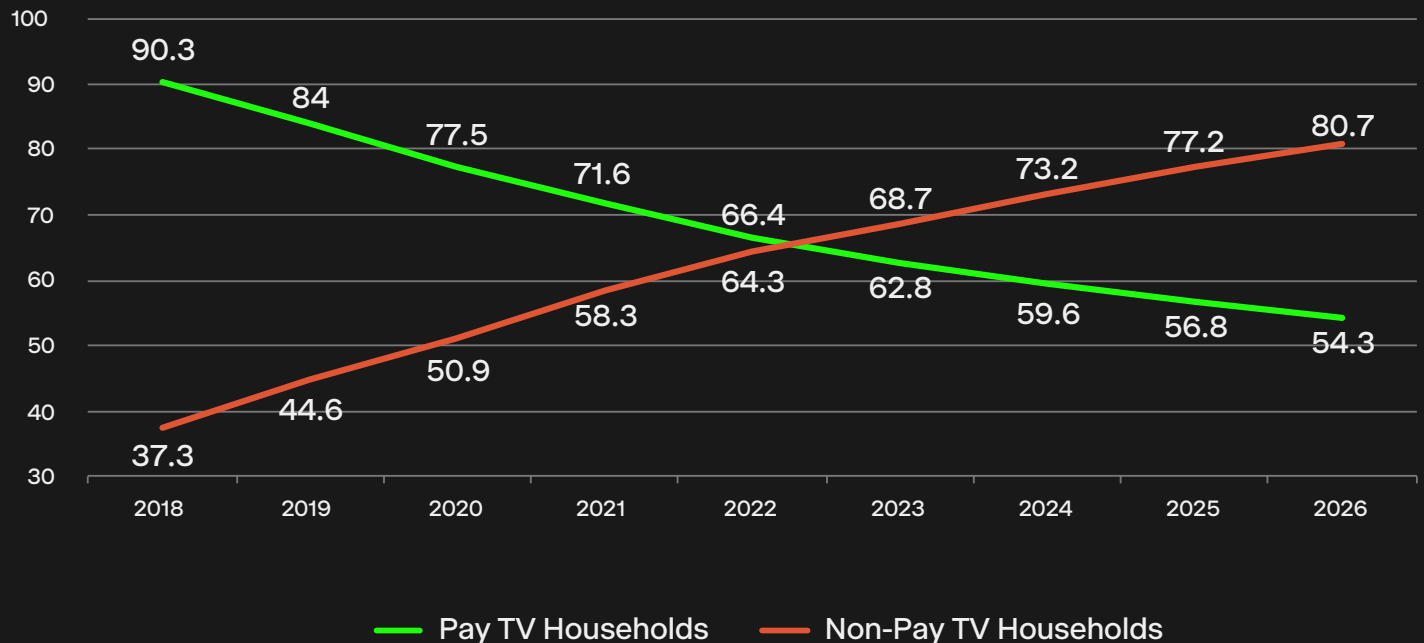
Estimations Tool

Generate estimated results for multi-faceted campaigns to guide media plans and proposals. Simply input campaign parameters such as budget, targeting tactics, timeframe, product category, and location. Then, see estimated results for spend and delivery based on Simpli.fi platform-wide historical data. Instantly adjust estimation criteria and save estimates to return for reviewing or revisions at a later time.

Rating Point Calculator

Enable more comprehensive media planning by estimating the results of large-screen CTV campaigns in linear TV terms. Simpli.fi's easy-to-use calculator leverages Nielsen audience data, demographic criteria, and real-time Simpli.fi campaign data to instantly show estimates for Gross Rating Points (GRPs), spend, audience size, reach, and Cost Per Point (CPP).

U.S. Pay TV Households v. U.S. Non-Pay TV Households (millions)



Source: [EMARKETER](#)

02

Choose Your Targeting

ZTV

Easily complement your linear TV efforts with targeting based on U.S. Census data and Automatic Content Recognition (ACR) data in order to increase reach and household coverage. ZTV allows advertisers to reach a relevant audience while avoiding elevated data costs and offering a price point competitive with linear.

Extend reach and don't target the same viewers twice.

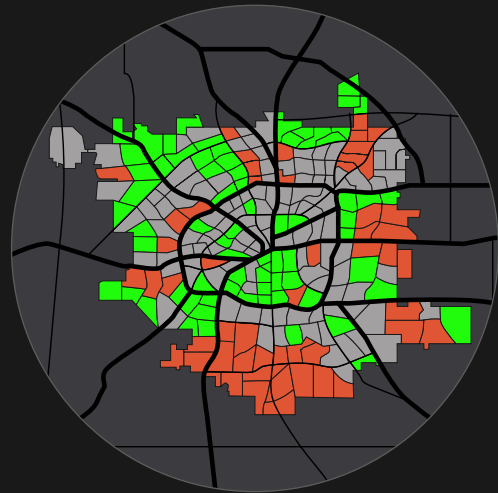
Linear TV Subscriber Exclusion

Exclude linear TV subscribers from addressable CTV campaigns and achieve incremental reach to a streaming-only audience with Simpli.fi's Linear TV Subscriber Exclusion tool. Maximize budgets and guarantee that there is no overlap between your CTV and linear TV campaigns. By excluding households with linear TV subscriptions, you will also eliminate the need for additional planning, optimizing, and reporting functions to account for overlap across linear and CTV campaigns.

Campaign Audience Retargeting

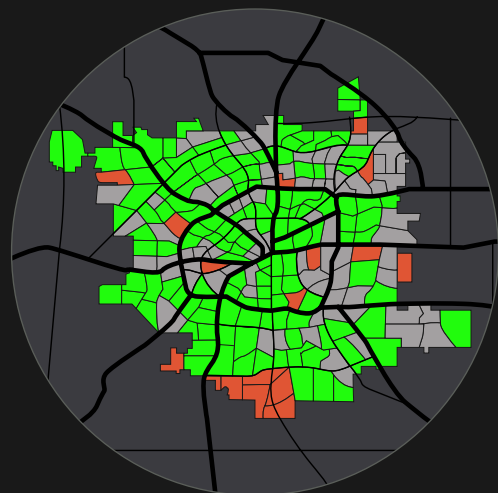
Retarget users who were previously exposed to one of your CTV ads and deliver additional messaging across different creative types. Decrease overall campaign costs by easily blending CTV creative types with other low-cost ads while increasing unique touchpoints. Plus, reinforce messaging and guide users through the sales funnel from building awareness to driving conversions.

Select and target relevant ZIP codes by using our index to determine the likelihood of residents consuming linear TV vs CTV content.



Higher Usage of CTV Higher Usage of Linear TV Linear and CTV Mixed Households

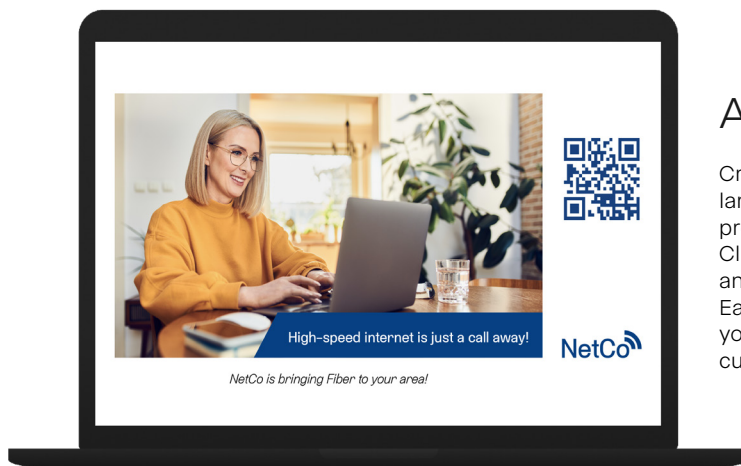
After selecting ZIP codes relevant to your audience's age or gender, you'll notice an increase in the ZIP codes available for your campaign.



03

Create CTV Ads in Minutes

Our Managed-Service team guides you through these tools to plan the most effective campaign.

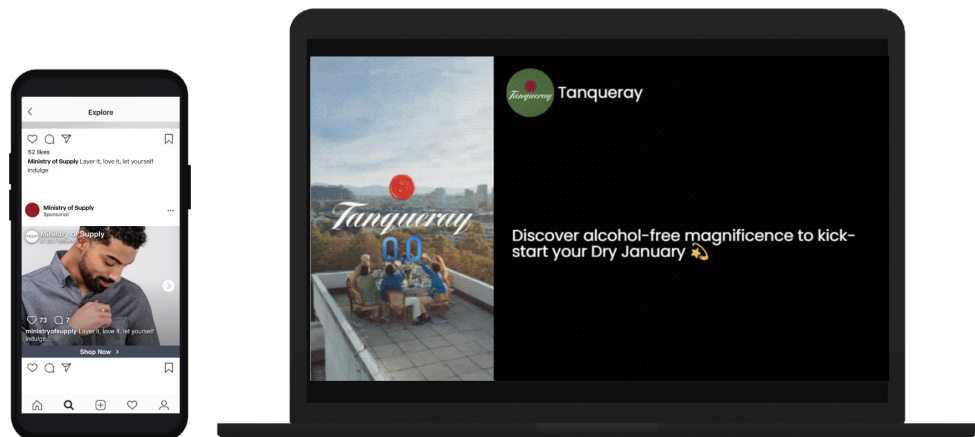


AI Video Generator

Create high-quality video content perfect for the large-screen with our Artificial Intelligence video production tool. Work with our award-winning Client Success team to take your website URL and generate CTV-ready content in minutes. Easily request edits to the content or incorporate your own brand assets in order to ensure the custom video fits your target market's needs.

Social Programmatic

Increase efficiencies and ad engagement by automatically converting existing social media posts into video creatives, designed to look like native social ads. Instantly produce authentic recreations of social media posts, which are pre-configured to be served programmatically across CTV.



04

Access to Private Marketplace Deals

Deal ID Library

Gain visibility into premium CTV inventory through Simpli.fi's always-on PMPs. View a catalog of Deal IDs directly in the Simpli.fi UI. Identify relevant deals by filtering for device type, media type, publisher, content category, and more.

Access to Premium Publishers



Access to Trusted CTV SSP Integrations

Full Frequency Controls Across All Suppliers



05

Measure Results

Track Foot Traffic or Online Conversions

Attribute online and offline conversions to CTV campaigns via Simpli.fi's cross-device matching capabilities. With Simpli.fi, you can optimize to and report on either a browser-based conversion event or physical store event.

Transaction Value Reporting

Derive meaningful insights from your retail, e-commerce, and direct-to-consumer campaigns – such as Return on Ad Spend (ROAS) – by passing back a purchase value and order IDs from online conversions. Make informed decisions about advertising budgets and determine how your CTV advertising is impacting the bottom line.

iSpot Reporting

Improve your visibility into TV advertising activity across both linear TV and CTV through Simpli.fi's reporting integration with iSpot. Measure the incremental reach from Simpli.fi CTV campaigns compared to existing national linear TV advertising efforts. Gain insights into brand's linear TV advertising efforts to assist with media planning and proposals.

Saint Lucia Tourism Authority Increases Web Traffic with Mediagistic & Simpli.fi



1,315

Total Actions

75.64%

Video Completion Rate
(Pre-Roll Video)

\$61.04

Cost Per Action

98.47%

Video Completion Rate
(CTV)

2,632

Total Clicks

:15 & :30

CTV and Pre-Roll Videos

Grow Your Business with Simpli.fi's End-To-End CTV Solution

For a small business or agency, here are 3 reasons why you should try Simpli.fi:

01

Simpli.fi experts can craft a campaign that incorporates CTV and other strategies tailored to specific goals and audiences. These solutions are designed to be utilized either collectively or separately, allowing for flexibility in addressing the unique requirements of your advertising strategy.

02

By partnering with Simpli.fi, you can launch comprehensive CTV campaigns through a singular provider, facilitating the estimation and construction of targeted audiences, precise household and content targeting, and the measurement of CTV ad impacts with a variety of metrics and complete transparency.

03

Simpli.fi offers Managed-Service, Self-Service, or Hybrid-Service models to support your advertising objectives with a full suite of CTV advertising solutions.

**Ready to see your
campaigns on CTV?**

Email us at hi@simpli.fi or contact your Simpli.fi representative.