

let's talk OTT



Our Programmatic DSPs

The Trade Desk

The most versatile DSP for advertising. This is an agnostic DSP that allows us to access a wide variety of inventory sources including private deals negotiated by Left Hand on behalf of our clients.

Amazon Advertising

This is a strong platform for any retail client. Amazon has extensive first-party retail data that can be used to create niche audiences for retail clients.

OneView by Roku

Great for entertainment marketing clients. Roku has a vast array of first-party streaming viewership data and significant cost savings on Roku owned inventory.

What's the difference between OTT and CTV?

OTT (over-the-top) and **CTV** (connected TV) are related terms, but there's a difference!

OTT refers to the delivery of streaming video content over the internet, bypassing traditional cable or broadcast television providers. This can include content that is viewed on any device with an internet connection, such as a smartphone, tablet, or computer, in addition to CTVs.

On the other hand, **CTV** specifically refers to any TV that is connected to the internet, allowing viewers to stream content from various sources such as **OTT** platforms, video-on-demand services, and live TV streaming services. **CTV** includes devices such as smart TVs, gaming consoles, streaming boxes and sticks, and set-top boxes.

So, all **CTV** is **OTT**, but not all **OTT** is **CTV**. **OTT** includes a range of devices beyond **CTV**, such as mobile devices and computers, while **CTV** specifically refers to TVs that are connected to the internet.



Our unique approach

We are independent OTT buyers who use your end-goal to determine the right places to place your OTT buy. Our OTT advertising strategy takes into account your target audience, advertising goals, and budget. Here are some of the steps that we take when approaching OTT advertising:

1. **Define the target audience:** Working with your team, we identify key demographics, interests, behaviors, and other relevant characteristics. This information will help us select the right OTT platforms and ad formats, allowing us to efficiently and effectively reach your ideal customer.
2. **Choose the right OTT platforms:** The platforms we recommend are the best places to reach your targeted audience. This may include popular platforms like Hulu, YouTube TV, Amazon Prime Video, or other emerging platforms that cater to specific audiences or have valuable proprietary data.
3. **Determine KPIs and attribution methods:** Before any campaign begins we work closely with our clients to determine KPIs, explain the pros and cons of various attribution methods and find the best way to measure success.
4. **Optimize for performance:** We're continuously working to improve performance. This may include adjusting targeting parameters, ad formats, creative content, and other budget-optimizing elements of the campaign.
5. **Measure and analyze results:** To understand the impact of your advertising efforts, we will look at a variety of performance metrics and use these to refine future campaigns.

What's the minimum spend amount for an OTT campaign?

While each client has unique needs and budgets, we generally suggest a minimum budget of \$10,000 a month to get the reach and frequency necessary.

CPMs (Cost per thousand impressions) can fluctuate between \$30-\$60 depending on inventory sources.

ATTRIBUTION

Attribution in OTT advertising can be achieved through cross-device tracking, unique identifiers, attribution modeling, and geo-targeting. By measuring the impact of ads on specific viewer behavior, advertisers can optimize their campaigns for maximum effectiveness. Some popular forms of attribution include foot-traffic, return-on-ad-spend and brand-lift.

How do we use data to target specific audiences?



DSPs (demand-side platforms) allow precise customer targeting by leveraging various data sources to gain insights into customer behavior and preferences. This allows us to serve ads to users who are most likely to be interested in a particular product or service.

Here are some of the ways that DSPs use data to target specific customers:

AUDIENCE DATA

Targets specific segments of customers based on their interests, behaviors, demographics, and other characteristics. This data can be sourced from a variety of third-party providers, including data management platforms (DMPs), publishers, and ad networks.

CONTEXTUAL DATA

Targets ads to users who are viewing content that is relevant to the ad. This data is often derived from page-level data, such as the content of the media or webpage, keywords, and other contextual factors.

DEVICE DATA

Targets ads to users based on the type of device they are using, such as a smartphone, tablet, or connected TV. This data can also be used to target specific device models, operating systems, and other device-level attributes. Ability to target multiple smart devices in the same household.

LOCATION DATA

Targets ads to users based on their physical location, such as their zip code, city, or region. This data can be sourced from GPS data, IP addresses, and other location-based technologies.

FIRST-PARTY DATA

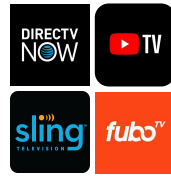
Targets users who have interacted with a particular brand or website. This data can be sourced from website analytics, customer relationship management (CRM) systems, and other internal sources.

Inventory Sources

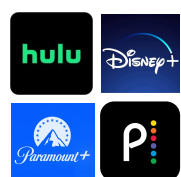
FAST channels



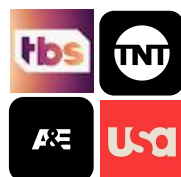
vMVPDs



Tiered SVODs



Cable Authenticated



Glossary

AVOD: Ad supported video-on-demand

CPM: The cost to serve a thousand impressions on a platform.

DSP: Demand side platform

FAST Channel: Free ad supported streaming (more like linear tv vs. AVOD)

Frequency: The number of times an average individual saw your ad on a platform.

Programmatic: Ads that are purchased through a marketplace of available inventory through a bidding structure, often using data to target a desired audience.

Reach: The unique amount of individuals who were served your ad on a platform.

Retargeting: Serving an ad to someone who has previously engaged with your site or product.

vMVPD: Virtual multichannel video programming distributor