



## Best practices for setting up your Connected TV/OTT campaigns

We put together a shortlist of best practices to help you set up your Connected TV (CTV) campaigns as quickly as possible.

### CREATIVE SPECS

Please refer to our **Connected TV creative specs** guide to make sure your creative meets all of the requirements.

### AD GROUP SETUP

#### Ad Environment

- Target In-App

#### Audience

- If applying an audience, ensure there are Connected TV uniques.
- Enable Cross Device with Identity Alliance when applicable
  - Identity Alliance harnesses the power of all four identity graphs, mapping a user most efficiently to all of their devices. This allows for more accurate f-capping, and drives better CPA performance.
- Creative
  - Make sure creative is approved and meets our creative specifications for CTV.
- Device Type
  - Target ConnectedTV

# Best practices for setting up your Connected TV/OTT campaigns

Continued



## CONNECTED TV SETUP

To target all CTV viewers, add Desktop, Mobile, Tablet and Connected TV to your device targeting while targeting CTV-specific contracts.

### Frequency

- You can apply standard f-caps to your CTV campaigns.
- We recommend broader f-caps for higher funnel brandSg initiatives.
- Please discuss strategy with your team at The Trade Desk for f-cap recommendations.

### Private contract

- Add Private Contract List
- Select Browse to search for individual first- and third-party inventory contracts from our PMP Library:
  - TTD Library — Global — Full Episode Player Content (FEP) — Video CTV/OTT
  - TTD Library — US — Premium Connected TV (CTV)
- Enable Help me reach contract floor prices
  - We recommend setting this between 5% to 10% as a default.

### Pre-bids

- We don't recommend pre-bid targeting for CTV because the environment — in most cases — can't provide the necessary information to support pre-bid logic and scanning of inventory at this time.
- If you are scaling successfully, you can contact your account manager about testing out a pre-bid solution.

- CTV inventory is extremely premium and brand safe. If you'd like to make sure you're accessing CTV inventory, check the contract's Details tab.
- You can also work with your account manager to setup 1:1 Connected TV PMPs with our OTT/CTV publishers. Publishers can provide more information on the contract content and confirm the quality of the inventory.
- Completion rates of 90% to 95% are standard.

## OPTIMIZATION TILES:

### Base & Max Bid

- If you enable Help me reach contract floor prices in your Private Contract rail tile, you don't need to worry about your base bid. In this case, you can set a base bid to \$1.
- Your max bid should be the maximum amount you would like to bid. Since CTV inventory can range between \$15 to \$65 in floor prices, take a look at our premium inventory selection within the contract lists and decide your cap.

### Still have questions?

Please reach out to your account team at The Trade Desk.