Connected TV Campaign Guide

Timeline

The typical time frame required to set up a connected TV (CTV) campaign is 4-6 weeks.

Definitions

- CTV: Connected TV is any television used to stream video over the internet .
- OTT: "Over the Top" is video content that is streamed over the internet.

Connected TV or CTV	Over the Top or OTT
Apple TV	Netflix
Roku TV	YouTube TV
Chromecast	PlayStation Vue
FireTV	Hulu
PlayStation	Showtime
Xbox	Tubi
AndroidTV	HBO Now
Samsung SmartTV	Disney+

What Sabal Strategy Needs

- Video creative
  - If you provide the creative for CTV & OTT for 0:15/:30/:45/:60 or :90 spots
    - CTV only, or primarily CTV plus mobile/tablet and computers (OTT)
  - If you are providing the creative for OTT 0:15/:30/:45/:60 or :90 spots
    - Lower-price OTT with no TV devices. Desktop/Mobile only
    - NOTE: The longer the video the higher the CPM

- o Preferred file formats:
    - mp4 or .mov
    - We recommend the 15- and 30-second CTV video lengths. These lengths have a cheaper CPM and win bids more easily than a 60-second spot.
    - Bitrate: 5500 kb/s
    - Dimensions: 1920 x 1080 px
- o If we are creating the spots for you, we need any creative that is part of the campaign: direct mail piece, previous emails, landing page, etc. to give us creative direction.
    - Select which type of video creative best fits your needs: Click this link to view a variety of CTV spots/styles:
        - Live shoot: commercial-like footage using actors, etc.
        - Mix of soft video and on-screen graphics
        - Fully animated (not limited to cartoon-type animation)
- Data
    - o If you have any requirements for matching appends (Individual versus Household), let us know
    - o Provide in .csv format
    - o First line in the data file must contain the column name
    - o At least one of the following column names must be included: Email, Domain, Device_ID, IP, or Address_1
    - o For postal addresses, the file must contain: Address_1, Address_2, and ZIP code

- Links, including the URL for your landing page (to be used as video advertising allows)
- Optional: Any exclusions from the list of CTT/OTT platforms
    - o Exclusions limit the reach of the audience and the delivery of the ad
- Email creative is required if you plan to send an email to the user while the ad is running

Prohibited Characteristics

- Promotion of online gambling (paid, free, or gateway to paid gambling)
    - o Brick and mortar gambling is acceptable
- Depicting or delivering libelous, violent, tasteless, hate, defamatory, or illegal content
- Portrayal of partial or complete nudity, pornography, and/or adult themes and obscene content

- Spawn pops, simulate clicks, contain malicious code, viruses, or executable files of any kind
- Delivering surveys via floating layers, pop-ups or pop-unders
- No explicit language, no spelling mistakes, no simulated expletives (e.g., #$%!)