



Catching The Professional Eye

How B2B Marketers Can Reach Decision Makers with CTV

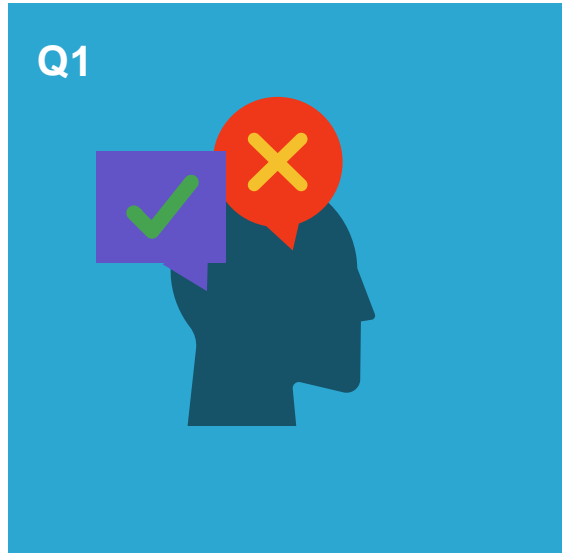
M/GNA **MEDIA TRIALS** + **LinkedIn**

Connecting with audiences across multiple touchpoints is a hallmark of effective advertising

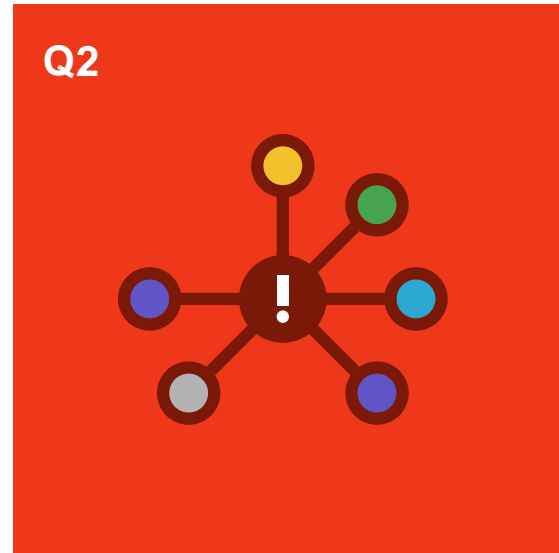
Should B2B brands go beyond traditional business channels by reaching decision makers on Connected TV (CTV)?



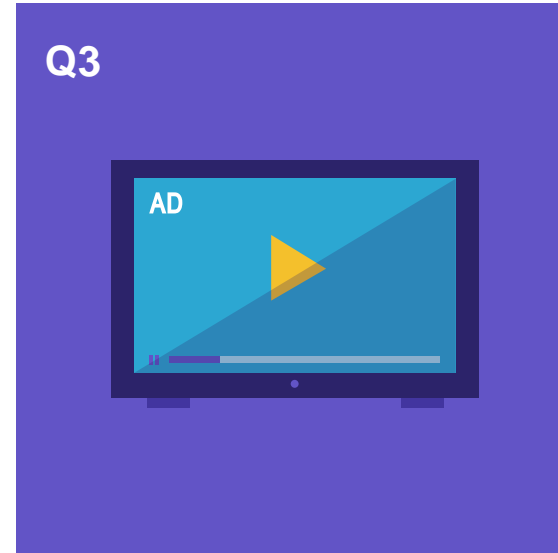
Our Questions



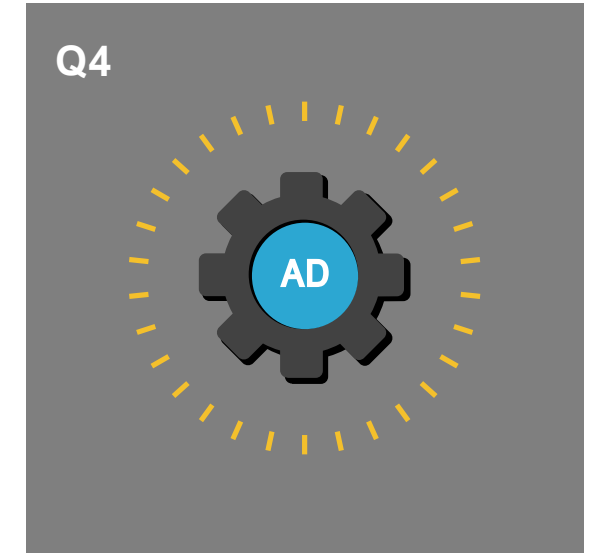
What's the profile of today's business decision maker?



How can B2B brands connect with business decision makers when they are most receptive?



Can B2B ads on CTV drive next steps?



How can B2B brands optimize creative messaging on CTV?

Reaching business decision makers on CTV

**We used the LinkedIn Audience
Network as our base of business
decision maker**

The LinkedIn Audience Network is an extension of LinkedIn's advertising platform. It allows marketers to target their desired audience across CTV and other platforms beyond LinkedIn, expanding the reach of advertising campaigns

LinkedIn



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Methodology



Recruited LinkedIn Audience

Evenly recruited viewers on weekend and weekday to ensure representativeness:

- Total LinkedIn Audience n = 1,525
- LinkedIn CTV Audience n = 1,201



Qualifiers

- Ages 18+
- Uses LinkedIn for at least 30 minutes weekly
- Works in the Tech, Healthcare, Government, Education, Finance, or Business Services sectors
- Plays a role in business decisions



Media Diary

Explored mindset, content choices, and motivations of most recent CTV viewing experience through an online diary (within past 24 hours)



B2B Deep Dive

Collected responses on openness to and preferences for B2B ads

Executive Summary

01

Debunking decision maker myths

CTV viewing is common among LinkedIn users, including business decision makers who span multiple generations and industries

02

Blueprint for connection

CTV is effective for B2B advertisers, with business decision makers open to B2B ads across content genres

03

Accelerating the deal cycle

CTV ads prompt quick action from B2B audiences, accelerating their journey down the funnel

04

Creating galvanizing B2B messaging

B2B ads on CTV should focus on storytelling, using interactive formats for better engagement



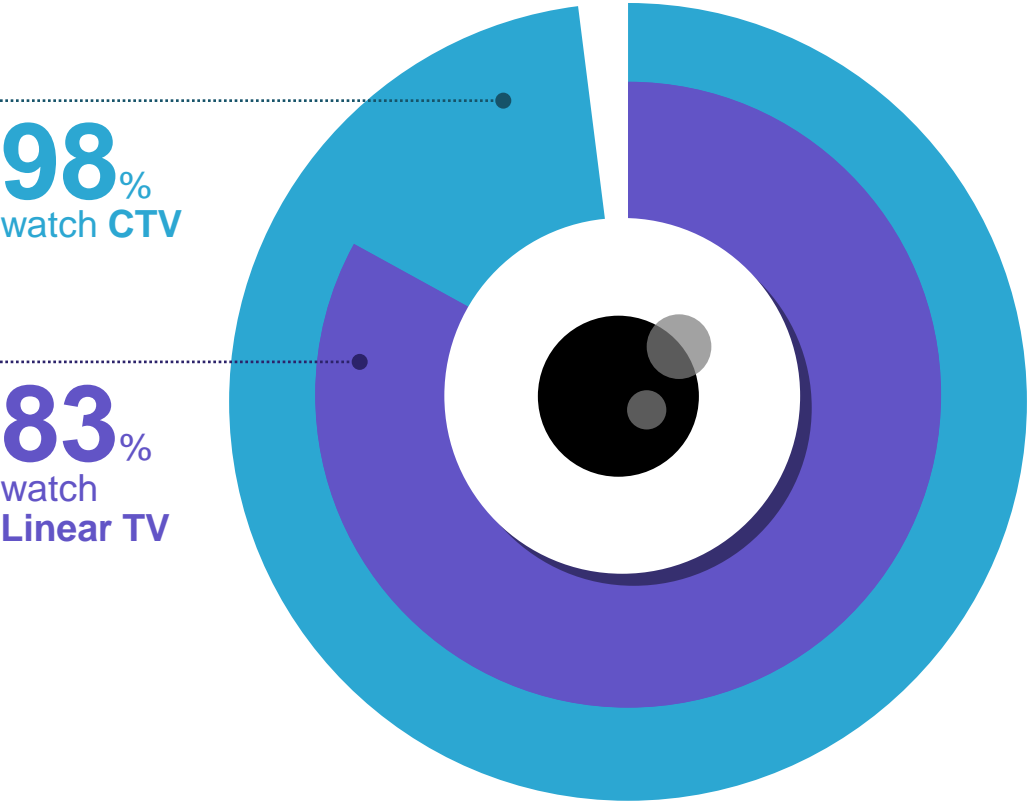
Debunking decision maker myths

Who they are and how they watch

CTV viewing is universal for the LinkedIn audience

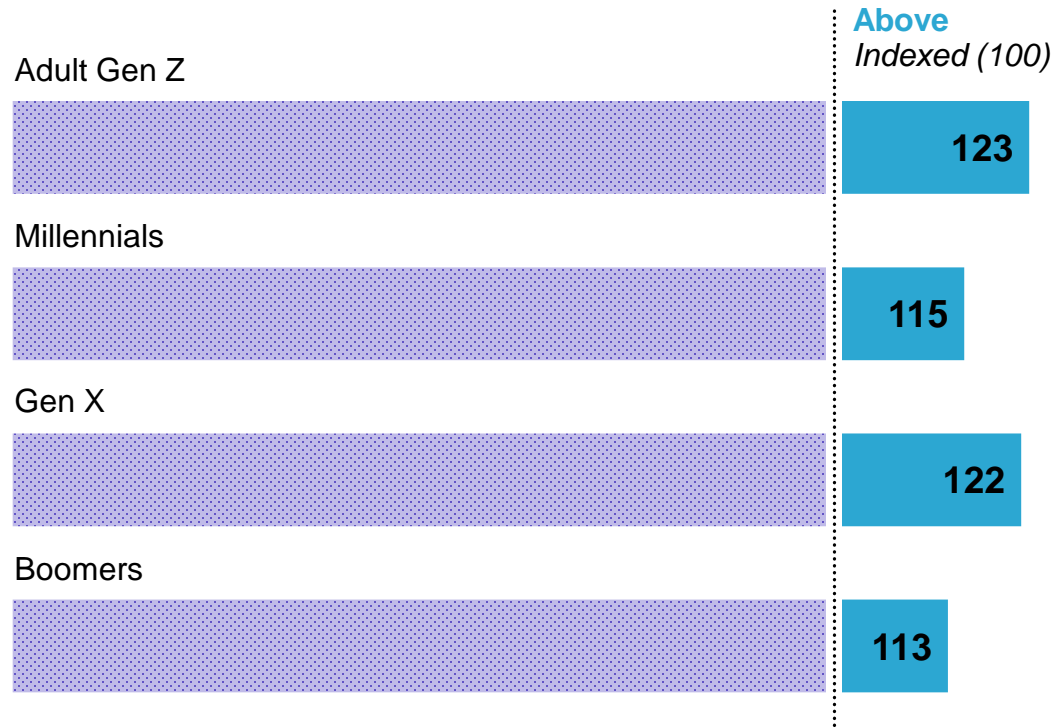
In fact, each generation of the LinkedIn audience is more likely to watch CTV than linear TV

Weekly TV viewership
% who watch in a typical week



Weekly TV viewership by generation

■ Linear TV ■ CTV ... Indexed CTV to Linear TV Viewership (100)

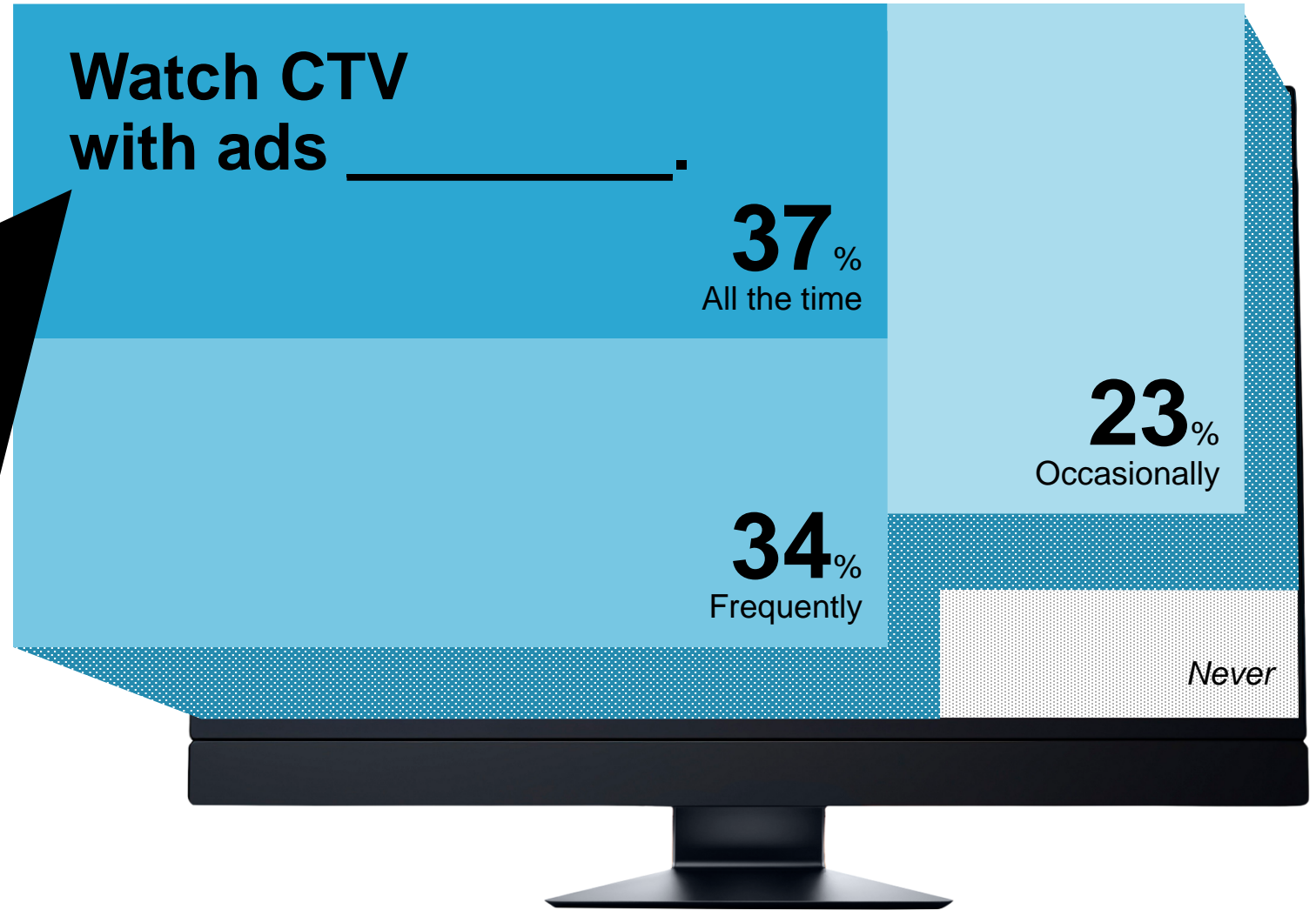


Total LinkedIn Audience; n=1,525
Q: How many hours do you spend in total, on a typical weekday/weekend doing the following?
Q: How old are you?

Yes, business decision makers regularly opt-in to ad supported CTV

Frequency of watching CTV with ads
% selected

In total, 94%
of the LinkedIn audience
watches CTV with ads

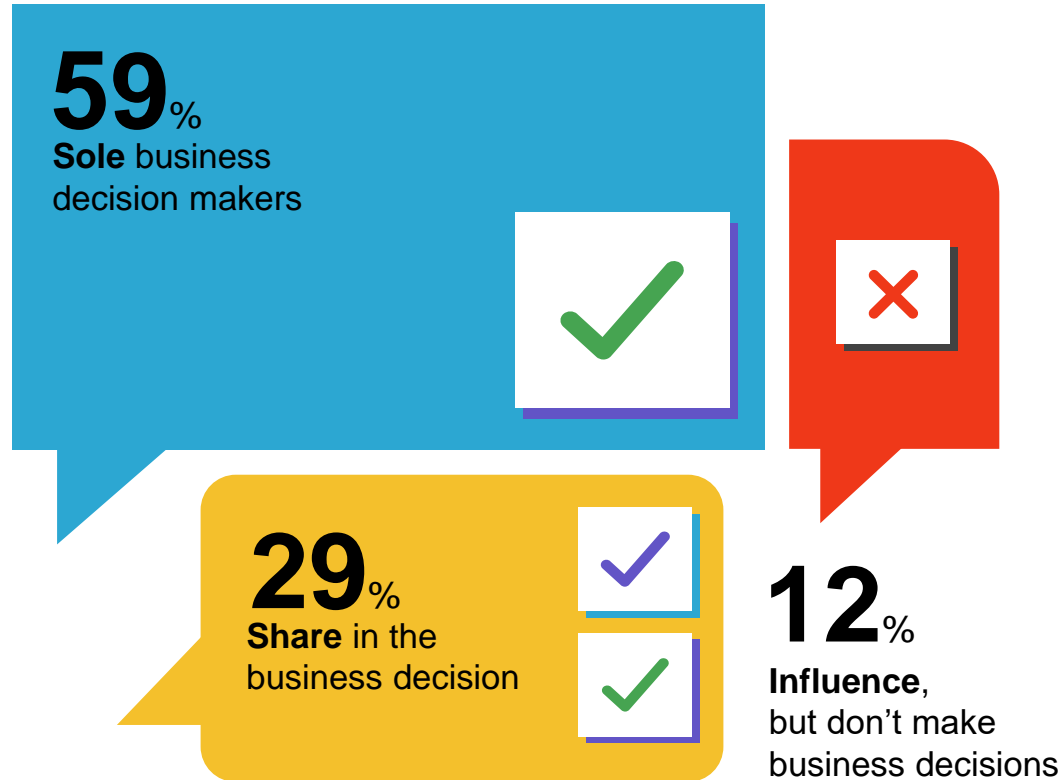


Business decision makers are younger than you might think

There is collective influence on the decision-making process, especially among Millennials and Gen X

Decision making status

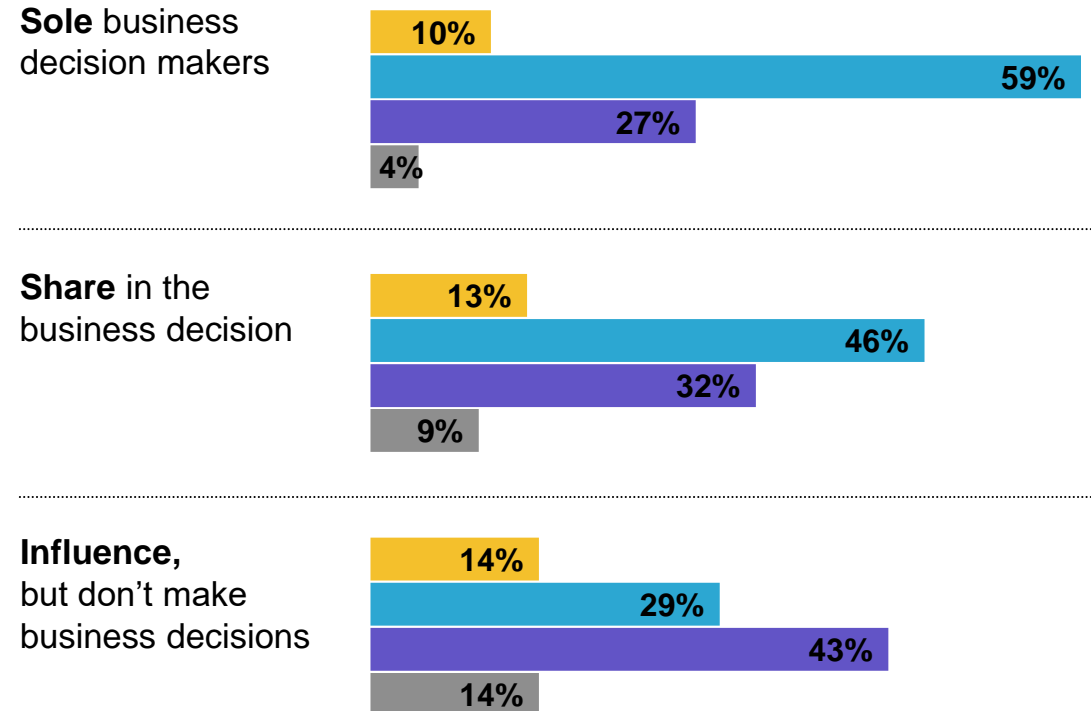
% selected



Decision making status by generation

% selected

Adult Gen Z Millennial Gen X Boomers



LinkedIn CTV Audience: n=1,201

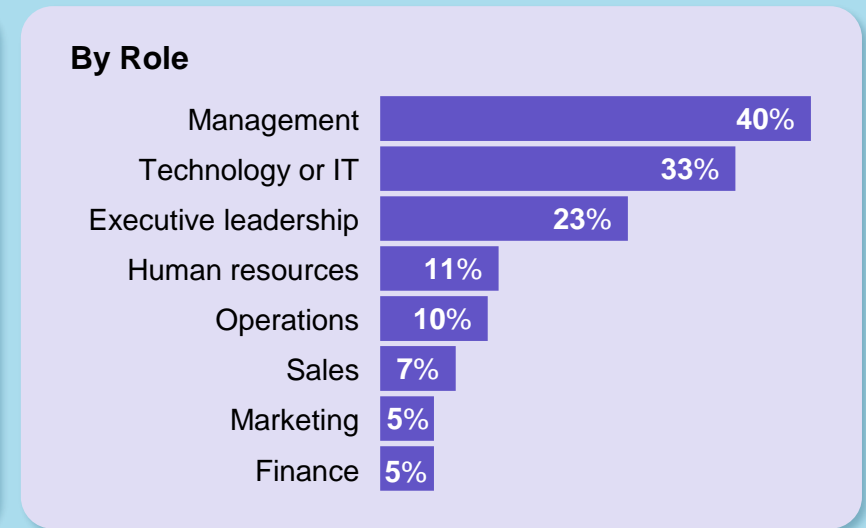
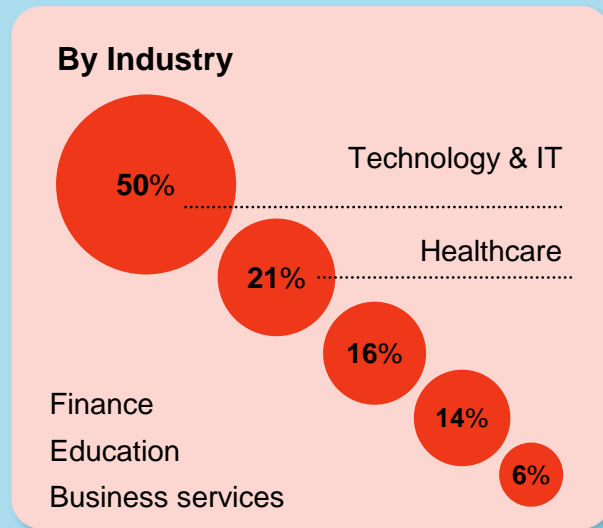
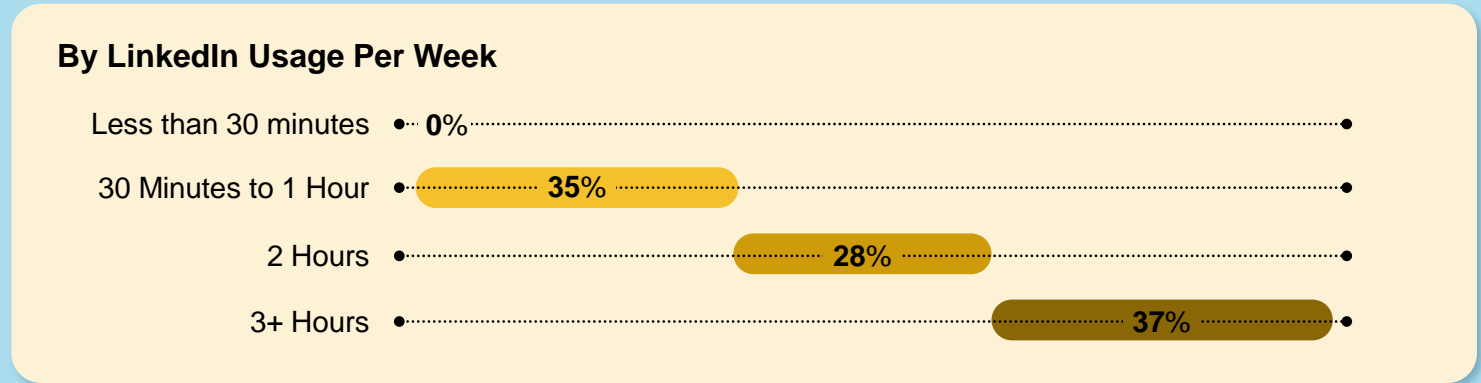
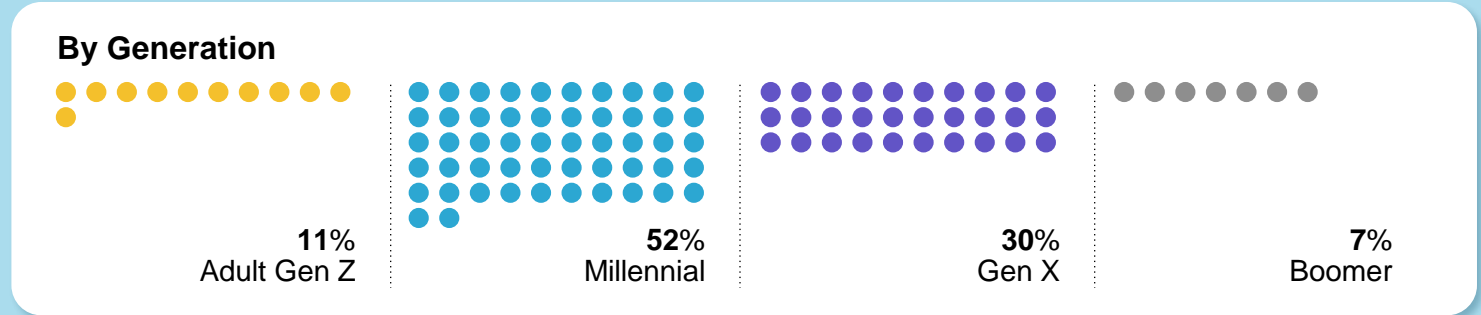
Q: How old are you?

Q: Please select the statement that best describes you.

CTV viewers represent buying power across generations and industries

Profiling LinkedIn CTV audience % selected

LinkedIn CTV Audience: n=1,201
 Q: Please select the statement that best describes you.
 Q: What is/are your current role(s) at your business/company?
 Q: Which industry(ies) do you currently work in?
 Q: How would you describe yourself?
 Note: CTV users includes those who watched CTV in the last 24 hours





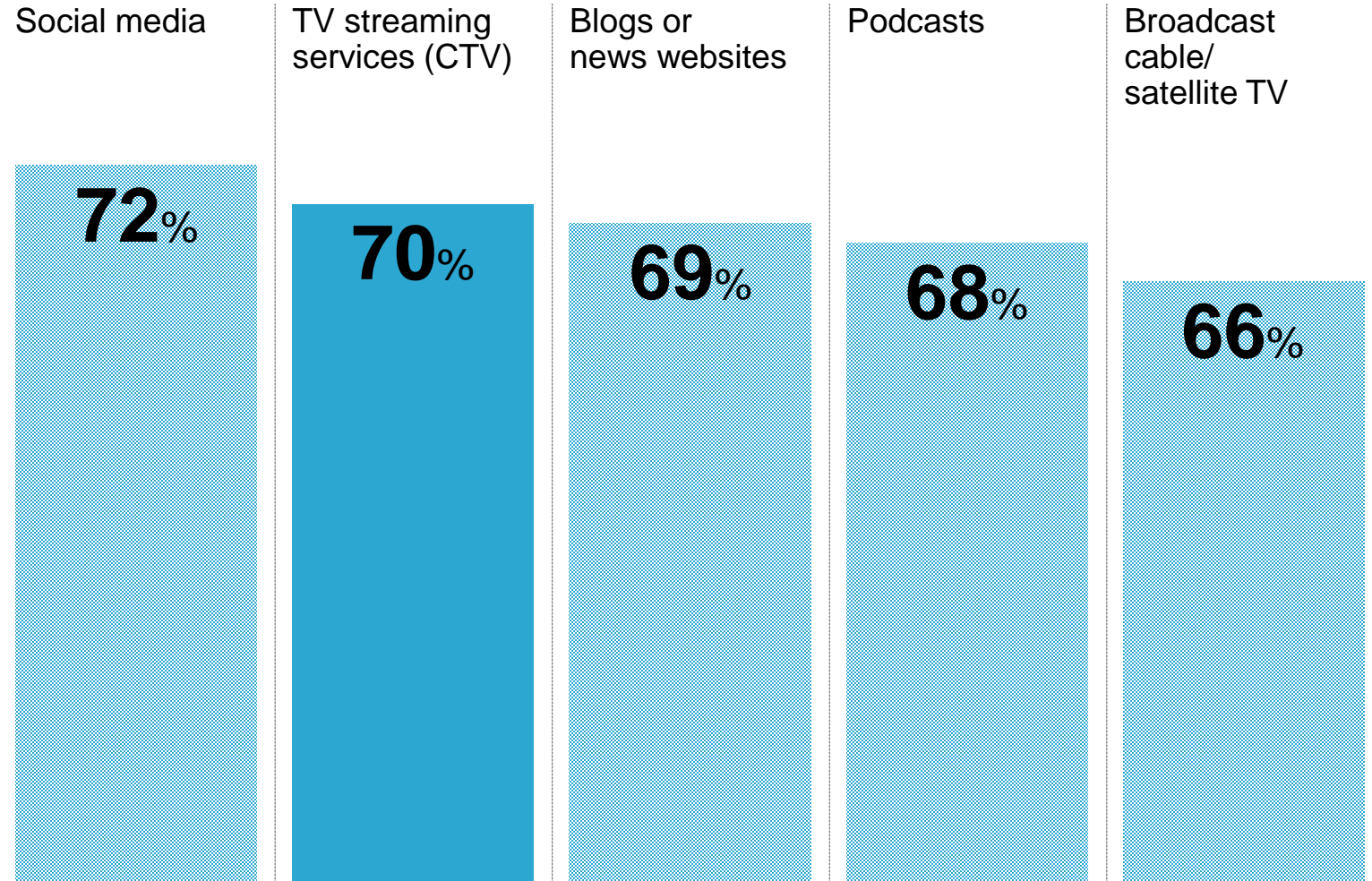
Blueprint for connection



CTV isn't just for B2C advertisers

In fact, CTV is just as likely to be seen as appropriate for B2B messaging as blogs or news websites

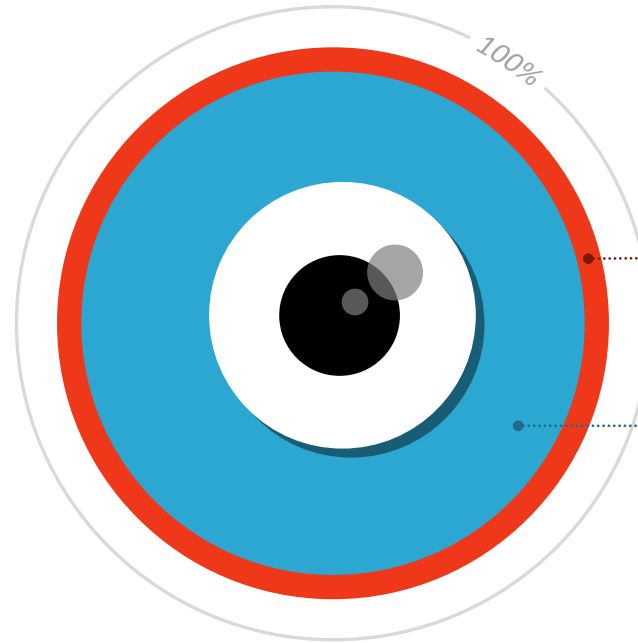
How appropriate are B2B ads on these platforms?
% very or somewhat appropriate



Business decision makers report being open to B2B messaging on CTV

Sole decision makers are particularly open to B2B messaging on CTV

Receptivity to B2B ads on CTV
% very or somewhat open



_____ % were open to seeing B2B ads while watching

76%
Sole decision makers

64%
LinkedIn CTV audience

Receptivity to B2B ads on CTV, by generation
% very or somewhat open



B2B decision makers are receptive to ads that help them get the job done

Why viewers felt open to seeing B2B ads

Open ended responses

Trending insights

“Ads related [to] business or work can provide valuable insights, updates on industry trends, and potential solutions for professional needs”

Creative solutions

“Advertisements often introduce me to innovative solutions I might not have encountered before”

Know the latest products

“I want to get the latest product information and new solutions for my work”

Work assists

“Always helpful to watch ads that can assist with work needs”

Efficient new products

“I’m always open to new products that I could use to do my work more efficiently”

Work related products

“I purchase items for my business, so seeing ads about things that relate to my line of work would be perfect”

Openness to B2B ads spans genres, even comedy and drama

B2B advertisers have ample opportunity for messaging to decision makers

Receptivity to B2B ads by content genre
% very or somewhat open

The majority of BDM
were open to B2B message while watching **comedy** or **drama**

	Total Audience	Sole Decision Makers
Biographical	82%	86%
Political	80%	85%
Sports	78%	83%
Anime	78%	82%
Horror	77%	84%
Romance	77%	81%
Educational	76%	82%
News	75%	81%
Historical	74%	80%
Documentary	73%	83%
Reality TV	72%	81%
Science-fiction/Fantasy	72%	81%
Action/Adventure	70%	79%
Comedy	69%	79%
Drama	67%	81%



LinkedIn CTV Audience: n=1,201
Sole decision makers: n=709
Q: Whether you recall seeing them or not, how open were you to seeing ads about the following?
Q: More specifically, what genre(s) of content did you watch?

To identify when business decision makers are most open to B2B ads...

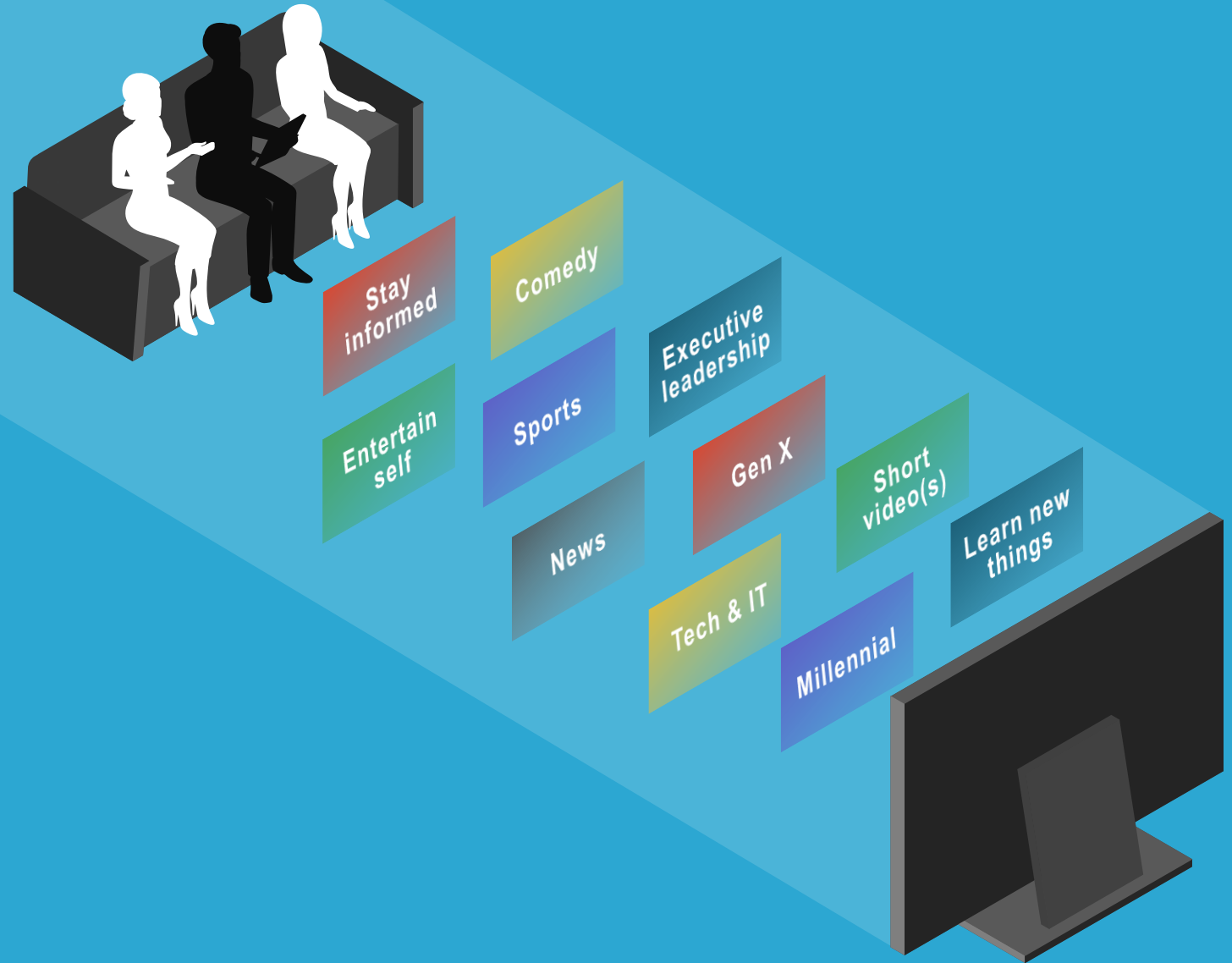
We modeled the predictors of ad receptivity

Key Outcome Metric

Receptivity to B2B Ads

Measured Predictors

- Decision making role
- Job role
- Industry
- Content type
- Content genre
- Motivator for watching
- Generation



Younger decision makers and execs are particularly open to B2B ads

Top predictors of receptivity, modeled

Controlling for everything else, Millennials are 80% more likely to be open to B2B ads

What is
their role?

Executives
+41%

Millennials
+80%

Gen X
+54%

Who are
most open?

LinkedIn CTV Audience; n=1,201

Q: Whether you recall seeing them or not, how open were you to seeing ads about the following?

Q: What is/are your current role(s) at your business/company?

Q: How old are you?

All modeled values are statistically significant at $\geq 90\%$ confidence

Engage receptive audiences by leveraging genre, content type, and viewing motives

Top predictors of receptivity, modeled

Controlling for everything else, when decision makers are watching sports, they are 46% more likely to be receptive to B2B ads on CTV

Why are they watching?

To Stay Informed
+29%



What **type of video** are they watching?

Short Videos
+45%



What **genre** are they watching?

Sports
+46%



LinkedIn CTV Audience: n=1,201

Q: Whether you recall seeing them or not, how open were you to seeing ads about the following?

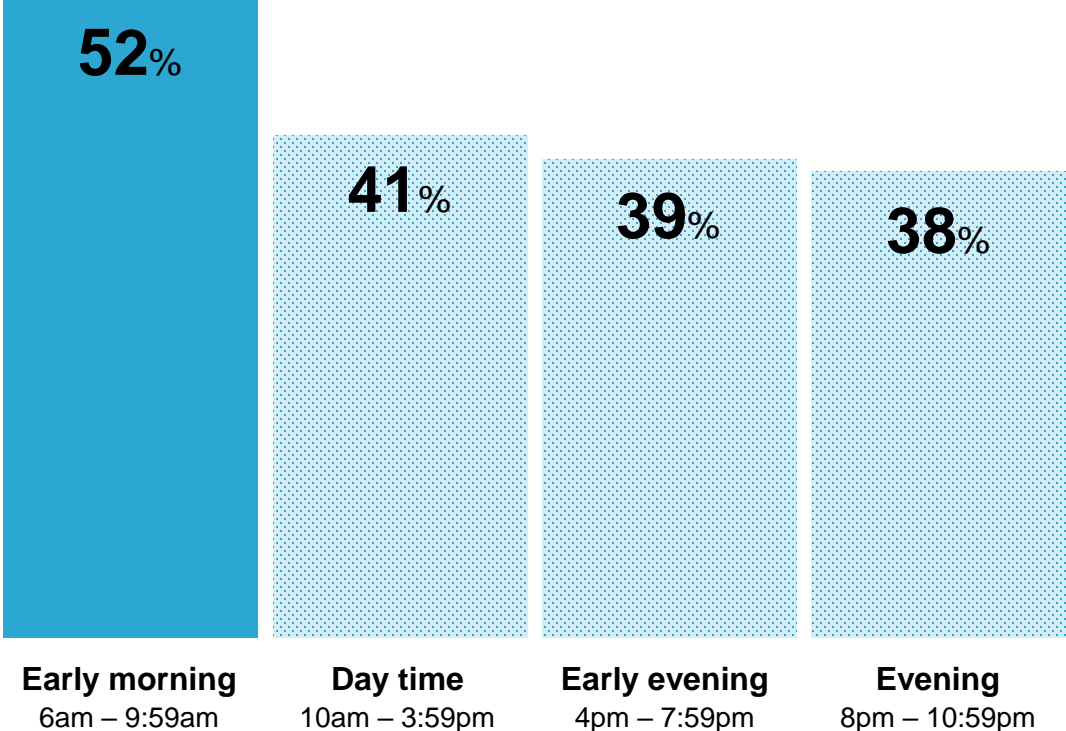
Q: Why did you watch what you did?

Q: What type of content did you watch?

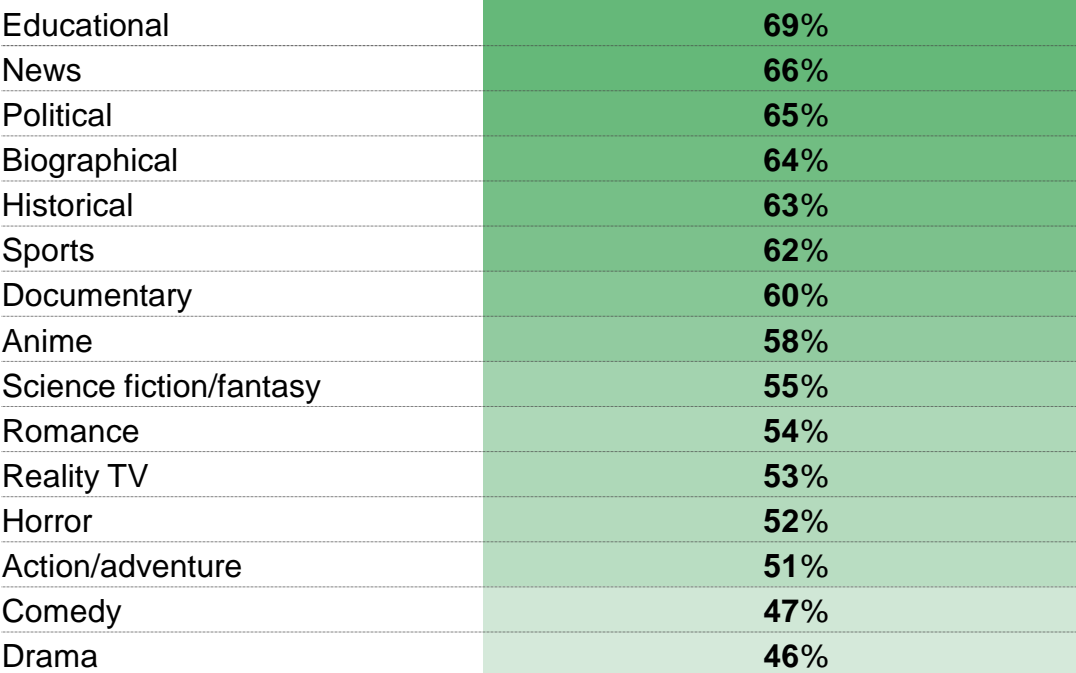
All modeled values are statistically significant at $\geq 90\%$ confidence

Viewers seeking information can be reached in early morning and during leaned-in content

Time of day by people watching to stay informed
% selected



Content genre by people watching to stay informed
% selected



LinkedIn CTV Audience: n=1,201
 Q: Why did you watch what you did?
 Q: What time did you start watching CTV?
 Q: More specifically, what genre(s) of content did you watch?

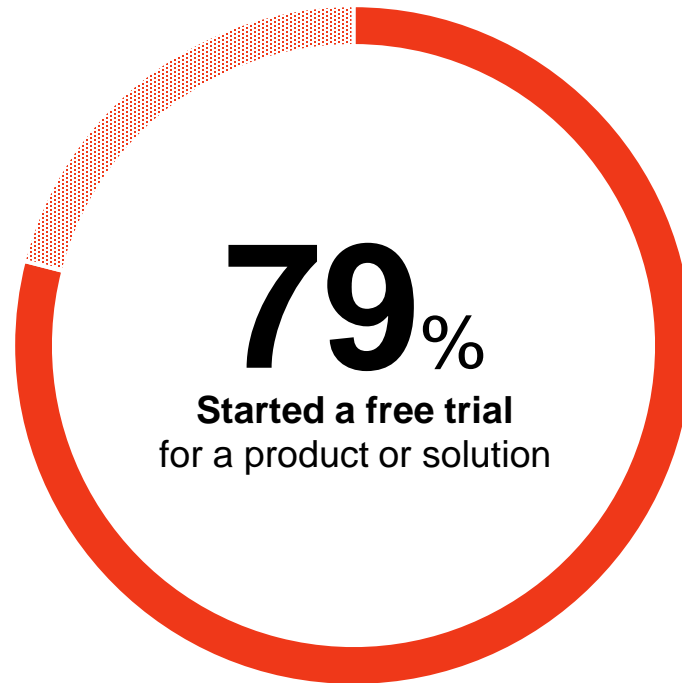


Accelerating the deal cycle

Commanding swift next steps

CTV ads trigger a range of next steps for B2B brands

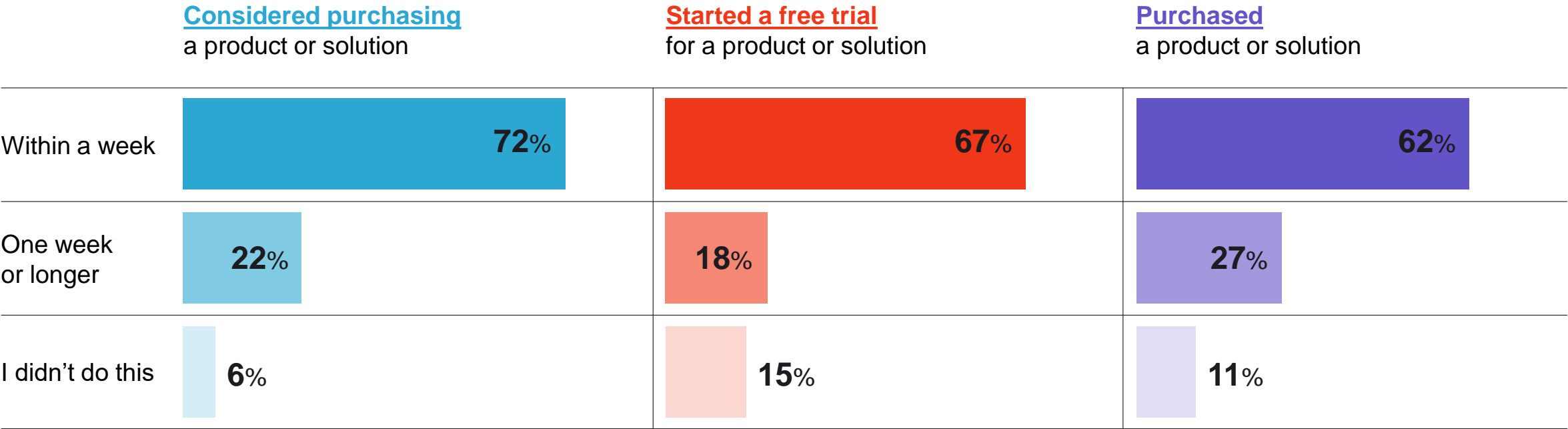
Action(s) taken after exposure to a CTV B2B ad
% selected very frequently, somewhat frequently, or occasionally



Enable ways for B2B decision makers to act quickly

Over 2/3rd considered purchasing a product within a week from ad exposure

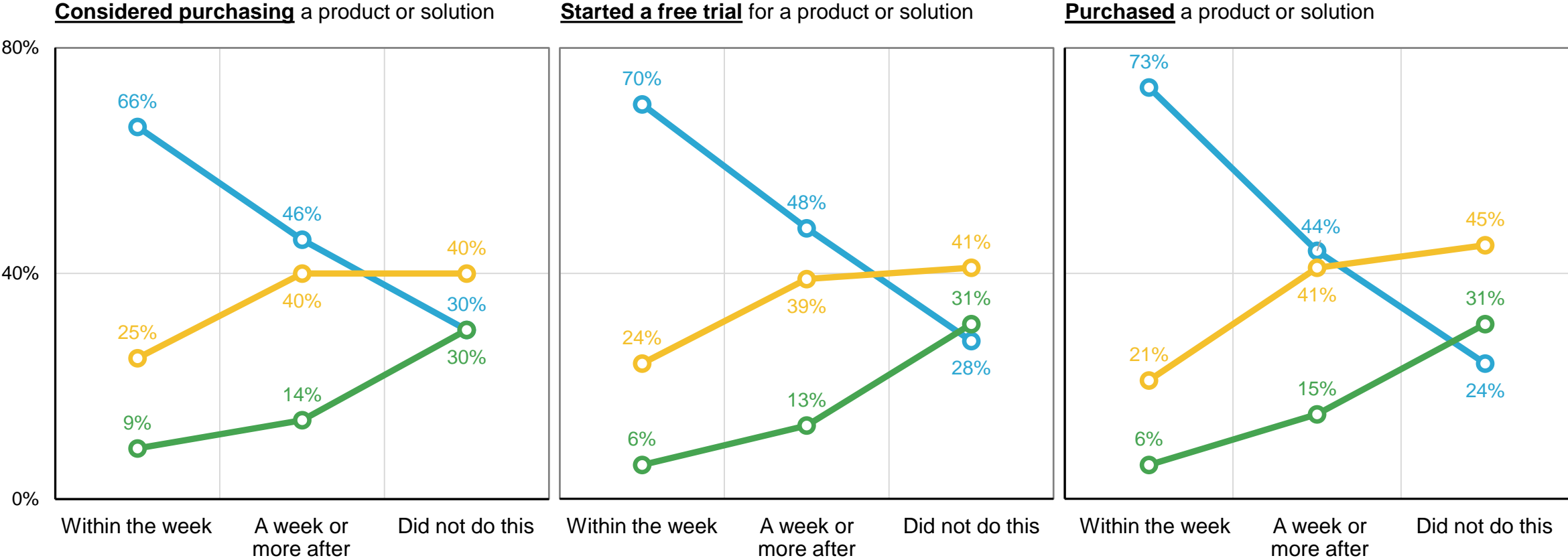
How quickly CTV viewers took steps after seeing a B2B ad
% selected



Higher value audience = quicker action down the funnel

How quickly CTV viewers took steps after seeing a B2B ad - % selected within the week

—○ **Sole** business decision makers
 —○ **Share** in the business decision
 —○ **Influence**, but don't make business decisions



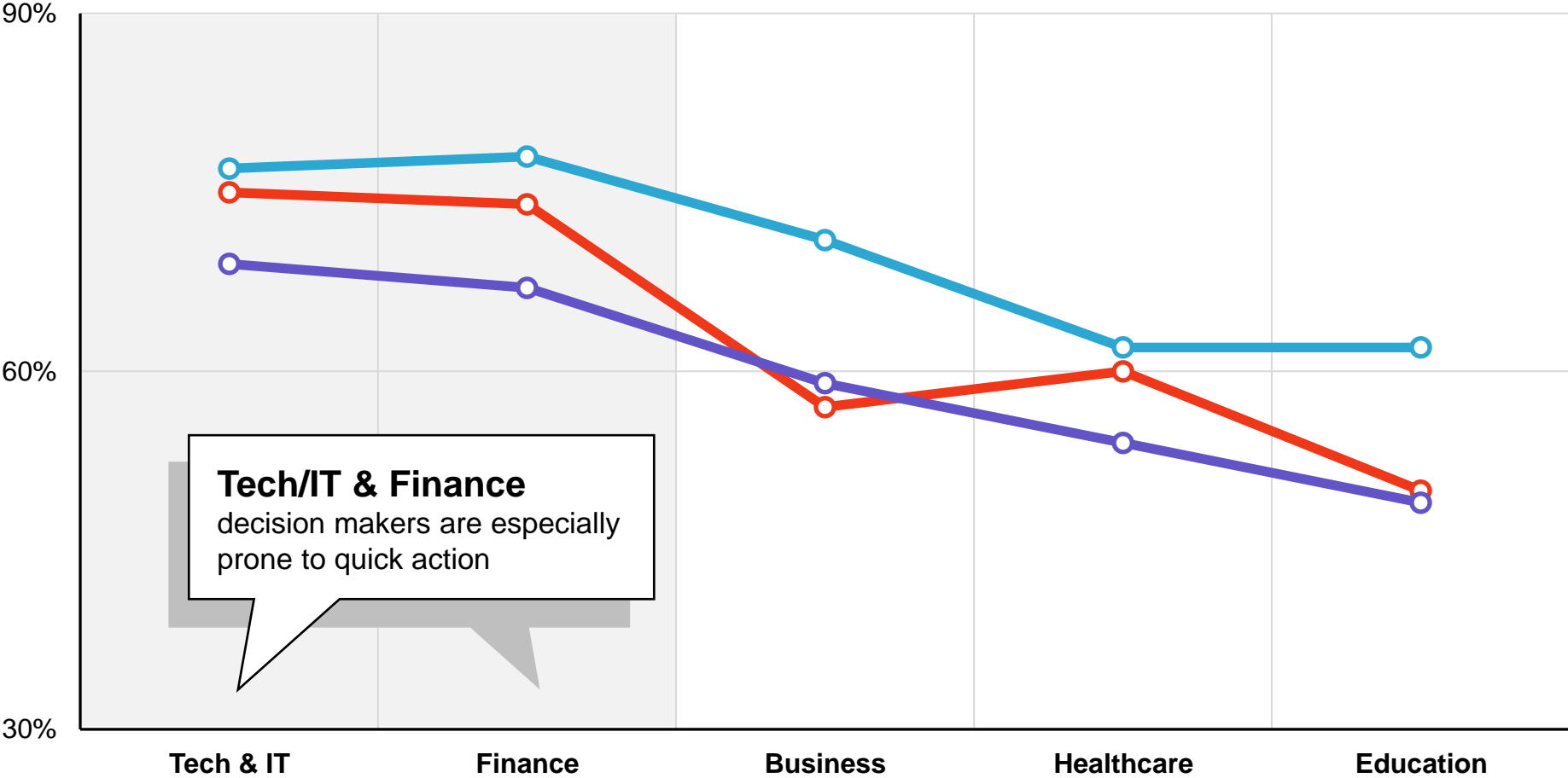
CTV ads command swift action across verticals

However, Tech/IT and Finance decision makers are especially prone to quick action

How quickly CTV viewers took steps after seeing a B2B ad

% selected within the week

- **Consideration**
Considered purchasing a product or solution
- **Start Trial**
Started a free trial for a product or solution
- **Purchase**
Purchased a product or solution



Tech/IT & Finance
decision makers are especially prone to quick action

LinkedIn CTV Audience: n=1,201
 Q: Which industry(ies) do you currently work in?
 Q: Thinking about the last time you saw an ad related to your work or business on [CTV] how quickly did you take these steps?



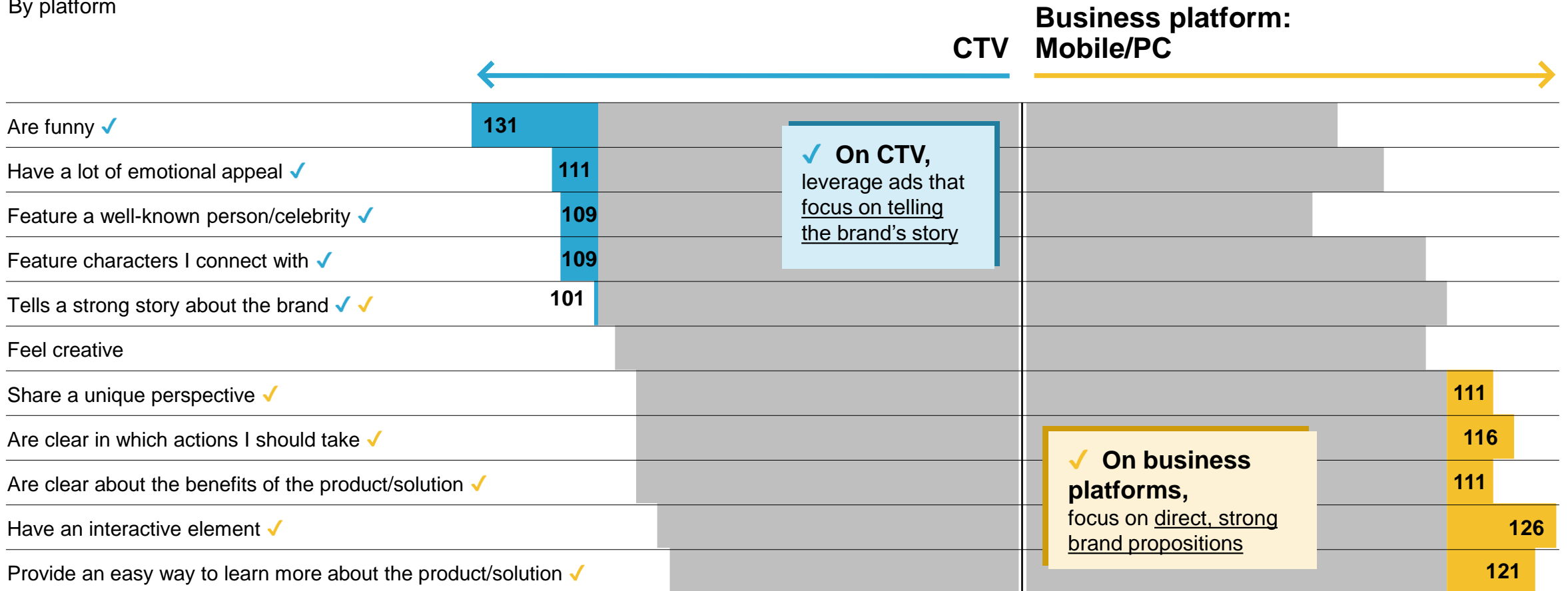
Creating galvanizing B2B messaging

Optimizing for the biggest screen in the home

Preferences should inform messaging by platform

Prioritize ads that highlight the human side of the brand when on CTV, where viewers expect to be entertained

B2B ad preferences, indexed to avg. within platform (100)
By platform



In fact, ads that highlight the human side made for the most memorable B2B ad experiences on CTV

What stood out about viewers' most memorable B2B ad on CTV

Open ended responses

Humor

- “It was funny and made me happy”
- “Funny and exciting”
- “The humor made it memorable”
- “There was a degree of humor I could relate to”
- “The creativity and how funny it was and relatable it was for me to watch”

Relevance

- “Relevant content, clear messaging, captivating visuals, innovative approach made the ad memorable...”
- “I saw an ad about [product] and it was relevant to my work”
- “I saw an ad while streaming about [brand] and their products which is very relevant to me”

Storytelling

- “The storyline, very unique and interesting”
- “The most attractive ad I remember seeing was one that presented a very interesting story from a first-person...”
- “Creativity catches my attention, surprise me with innovative visuals and clever storytelling”

Consider interactive CTV ads to enable next steps

Receptivity to B2B ad formats on CTV
% very or somewhat open



Ads with a QR code



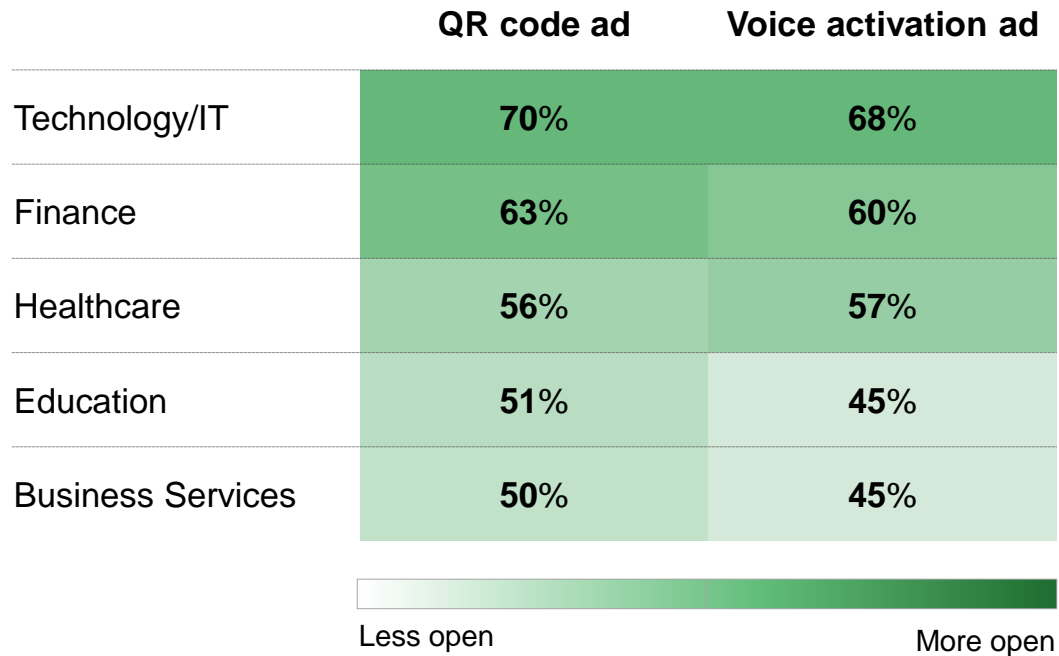
Ads with voice activation



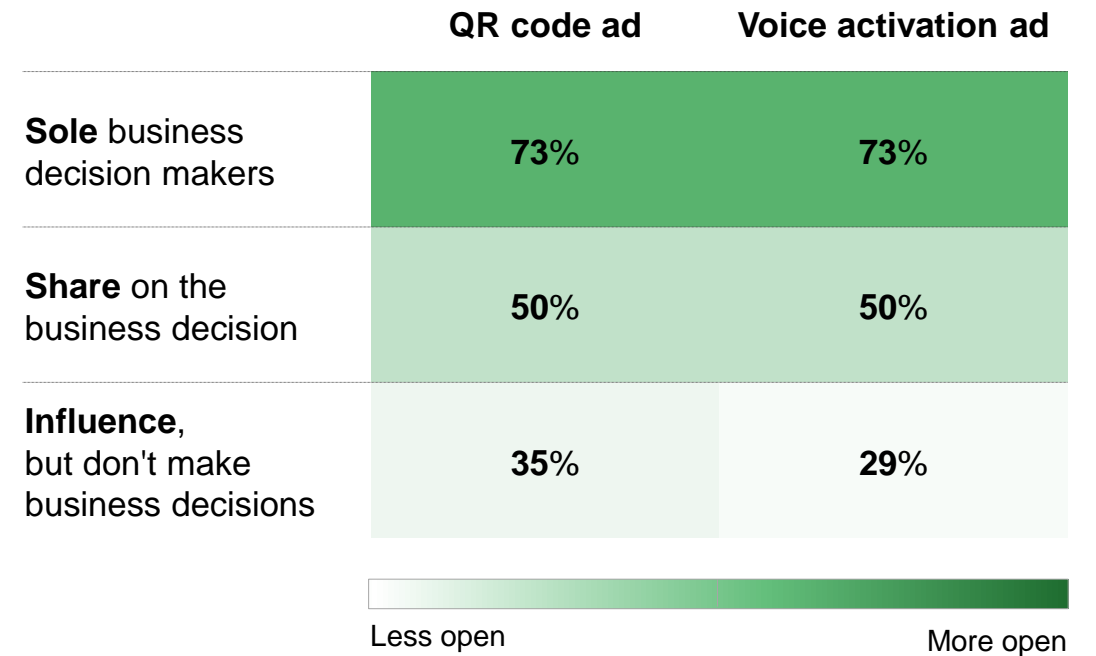
For Tech/IT and finance verticals, consider incorporating interactive formats

Receptivity to B2B ads by format on CTV
% very or somewhat open

Industry



Decision Making Status



LinkedIn CTV Audience: n=1,201

Q: Please select the statement that best describes you.

Q: Which industry(ies) do you currently work in?

Q: Again, thinking about ads related to your work or business, how open would you be to the following formats while watching streaming TV?



Conclusion

Suggested tips from quantitative research

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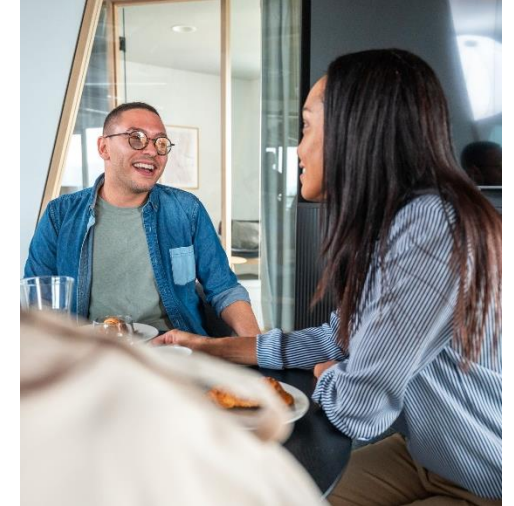
Implications

01

Leverage CTV as an additional touchpoint to reach decision-makers, tapping into their preference for CTV, over Linear TV

02

Consider focusing on Millennials who are more likely to be the final decision maker watching CTV



03

Allocate impressions to those watching sports, news, or other informative content, especially in the early morning for the most receptive audience

04

Consider new, interactive formats because receptivity excels among interactive B2B ads

Thank you

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