



The Retailer's Ultimate Guide to CTV Performance Measurement.

As a retail marketer, you know that consumers spend big money both online and in-store. And while it's great they're buying in both places, it can be challenging to track the total effectiveness of your marketing campaigns. Luckily, measurement technology gets better every year, and not only is it now possible to tie ad performance back to traditional digital channels, you can also do it with the most effective ad channel around: Connected TV (CTV).

Retailers can both tie results back to CTV and use it as a fully scalable performance channel. Just like paid search and social, CTV goes beyond awareness — it drives real performance like conversions, website traffic, sales and overall revenue. And the best part? Retail marketers can measure the impact of their CTV campaigns not just on online sales, but also on IRL store purchases.

But unlocking the full potential of CTV for retailers hinges on a key factor: effective reporting and attribution. This guide is designed to equip marketers with the knowledge they need to effectively measure CTV ad performance, identify a comprehensive CTV advertising partner, and transform this channel into a powerful performance driver for their retail business.

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CTV Digital Performance Metrics.

When it comes to driving business to their ecommerce portals, retailers need to know just how many performance metrics are available to them when advertising on Connected TV. Each metric provides valuable insight into their customer's journey — from initial visit to final purchase.

Here are some of the key performance metrics that every retailer should apply to their CTV campaigns, and what they're good for:

Efficiency-Based Metrics



Return on Ad Spend (ROAS)



Cost per Acquisition (CPA)



Cost per Visit (CPV)



Conversion Rate



Visit Rate

Outcome-Based Metrics



Revenue



Visits



Conversions



Note: These metrics and the ability to optimize toward them aren't available on every CTV ad solution — **but they are on MNTN Performance TV.** With MNTN, retailers can optimize their CTV campaigns for performance goals like **ROAS, CPA, CPV, and Cost per Completed View.**



Real Brands, Real Measurement.

At MNTN, we see the power of CTV measurement drive success for a [number of retail brands](#). One such brand, Tuckernuck, needed to set themselves apart from the competition during a particularly crowded

advertising period: the holidays. MNTN was the perfect partner for the apparel brand's goal of producing (and measuring) real performance — increasing metrics like ROAS and conversion rate, and decreasing CPV. Performance TV enabled Tuckernuck to do just this by running multiple concurrent Connected TV campaigns with video advertisements. And the results speak for themselves:



304%

Increase in
Conversion Rate YoY

56%

Increase in ROAS
From Q3 to Q4

25%

Decrease in CPV
From Q3 to Q4



Being in the fashion and retail industry, Tuckernuck has aggressive goals around revenue and return on ad spend. We love seeing the performance MNTN has helped us to drive — being able to directly tie these strong results to our CTV campaigns is very impactful for us.

Jessica Levy

Senior Director, Paid Search, El Toro Interactive, Tuckernuck

[See More](#)



TUCKERNUCK



“Real World” Performance.

We know that the online world isn't the only space retail marketers like you live in — brick and mortar also needs to be accounted for. In fact, research from eMarketer reveals 83% of total retail sales are projected to be made up of in-store sales in 2024, adding up to an estimated \$6.3 trillion.

Luckily, CTV measurement technology is able to account for real-world purchases in addition to digital ones. For example, with MNTN's offline attribution you can measure the impact of your TV commercials on IRL sales with precision. Here are just some of the insights it unlocks for retailers.



Attribute Real-World Transactions

Measure the impact of Connected TV commercials on real-world conversions, such as purchases made in your stores, in-store sign-ups, and more.



View Detailed Reporting

Benefit from precise measurement with detailed information down to each transaction's OrderID — including exact revenue values.



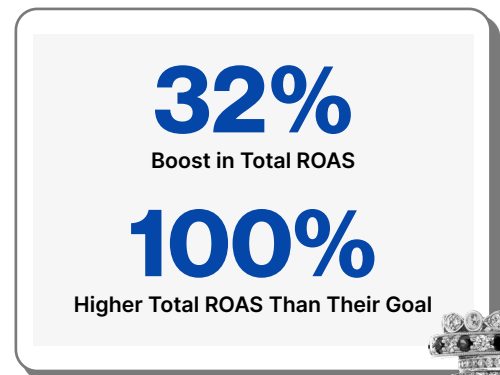
Measure TV's Total Impact

Measure the conversions you generate online and offline together to gain a holistic view of your MNTN campaign performance.

Offline Attribution in Action.

One MNTN advertiser in the jewelry space saw their CTV campaigns produce 32% higher ROAS when factoring in in-store purchases. And after making some savvy adjustments to their strategies, they're now beating their ROAS goals by 100%.

[More Insights Here](#)



Optimizing Your Attribution on CTV.

Retail marketing requires accurate and reliable performance metrics. And just as not all CTV ad solutions don't offer comprehensive performance marketing, neither are all attribution models built the same. To ensure accurate measurement and optimization of your campaigns, your attribution model should be built for performance and account for the cross-device experience inherent to the customer journey.

Here are some key components of an attribution model tailor-made for performance on TV. If you're familiar with attribution for paid search and social, these will look quite familiar.

01 Registers a Completed View of a Non-Skippable Ad:

A user watches your full, non-skippable CTV commercial that is served on premium streaming networks.

02 Measures via a Defined Sales Window:

The customer visits your site within a sales window defined by you — you know your sales cycle best, after all.

03 Uses Household Confirmation:

You get confirmation that the household that watched your TV commercial is the same household visiting your website.

04 Credits for Site Visit:

If the visit meets the above criteria, your CTV campaign will be credited for the site visit.





Enter Verified Visits™

MNTN's attribution model does all of the above, giving you the full story on the performance of your Connected TV campaigns. Here are a few of the other benefits of our reporting suite:

Fully Integrated With Google Analytics

MNTN is fully integrated into Google Analytics, which means you can accurately track performance alongside your other marketing channels.

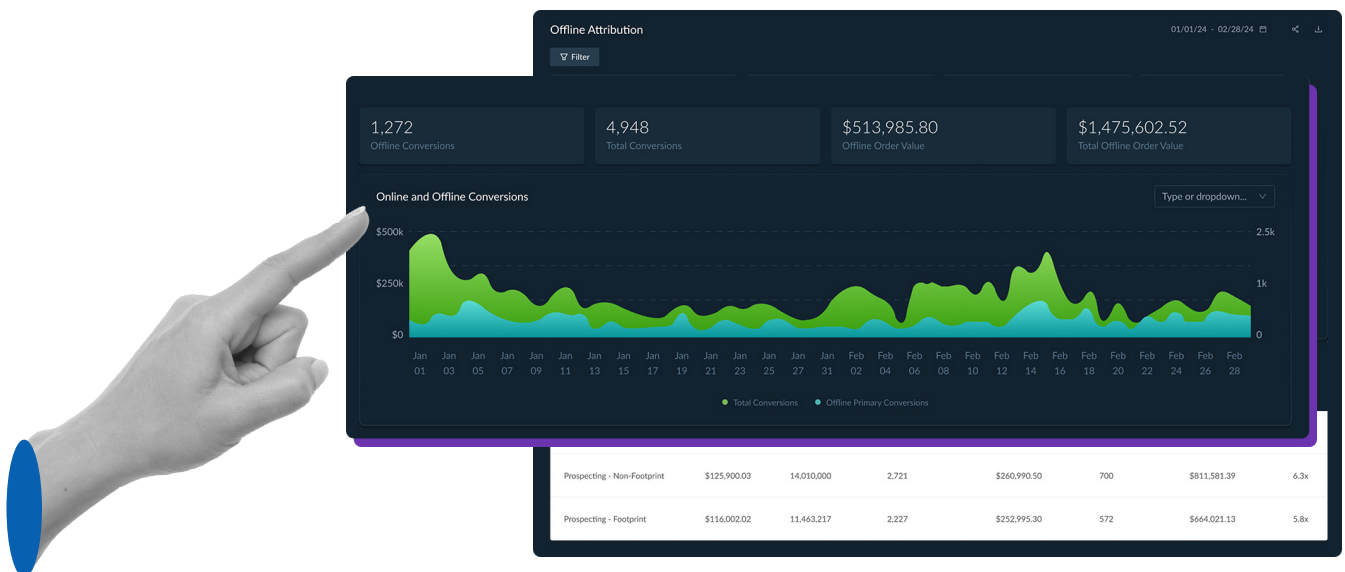
Analyze CTV's Impact in Rockerbox

Measure results in real time, with a fully customizable reporting dashboard, alongside your other marketing channels in Google Analytics or Rockerbox, or both.

Easily Import Data Into Business Intelligence Platforms

Have an existing data workflow? Our reporting API allows for seamless reporting in your preferred data visualization software.

[Learn More](#)



Unlock CTV Measurement Success with MNTN.

As retailers navigate this new dual shopping landscape, having the right advertising partner is crucial. MNTN Performance TV gives you the power to track and optimize for key metrics and measure the impact of your campaigns on both online and in-store purchases — giving you a complete picture of your campaign's effectiveness.

[Learn More](#)

