



# CTV Campaign Checklist

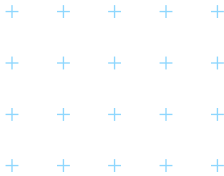
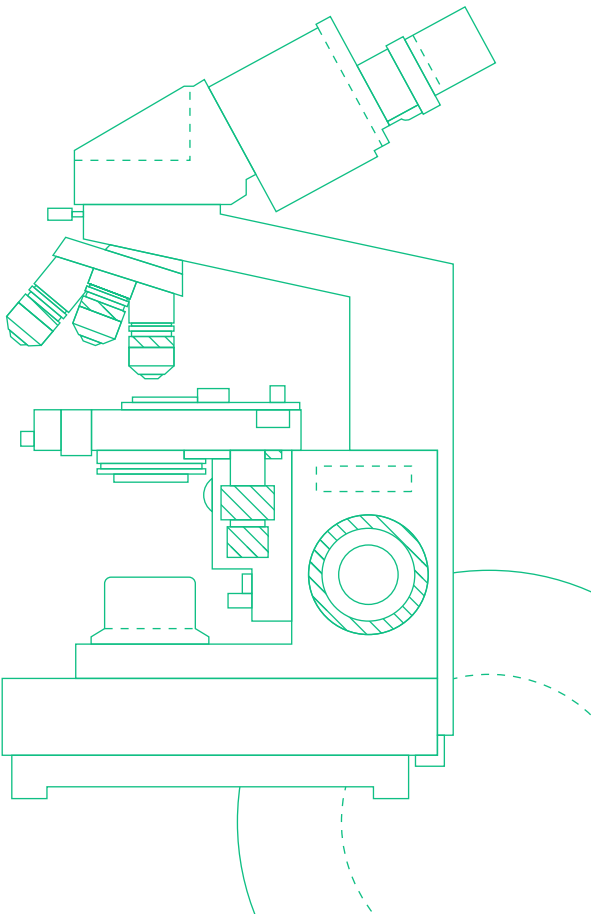


## Agile. Data-driven. Strategic.

Able to maintain an impressive level of patience while waiting to get the results of an impeccably planned A/B test. Performance marketers are truly some of the smartest people around.

But advertising campaigns can get complex, fast. We're talking new audiences, shifting budgets, countless channels, and multiple creative assets.

That's where this checklist comes in. At a high level, it'll keep you on track with all of your CTV advertising campaigns. More conversions and ROI await.



# Phase 1

## Building the Strategy



Set your campaign goals



Define your target audience



Determine your budget



Select your streaming apps



Choose campaign dates



Draft a campaign brief

# Phase 2

## Designing the Creative



Develop your creative concept



Write your ad script



Produce your ad



Optimize your ad

# Phase 3

## Launching the Campaign



Double check tracking pixels



Confirm audience parameters



Confirm budget



Confirm streaming apps



Set up your ad campaign



Monitor your ad performance



Adjust your campaign

# Phase 4

## Measuring Performance



Analyze campaign metrics



Evaluate your ROI



Refine your strategy



Report on 30/60/90-day metrics