



QUICK HIT GUIDE

Your Guide to High-Performing B2B CTV Ads That Don't Suck.

Quick: what's your favorite ad? Bet whatever just came to mind had nothing to do with B2B. That's because B2B ads are often stuffy, technical, and—to be honest— kinda boring. But it doesn't have to be this way.

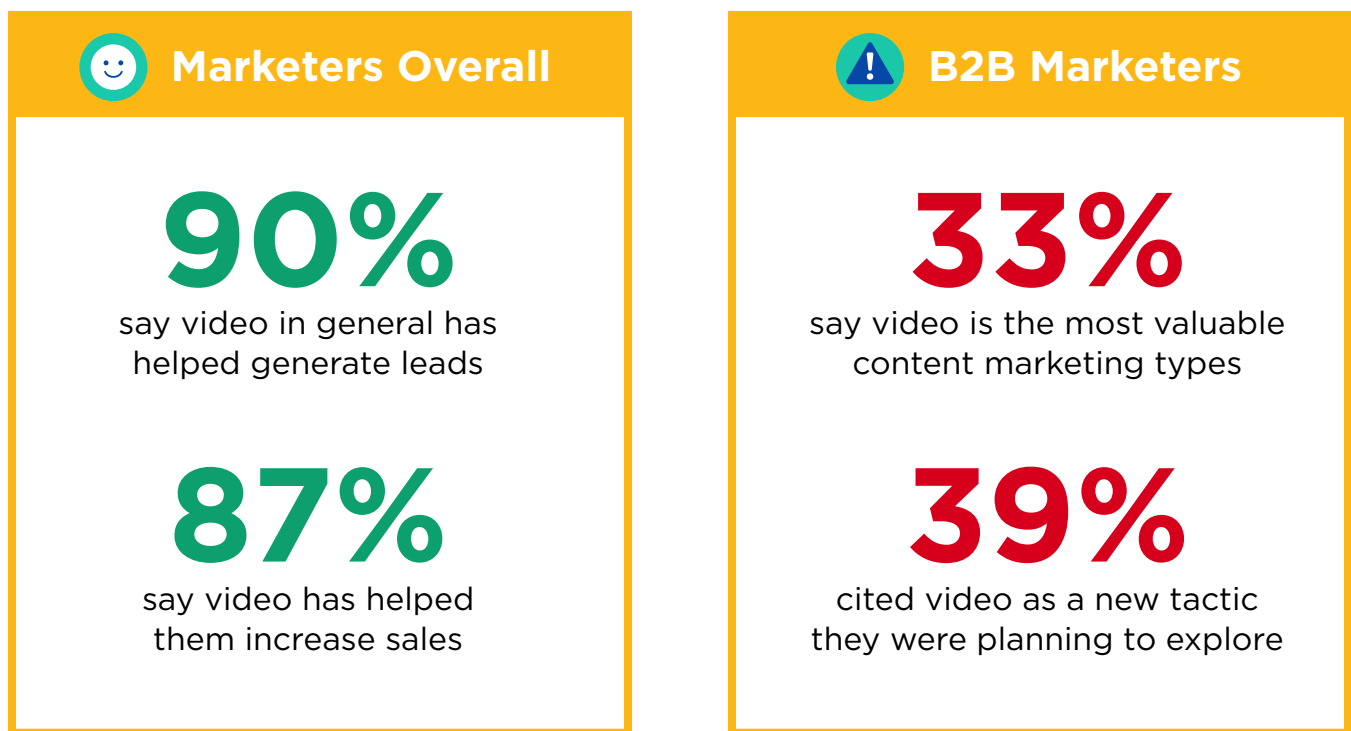
More and more, B2B brands are taking advantage of the sight, sound, and motion on the Connected TV screen—and breaking that bland creative mold in the process. And these ads are becoming the backbone of their performance marketing strategies.

We're big believers in engaging and effective B2B ads. So big, in fact, that we wrote a whole guide on the subject. Let's dive in.

B2B Video Is an Untapped Opportunity

Video has an important role to play in marketers' playbooks. **The good news:** most marketers say adding video to the mix has been good for their overall strategy. **The bad news:** A lot of B2B marketers still don't see the importance of such a powerful medium.

On second thought, scratch that. That may be bad news for those marketers. As in, your competition. For you, though? Nail your CTV and video ad strategy, and you're suddenly miles ahead of your competition.



Sources: Video Marketing Statistics 2023, Wyzowl; New Marketing Tactics and Channels...in the United States in 2022, Statista

Break Up With Boring Video

So yeah, B2B video ads can be a snoozefest. Nobody wants to sit through another dry product demo. But who said demos had to be dry? (No one. No one, except maybe that imaginary exec living rent-free in your head. Evict that guy.)

It's not that B2C marketers have it more figured out—B2B just has a bigger challenge to wrestle with. You need to deliver clear information, often about a non-physical product or service. Remember, though, that all audiences are human beings first. Your B2B audience responds to storytelling, authenticity, and ads with emotion because they're the same people who are watching the Super Bowl for the commercials. They just also need to think about their jobs sometimes. That means that these two goals—being informative and being creative—don't need to be mutually exclusive, either.

A SPICY CASE STUDY

At MNTN, we use performance channels to advertise our own business, including paid search and social. However, we also ~~eat our own dog food~~ drink our own champagne. Connected TV makes up an important part of our performance strategy.

A B2B demo doesn't need to be boring — just ask Ryan Reynolds and his pal Steve-O. In this MNTN ad, Ryan challenged Steve-O to eat the world's spiciest pepper: the Carolina Reaper. Steve-O battled the heat and outlined how he used MNTN's platform to advertise his hot sauce. The result? The audience was educated and entertained.



[Watch the Full Video](#)

What Are the Current Challenges?

While marketers see video as a powerful tool, that's not to say it doesn't come with its own challenges. Two of the biggest, marketers told us in a recent survey, are **(a)** having enough video creative and **(b)** managing it.



On a Difficulty Scale of 1 to 10...

6.72

Creating enough TV assets to keep creative messaging fresh, avoid ad fatigue, and maintain strong campaign performance

6.5

Managing creative asset deployment and ensuring the right message reaches the right audience

*Average of responses

Source: MNTN + Ad Age 30 Survey

A QUICK NOTE ON QUICKFRAME BY MNTN

QuickFrame is a non-agency option for B2B brands looking to make a foray into video advertising. QuickFrame's creator marketplace makes it easy to get videos that convert, even on a limited budget.

- **How it works:** Tap into the QuickFrame marketplace to pair your brand with a creator team featuring expertise in B2B ads.
- **What you get:** Cost-effective video creative that captures the message and voice of your brand, without the agency premiums.
- **Added value:** This approach produces enough video to A/B test or refresh your campaigns.



Creative Tips from Expert B2B Video Creators

You know those QuickFrame creative experts we mentioned above? Well, they have some basic tips for anyone looking to craft high-impact B2B video creative. Let's start with the basics.

- **Craft a story:** Recognize your audience's pain points, casting them as the main character and your product or service as the tool to help them overcome.
- **Stir emotion:** B2B buyers' main concerns are utility, need, and perceived value; focus on these instead of B2C tactics like fear or pleasure.
- **Limit the buzzwords:** Learn the terms your customers use and find ways to discuss them in easy, digestible language.

Now let's go more in-depth.

Explore Different Video Types

Stand out from the competition and get creative with your approach.

Here are some recommended formats:

 Explainers	 Testimonials	 Product Demos
<p>What they are: Digestible videos that creatively explain information about your brand or product</p> <p>Why they work: These are particularly suited for B2B brands with intangible products, like services or apps, so viewers can see exactly how they work</p>	<p>What they are: Let your customers sell for you by sharing their (positive, obviously) experience with your product or service</p> <p>Why they work: Customer stories validate your brand because you're showing the authentic confidence others have in your product or service</p>	<p>What they are: Show off exactly what you're selling by presenting it in action</p> <p>Why they work: Engaging B2B product demos can accelerate competitive differentiation if you're willing to take risks (and make them fun)</p>

Managing Video Creative

Now that you have enough engaging video creative, how will you manage it all?

If you're deploying it on Connected TV, you can easily manage creative and accurately measure results. The right platform will make it easy to set up multiple campaigns, gauge performance, and swap the creative within them—creating a performance feedback loop.

- Transparent real-time reporting allows advertisers to see what creative is working.
- When you know what's working, you can make adjustments to what you have, like updating a CTA title card or voiceover.
- You can always swap in new creative variations or activate new campaigns as necessary, too.

You can also put your creative to the (A/B) test, pitting one ad variation against the other to see which performs best. The results can help steer your creative direction and can even be applied to other video ad channels such as paid social. (Trust us, we have a hard time closing our TikTok app, too.)

Maximizing Video Performance With CTV

Connected TV's performance capabilities make the TV screen a lucrative place for B2B brands. It comes complete with all the digital tactics you're using now to generate success. Tactics like:

- Prospecting third-party audiences to expand reach
- Retargeting existing site traffic to bring users down the funnel
- CRM targeting to support and supplement [ABM strategies](#)

+27%

More Site Traffic

It's a good idea to target the full funnel. Launching prospecting and retargeting together drives more site traffic over the first 90 days than launching prospecting alone.

Source: MNTN first-party data

Let's Get Started

Ready to overhaul your B2B creative and put it to work generating strong results?

Get Started

