

# YOUR ULTIMATE / GETTING STARTED CHECKLIST FOR CTV ADVERTISING



Effective CTV advertising involves selecting the right partner to ensure your brand's success in the dynamic digital landscape. As you navigate through potential CTV partners, it's crucial to ask the right questions and evaluate their capabilities thoroughly. The following questions are designed to guide you through the key considerations when assessing a CTV advertising partner.

## TARGETING

- ✓ What are your targeting capabilities?
- ✓ Do you provide layered targeting?
- ✓ Do you use quality data sources?
- ✓ Do you provide any exclusive or proprietary insight?

## REPORTING AND ANALYTICS

- ✓ What is your reporting frequency?
- ✓ What metrics do you provide and at what level of granularity do you provide them?

## INVENTORY QUALITY

- ✓ How diverse and what is the and quality of the inventory you use?
- ✓ How open are you about your inventory performance?

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[Contact us](#) to take the next step toward making your future CTV campaigns a success.