

Scale CTV Revenue with Turnkey Programs for Agencies from Strategus



Connected television (CTV) has become a vital component of every agency's media mix. However, due to its complexity and the numerous elements involved, CTV often necessitates additional resources for effective strategy and execution. Running and measuring CTV ad campaigns for brands across various industries requires either additional internal resources or outsourced assistance.

KEY REQUIREMENTS FOR AGENCIES RUNNING IN-HOUSE CTV



Platform and Tool Access

Agencies must have access to all necessary platforms and tools to manage CTV campaigns efficiently.



Training and Strategy

Agencies need tailored training and strategic planning to effectively sell CTV services based on their specific clientele.



Campaign Execution Resources

Adequate resources are essential for the smooth execution of campaigns.



Reporting and Insights Framework

Agencies must have a robust framework for reporting and insights to demonstrate campaign performance to clients.

Agency Solutions from Strategus

With Strategus, delivering flawless CTV campaigns has never been easier. Agencies can rely on our experts to execute comprehensive full-funnel campaigns, ensuring results that are visible and impactful for their clients.

Strategus provides the expertise and support needed to manage all aspects of CTV campaigns, allowing agencies to focus on their core strengths while ensuring optimal campaign performance and client satisfaction.

Agency Services Include:

- CTV and Digital Campaign Strategy and Development
- New Business Pitches Incorporating CTV
- Sales Training and Activation of CTV Products
- Media Execution and Optimization
- Measurement and Analytics



BENEFITS OF CTV FOR AGENCIES WITH STRATEGUS



Sales Team Integration

Our team can extend any agency's sales team by offering CTV training and support. We have the ability to conduct monthly or quarterly educational sessions to equip the sales team with the necessary tools to successfully sell CTV in the marketplace.



Outsourced Solution

Some agencies lack the bandwidth to develop, build, and execute all their clients' ad campaigns. Strategus fully manages ad campaigns from strategy to execution and reporting, allowing agencies to focus on client relationships and business growth.



Overflow/Strategic Campaigns

Not all agencies need a fully integrated partner for the whole year, but sometimes, they will have a client with a specialized campaign need on a platform their team doesn't have access to. Other agencies simply need some seasonal overflow support when their campaign management bandwidth gets low. Either way, Strategus can help by taking on those complex or overflow campaigns.

Success Stories

AGENCY 1

Building a CTV Foundation

An agency partnered with Strategus to help establish the CTV arm of their business. Our team established a series of educational training sessions both in-person and via Zoom to create the foundation of CTV knowledge for the entire agency.

Over several months, these sessions evolved into more strategic training. The agency now boasts a fully operational CTV offering with a team capable of selling it effectively.

AGENCY 2

Long-Term Growth Partnership

An agency has relied on Strategus for their CTV needs for nearly five years. Despite working with multiple vendors, Strategus remains their go-to partner for CTV.

The size and number of their campaigns have significantly grown, from a \$110k budget in their first campaign to \$1.3 million in their most recent one.

AGENCY 3

Specialized Campaigns

An agency partnered with Strategus for their Amazon Prime Video campaigns. While satisfied with their long-term CTV vendor, that vendor lacked access to the Amazon platform.

Strategus was able to step in and provide specialized coverage for this strategic Amazon campaign.