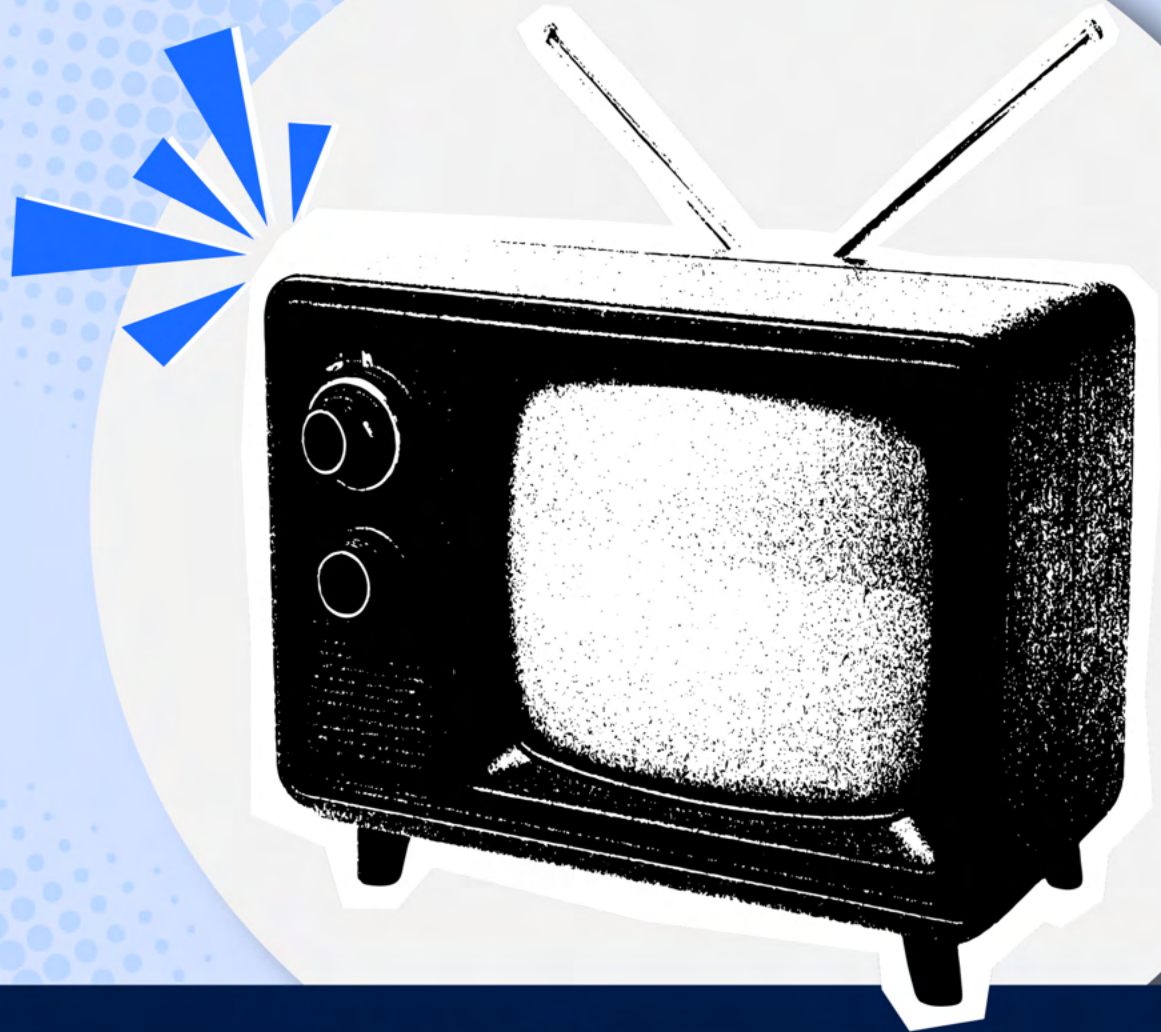


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The Ultimate Channel Guide: Connected TV for Multi-Channel ABM Success

Connected TV: Your Account Priming Engine

Today's B2B buying committees are larger, more distributed, and harder to influence than ever before. While marketers have become increasingly sophisticated at tracking digital engagement, many of the stakeholders shaping purchase decisions remain largely invisible. Senior leaders and other key decision-makers often consume information without generating measurable signals, creating a visibility gap that traditional demand generation programs struggle to overcome.

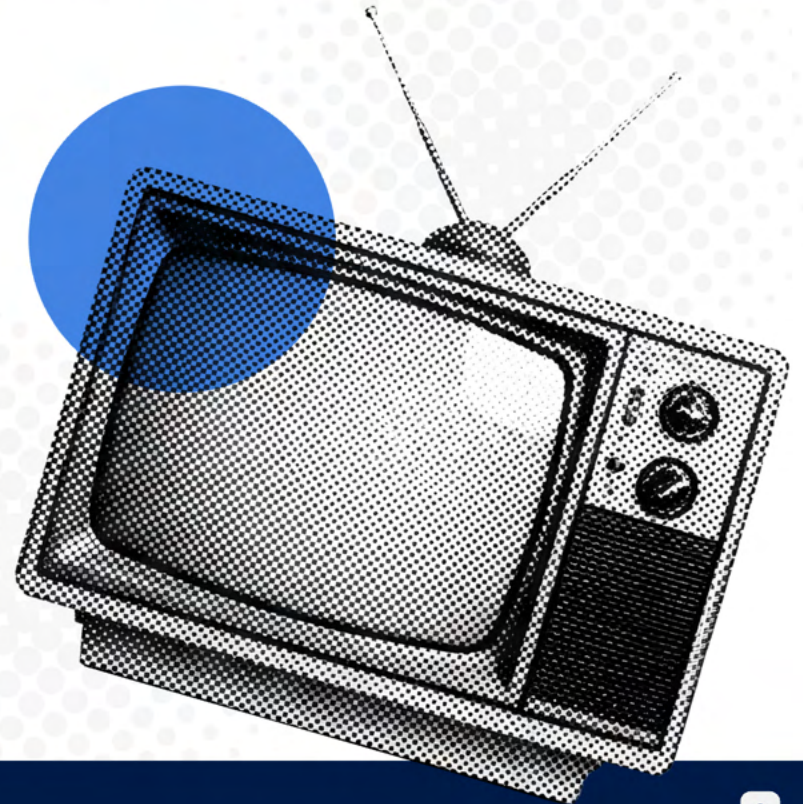
Connected TV (CTV) helps bridge that gap.

CTV—which includes Smart TVs, streaming devices, and gaming consoles that deliver internet-based video content—enables marketers to reach decision-makers in premium, distraction-light environments where attention is higher and storytelling has greater impact.

But within an account-based marketing (ABM) strategy, CTV's role extends far beyond awareness. It gives marketers a way to influence buying committees through immersive video experiences that build familiarity, credibility, and trust before direct engagement ever occurs.

Connected TV delivers three critical capabilities few other channels can match:

- High-impact storytelling that creates emotional resonance through sight, sound, and motion
- Precision account targeting that reaches specific households and business audiences through advanced audience and device graph technology
- Buying committee influence that builds recognition and trust among stakeholders throughout the decision-making process



What makes CTV uniquely valuable in ABM is its ability to combine the scale of broadcast media with the precision of digital targeting. Rather than relying solely on engagement signals from active researchers, marketers can proactively shape perception across target accounts long before prospects enter a sales conversation.

When activated effectively, CTV becomes an account priming engine. It creates familiarity before outreach begins, reinforces credibility throughout active buying cycles, and strengthens brand recall among decision-makers evaluating competing vendors. Rather than waiting for stakeholders to engage directly, CTV helps establish awareness and trust early—creating a stronger foundation for future interactions and increasing the effectiveness of downstream marketing and sales efforts.

In a buying environment where key stakeholders often form opinions before ever identifying themselves, CTV ensures your brand is present during those critical moments of consideration. By building recognition and credibility across target accounts, it helps transform visibility into influence and strengthens the impact of your broader ABM strategy.

According to Forrester research, 84% of B2B purchases stall mid-process.



Why Connected TV Deserves a Permanent Place in Your ABM Strategy

Connected TV solves a fundamental challenge in B2B marketing: influencing high-value stakeholders who are difficult to reach through traditional digital channels. While many ABM tactics rely on clicks, form fills, and other measurable interactions, some of the most influential decision-makers consume content anonymously and engage with brands long before they ever identify themselves. Here's why CTV is indispensable:

High-Attention Reach Across Target Accounts

Most digital advertising competes for attention in crowded environments. Buyers are surrounded by emails, social feeds, websites, notifications, and countless other distractions that make it difficult for messaging to break through.

CTV reaches audiences in a fundamentally different context. Streaming content is typically consumed on larger screens, in premium viewing environments, and during moments when viewers are intentionally focused on the content they have chosen to watch. This creates an opportunity to deliver brand messages with greater visibility and attention than many traditional digital formats.

For ABM marketers, this means extending reach across target accounts—including stakeholders who may never engage directly with marketing campaigns—while ensuring messaging appears in environments designed for sustained viewing rather than rapid scrolling.

Emotional Storytelling and Brand Perception

Complex B2B purchases are rarely driven by logic alone. Trust, confidence, and brand perception play a significant role in how buying groups evaluate vendors and make decisions.

CTV combines sight, sound, and motion to communicate ideas that are difficult to convey through static formats alone. Video storytelling allows marketers to showcase customer outcomes, demonstrate expertise, communicate differentiation, and reinforce market leadership in a way that feels more engaging and memorable. This becomes particularly valuable in ABM, where multiple stakeholders must develop confidence in a potential vendor over time. By shaping perception early and reinforcing key messages consistently, CTV helps establish the credibility needed to remain under consideration throughout lengthy buying cycles.

Account-Based Targeting with Scalable Coverage

Modern CTV platforms combine account-based targeting, device graph technology, firmographic data, and audience segmentation to reach high-value accounts with remarkable precision.

This allows marketers to:

- Deliver messaging to specific target accounts and buying groups
- Extend reach beyond known contacts to additional stakeholders involved in decision-making
- Scale campaigns across large account lists without sacrificing targeting accuracy
- Measure account-level exposure and campaign performance

Unlike traditional television advertising, CTV provides the ability to align broad video reach with ABM targeting strategies, helping marketers maximize coverage across buying groups while maintaining relevance.

Full-Funnel Influence

As buyers move between channels, devices, and research activities, CTV helps maintain visibility and influence across the entire account, supporting every stage of the buyer journey:

- **Top:** Building awareness and establishing brand presence within target accounts
- **Middle:** Strengthening credibility and differentiation through compelling storytelling
- **Bottom:** Reinforcing brand recall and confidence during vendor evaluation and decision-making



HubSpot's 2026 State of Marketing Report found that short-form video, long-form video, and live-streaming video are the top three ROI-driving content formats for marketers, highlighting the growing importance of video in modern marketing strategies.

Connected TV's Biggest Challenges

CTV is a powerful channel, but it's not without challenges. Here are the most common pain points and practical tactics for overcoming them.

Expensive CPMs

CTV typically carries higher cost-per-thousand-impression (CPM) rates than many digital channels, creating a higher barrier to entry for both media investment and creative production. The key isn't maximizing reach—it's maximizing relevance by focusing investment on the accounts most likely to influence pipeline and revenue outcomes.

Tracking and Attribution

Unlike click-based channels, CTV doesn't generate a steady stream of direct-response signals. While this can make attribution more complex, it doesn't make CTV unmeasurable. Success requires looking beyond immediate conversions and understanding how CTV influences account engagement, brand recall, and progression through the buying journey.

Sales Readiness and Slow Handoff

CTV can create awareness and influence buying committees, but its impact is diminished when exposure data remains disconnected from sales workflows. Without alignment between marketing and sales systems, valuable engagement signals can be overlooked and follow-up opportunities delayed.

Throughout this guide, we'll explore practical ways to address these challenges through account-based targeting, multi-touch measurement, CRM integration, and coordinated multi-channel execution.

Choosing Your Connected TV Execution Model

There are three primary execution models for implementing CTV, each with distinct advantages and ideal use cases.

Programmatic Network-Based Execution

This approach uses demand-side platforms (DSPs) like StackAdapt, The Trade Desk, or MNTN to activate CTV campaigns across a broad network of streaming inventory.

The advantage is scale and flexibility. You can reach large audiences across multiple streaming platforms and adjust targeting in real time based on performance.

- **Best For:** Organizations that want broad reach and control over targeting and bidding strategies.
- **Example Implementation:** Using a DSP to deliver CTV ads to target accounts across premium streaming inventory, then optimizing audience segments, creative, and spend allocation based on account-level engagement and campaign performance data.

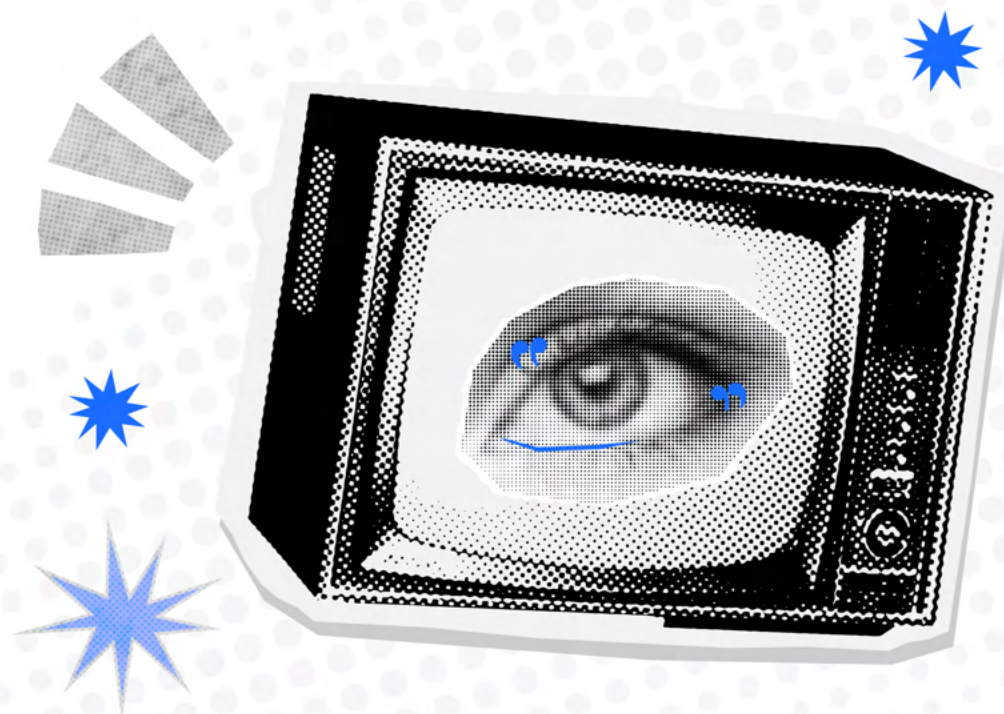
Publisher Sponsorships

This model focuses on securing placements within specific business-focused shows or niche streaming apps where your target audience is already engaged.

Instead of relying primarily on data targeting, publisher sponsorships emphasize contextual relevance. Your brand appears

alongside content that matters to your audience, reinforcing credibility while increasing visibility.

- **Best For:** Industry-focused campaigns where the credibility of the content environment is as important as reaching the right audience.
- **Example Implementation:** Sponsoring advertising inventory within a business news streaming channel, industry-specific video network, or executive-focused content platform frequently consumed by stakeholders at your target accounts.



Platform-Based Execution

In this model, CTV is activated through ABM platforms that integrate account identification, targeting, and campaign activation into a single system.

Because the targeting data, activation layer, and reporting live within the same ecosystem, teams can quickly identify engaged accounts and scale campaigns without heavy technical integration work. This approach also makes it easier to sync CTV exposure data with customer relationship management (CRM) and sales systems for follow-up.

- **Best For:** Organizations that want a streamlined path to CTV execution with built-in account intelligence and sales integration.
- **Example Implementation:** Using an ABM platform to identify high-priority accounts showing intent signals, then automatically activating CTV campaigns that deliver tailored messaging to those accounts while syncing exposure data directly to CRM and sales workflows.

In practice, the most mature ABM programs rarely rely on a single execution model. Many combine approaches to balance scale, precision, and contextual relevance, such as using programmatic networks to achieve broad account coverage while layering in publisher sponsorships to strengthen credibility among key audiences.

The right mix depends on your objectives, target accounts, budget, and existing technology ecosystem.

Building Your Connected TV Strategy: A Tactical Framework

Effective CTV for ABM starts with a clear strategy—not just execution. The most effective programs follow four steps: define your objective, identify your audience, select the right formats, and deliver sequenced messaging aligned to the buyer journey.

1. Define Your Objective: What Are You Trying to Move?

In ABM, success isn't about impressions or video completion rates—it's about influencing account progression. Your objective should align to a specific stage of the buying journey and be measurable.

Common CTV-driven objectives include:

- **Awareness Building:** Reach new accounts that match your ICP based on industry, company size, geography, or key pain points. CTV excels at building brand familiarity and recognition among high-value stakeholders through immersive video experiences delivered in premium viewing environments.



- **Demand Creation:** Engage high-intent or in-market accounts showing interest in relevant topics, competitors, or your category. By combining account-based targeting with compelling storytelling, CTV helps position your brand as a credible solution before buyers actively engage with sales.
- **Competitive Takeout:** Target accounts actively researching competitors or evaluating alternative solutions. CTV enables you to reinforce differentiation, communicate unique value, and shape perception across buying committees while vendors are being compared.
- **Demand Capture and Conversion:** Retarget engaged accounts—website visitors, content consumers, event attendees, or nurture participants—to reinforce key messages and maintain visibility as they move toward a purchasing decision.
- **Pipeline Acceleration:** Influence accounts already in your CRM pipeline to move faster toward decision. CTV helps reinforce credibility, strengthen recall, and maintain visibility with executive stakeholders who may not be directly engaged in day-to-day sales conversations.
- **Re-Engagement:** Reconnect with stalled opportunities or accounts not engaging with nurture programs. CTV provides a high-impact touchpoint that can reintroduce your brand and renew interest when other channels lose effectiveness.
- **Customer Retention:** Reach existing customers showing interest in competitors or signals that they may be evaluating alternative solutions. CTV reinforces customer confidence by highlighting business outcomes, success stories, and the value they already receive from your platform.
- **Customer Expansion:** Target customer accounts researching adjacent solutions, new capabilities, or emerging business challenges. CTV can introduce premium features, complementary products, or additional use cases that support cross-sell and upsell initiatives.

Clear objectives ensure your CTV campaigns are aligned to real business outcomes and not just media delivery metrics.

26% of B2B marketers say Connected TV is the channel receiving the greatest investment to drive pipeline conversion.



2. Define Your Audience: From ICP to In-Market Accounts

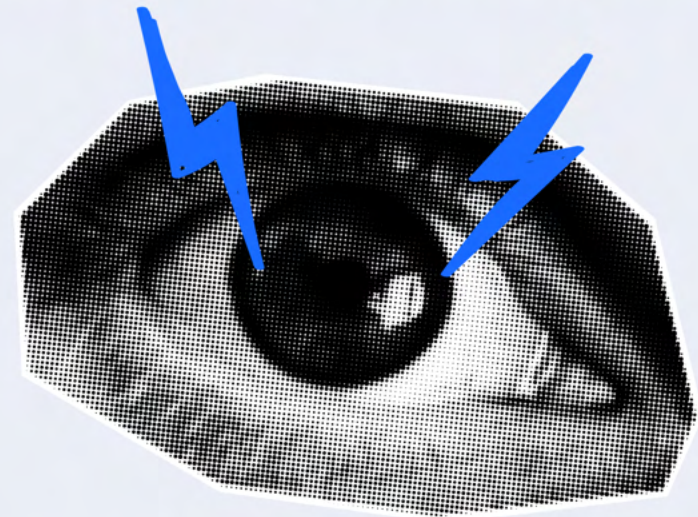
Once your objective is clear, define the audience that will help you achieve it. In ABM, this means focusing on accounts, not individuals, and using data to prioritize where to invest.

Key inputs include:

- **Target Account Lists (TAL):** Prioritized accounts aligned with sales based on fit, opportunity size, and strategic importance.
- **Intent Data:** First- and third-party signals identifying accounts actively researching relevant topics, competitors, or solution categories. This helps distinguish accounts that match your ICP from accounts that are actively in-market.
- **CRM and MAP Data:** Engagement signals such as pipeline stage, website activity, and nurture participation. These signals help identify accounts that are ready for awareness, acceleration, or re-engagement campaigns.
- **Technographic Data:** Information about the technologies your target accounts currently use, helping identify competitive displacement and expansion opportunities.
- **Device Graph Data:** Household and workplace device mapping that allows marketers to extend reach beyond known contacts and engage additional stakeholders across buying committees.

This enables more precise segmentation, such as:

- High-fit ICP accounts for awareness building
- In-market accounts showing intent signals for demand creation
- Competitor-engaged accounts for competitive takeout campaigns
- Engaged or retargetable accounts for conversion
- Pipeline accounts for acceleration
- Stalled or inactive accounts for re-engagement
- Customers showing competitive interest for retention
- Customers showing expansion signals for upsell



Layer in job functions and buying group roles to tailor messaging by stakeholder priorities. Executive leaders often respond to strategic outcomes and business impact, while technical evaluators focus on implementation, integration, and operational value. CTV creative should align messaging to the concerns most relevant to each audience segment.

3. Select the Right Formats: Matching Channel to Objective

With your audience defined, choose the CTV format that best aligns with your objective and the level of engagement you want to create.

Format	Objective
15-Second CTV Ads	Best for awareness building and broad account coverage. These shorter ads are ideal for introducing your brand, establishing category presence, and generating recall among target accounts without requiring a significant time commitment from viewers.
30-Second CTV Ads	Best for demand creation and executive engagement. The additional time allows you to connect business challenges to your value proposition, communicate differentiation, and deliver a more memorable brand story.
Customer Story and Testimonial Ads	Best for consideration-stage and pipeline acceleration campaigns. Featuring customer outcomes, success stories, and proof points helps build credibility with buying committees evaluating potential vendors.
Industry-Specific Creative	Best for Tier 1 account engagement and highly targeted ABM programs. Tailoring messaging to specific industries, business challenges, or audience segments increases relevance and demonstrates a deeper understanding of the viewer's needs.
Sequential CTV Campaigns	Best for full-funnel nurture and long buying cycles. Rather than showing the same message repeatedly, sequential campaigns introduce awareness messaging first, followed by proof points, customer outcomes, and differentiation as accounts progress through the buyer journey.

The key is alignment: use format intentionally based on what you're trying to achieve—not just what's available.



Wyzowl reports that 51% of viewers believe the ideal video length is between 30 and 60 seconds—closely matching the format most commonly used in Connected TV advertising.

4. Deliver Sequenced Messaging: Aligning to the Buying Journey

Once your audience and formats are in place, effective CTV comes down to sequencing the right story at the right stage of the buyer journey. Because CTV excels at building familiarity, trust, and recall, messaging should evolve as accounts move from initial awareness through active evaluation.

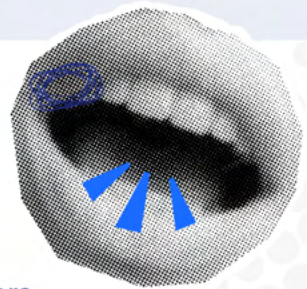
Awareness	• Focus on vision, category leadership, and market challenges • Introduce the problem your solution addresses • Use emotionally engaging storytelling and strong visual branding • Avoid product-heavy messaging or immediate sales pitches • Include soft CTAs such as "Learn More" or "Visit [vanity URL]"
Consideration	• Connect specific business challenges to your value proposition • Highlight customer outcomes and measurable business impact • Use social proof elements such as customer stories, testimonials, or industry recognition • Introduce solution capabilities without overwhelming viewers with technical detail • Include CTAs such as "See How It Works" or "Explore the Solution"
Decision	• Emphasize differentiation, business outcomes, and competitive advantages • Feature customer success stories, case studies, and proof points • Address common objections around implementation, risk, or ROI • Use stronger CTAs such as "Request a Demo," "Talk to an Expert," or "See the Results"
Retention	• Reinforce product value and continued success after purchase • Promote educational resources, training opportunities, and customer programs • Highlight underutilized features or advanced capabilities • Encourage deeper engagement with CTAs such as "Join a Training Session" or "Explore Advanced Features"
Expansion/Upsell	• Introduce complementary products, premium tiers, or expanded capabilities • Showcase outcomes achieved by customers who broadened adoption • Connect additional solutions to evolving business challenges • Use CTAs such as "Unlock More Value," "Explore Additional Solutions," or "See What's Possible"

Beyond stage-based messaging, CTV sequencing should respond to account engagement and activity across your broader ABM ecosystem:

- If an account is newly identified, prioritize awareness-focused storytelling that builds familiarity and recognition.
- If an account begins engaging with content, display advertising, or LinkedIn campaigns, introduce customer stories, proof points, and solution-focused messaging.
- If an account enters active pipeline stages, reinforce differentiation, customer outcomes, and executive-level value propositions.
- If customer engagement declines, reintroduce value-driven messaging that reinforces business impact and long-term success.

Creative should be refreshed regularly to prevent fatigue and maintain engagement. While frequency caps help manage exposure, varying creative themes and storytelling approaches ensures your message remains relevant throughout extended buying cycles.

Measurement & Optimization: Beyond Clicks and Impressions



Effective measurement of CTV requires looking at both channel-specific metrics and broader account engagement indicators.

Key Performance Indicators

The value of CTV extends beyond impressions and video completions alone. While these metrics help measure reach and audience engagement, marketers should also evaluate how CTV exposure influences account behavior, brand awareness, engagement patterns, and pipeline movement over time.

Channel-Specific Metrics

- **Impressions:** Reach and coverage across target accounts
- **Completion Rate:** Viewer attention and message consumption
- **Frequency of Exposure:** Message reinforcement across buying committees
- **View-Through Engagement:** Downstream actions following ad exposure

Account Engagement Indicators

- **Direct Traffic Lift:** Increase in direct website visits from target accounts
- **Branded Search Lift:** Increase in branded search volume among exposed accounts
- **Pipeline Progression:** Movement of exposed accounts through CRM stages
- **Opportunity Creation:** New opportunities generated from exposed accounts)

Optimization Tactics

CTV is not a set-it-and-forget-it channel. To maximize impact, you need to continuously track performance, identify trends, and refine your approach.

- **A/B Test Video Creative:** Test different messaging themes, visuals, and CTAs to see what resonates most with your audience. Even small changes—like adjusting the opening frame or tweaking the voiceover—can have a significant impact on completion rates and engagement.
- **Use Frequency Caps:** Monitor how often individual viewers are exposed to your ads and adjust frequency caps to prevent overexposure. If completion rates drop or engagement declines, it may be a sign that viewers are seeing your ad too often.
- **Refine Targeting Filters:** Analyze which accounts are engaging most with your CTV campaigns and adjust targeting to focus on similar profiles. If certain industries, company sizes, or regions are outperforming, reallocate budget toward those segments.
- **Refresh Content Regularly:** Plan to update your creative at least quarterly to keep messaging fresh and relevant. Rotate different versions of your ad to prevent fatigue and maintain engagement over time.



Amplifying Impact: Channel Pairing Strategies for Connected TV

CTV delivers the most impact when strategically paired with other ABM channels. Here's how to create powerful channel combinations:

CTV + Content Syndication

CTV and content syndication work together to combine awareness with education. While CTV builds familiarity and trust through high-impact storytelling, content syndication provides the in-depth information buyers need to evaluate solutions and move forward in their research.

Implementation Strategy: Align CTV creative and syndicated content around the same themes, challenges, and value propositions. When target accounts engage with syndicated content, reinforce those messages through CTV. Likewise, use CTV campaigns to build awareness among target accounts before and during content syndication initiatives, increasing the likelihood that buyers recognize and engage with your content when it appears.

CTV + Display Advertising

CTV delivers high-impact storytelling that builds emotional connection. Display advertising reinforces that story with repeated visibility and action-oriented messaging at the point of digital engagement.

Implementation Strategy: After target accounts are exposed to your CTV narrative, deploy display ads that reference the same themes but add urgency-based messaging and specific calls to action.

For example, a manufacturing brand used CTV and display sequencing and saw 32% more demo requests from exposed accounts. The CTV campaign introduced the brand and value proposition, while the display campaign reinforced the message and drove conversion.

CTV + Audio Advertising

Audio advertising creates intimate brand connections through voice and storytelling. CTV provides the visual reinforcement that helps translate those moments of attention into ongoing brand recognition.

Implementation Strategy: Use a unified script theme across CTV and audio channels to amplify emotional storytelling. For example, if your audio ad tells a customer success story, your CTV ad can show that story visually with the same narrative arc. This creates a cohesive experience across channels and strengthens brand recall.

CTV + LinkedIn

LinkedIn offers precise professional targeting and direct access to business decision-makers. CTV extends that reach beyond the platform, maintaining visibility with the same audiences as they consume content at home.

Implementation Strategy: Build retargeting pools based on CTV exposure and serve persona-based LinkedIn content to drive deeper funnel actions.

For example, if a CFO at a target account has been exposed to your CTV campaign, retarget them on LinkedIn with content focused on ROI, cost savings, or financial outcomes. This ensures your messaging is relevant to their role and priorities.

CTV + Owned Channels

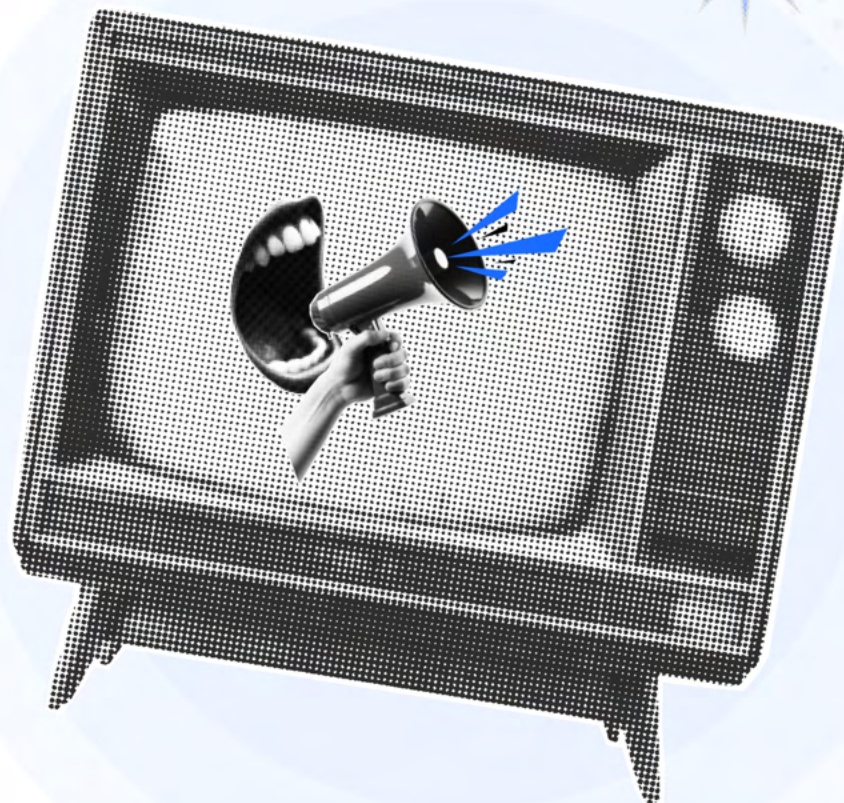
Owned media channels—like your website, blog, email newsletters, and resource center—create deeper engagement by delivering content within environments you control. CTV drives target accounts toward those owned properties.

Implementation Strategy: Use CTV to promote high-value owned content experiences, then reinforce those interactions with follow-up messaging. For example, if your CTV ad promotes a webinar, retarget attendees with additional resources or product education.

CTV + Sales Outreach

Sales outreach creates direct, personalized engagement that moves opportunities toward pipeline and revenue. CTV reinforces those conversations by surrounding target accounts with consistent messaging before, during, and after sales interactions.

Implementation Strategy: Align CTV campaigns with active sales motions. When your sales team begins outreach to a target account, run CTV ads that reinforce the same messaging and value proposition featured in emails or calls. This ensures your brand is visible across multiple touchpoints, making sales conversations feel more familiar and credible.



Schneider Electric's Multi-Channel ABM Expansion with Connected TV

Facing the challenge of engaging target accounts consistently across a complex buyer journey, Schneider Electric integrated Connected TV into its broader account-based marketing strategy alongside other digital channels.

Their strategy focused on reaching decision-makers in high-attention viewing environments while reinforcing messaging already being delivered through coordinated ABM campaigns. By incorporating CTV into its multi-channel programs, Schneider Electric expanded account coverage, increased engagement, and maintained brand visibility across key buying audiences.

The key to their success was treating CTV not as a standalone awareness tactic, but as a complementary channel that amplified the effectiveness of their broader ABM efforts. By activating CTV alongside other channels, Schneider Electric reinforced familiarity with target accounts, strengthened cross-channel engagement, and gained greater visibility into campaign performance.

This approach exemplifies how CTV supports effective ABM strategies—not by replacing other channels, but by extending messaging into premium viewing environments that build trust, recall, and engagement among target accounts.

“Madison Logic has made CTV an exciting and measurable part of our unified ABM marketing strategy. We can now seamlessly target prospects on CTV as part of our multi-channel ABM campaigns.”

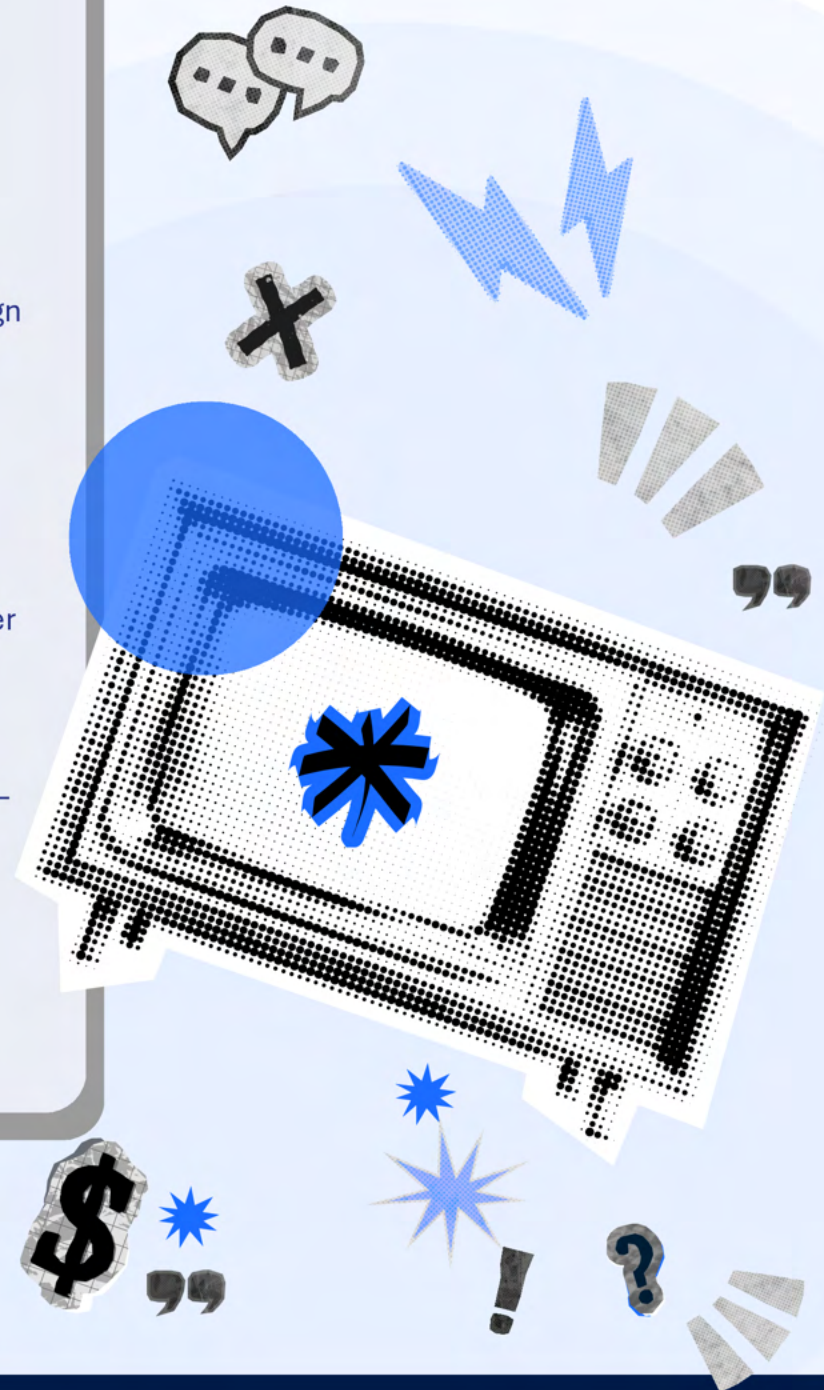
Maggie Hoag, Global Segment Marketing Lead at Schneider Electric



Putting It All Together: Your CTV Action Plan

To implement an effective CTV strategy for your ABM program:

- 1. Start with your objective:** Define what you're trying to influence—whether it's awareness, demand creation, pipeline acceleration, or customer expansion—and align success metrics accordingly.
- 2. Define your audience:** Build target segments using your ICP, intent data, and CRM/MAP signals to prioritize high-value accounts and buying groups based on engagement and stage.
- 3. Select the right formats:** Choose between programmatic network-based, publisher sponsorships, or platform-based execution based on your budget, resources, and integration needs.
- 4. Deliver sequenced messaging:** Develop creative that aligns with CTV's strengths—high-impact storytelling, executive-level reach, and emotional connection—and integrate CTV with other channels to create full-funnel continuity.
- 5. Measure and optimize:** Track account-level engagement and pipeline impact, continuously refining targeting, creative, and format mix based on performance.



Turning Connected TV into an ABM Growth Driver

In the complex world of B2B buying, where multiple stakeholders independently research before coming together for decisions, CTV provides the persistent visibility that keeps your brand in consideration throughout the entire journey. When implemented strategically—with precise account targeting, compelling storytelling, and cross-channel orchestration—CTV becomes more than an awareness channel. It becomes an account priming engine that prepares target accounts to engage more readily with the rest of your ABM program.

Use CTV to reach executive audiences in high-attention environments, then reinforce that exposure through display advertising, content syndication, LinkedIn, and sales outreach. By integrating CTV into your broader ABM strategy, you create a coordinated experience that keeps your brand top of mind throughout the buyer journey. With this approach, CTV becomes more than a media channel. It becomes a strategic layer of influence that builds trust, strengthens engagement, and amplifies the impact of every other channel in your marketing mix.

Activate Your Multi-Channel ABM Strategy with Madison Logic

Activating this kind of coordinated strategy requires the right technology and expertise. Madison Logic helps organizations execute multi-channel ABM programs by connecting data, insights, and activation across the channels that influence modern B2B buyers—from CTV and programmatic audio to content syndication, display, LinkedIn, and beyond.

With deep experience supporting complex buying journeys, Madison Logic partners with marketing and sales teams to identify high-value accounts, orchestrate coordinated engagement across channels, and drive measurable impact across the entire funnel. By combining strategic guidance with scalable activation, Madison Logic enables organizations to turn multi-channel ABM from a concept into a repeatable engine for pipeline and growth.

Ready to amplify your ABM strategy with a full funnel, multi-channel approach? Find out why today's leading marketers trust Madison Logic to reach buying groups with the right message at the right time.

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