



Essential Questions for Quality OTT Advertising

In today's fragmented media landscape, over-the-top (OTT) advertising has become a critical component of successful marketing strategies. However, not all OTT platforms are created equal. As media buyers and ad ops managers, asking the right questions upfront can save you from costly mistakes and ensure your campaigns deliver maximum impact.

This comprehensive guide provides you with the essential questions to ask OTT advertising partners, helping you evaluate their capabilities across three crucial areas: content and inventory quality, data and delivery excellence, and robust reporting and attribution. Armed with these insights, you'll be able to make informed decisions that drive real results for your clients and brands.

Content & Inventory Excellence

The foundation of any successful OTT campaign lies in the quality and transparency of inventory sources. Understanding where your ads will run and how content is classified directly impacts campaign performance and brand safety.

1 Inventory Source Transparency

Ask your OTT partner to explain all sources of inventory available on their platform. Look for partners who maintain direct relationships with publishers through insertion orders, private marketplace deals, or long-term agreements rather than relying on open exchanges.

2 Open Exchange Policies

Determine whether the platform sources inventory through open exchanges to fulfill campaigns. Quality partners typically avoid open exchanges due to fraud risks and limited premium inventory availability.

3 Premium Content Definition

Understand how the platform defines "premium content" in the OTT space. Look for partners who focus on professionally-produced, long-form programming that viewers prefer to watch on connected TV screens.

Pro Tip: Yes, this advanced guide requires significant experience. [Reach out to us and schedule your no obligation call.](#) Discover how OTT aligns with your goals. Walk away with clarity and confidence in your media and video strategy.

Audience Reach & Content Categories

Modern OTT advertising must reach audiences across the entire viewing spectrum, from traditional cable subscribers to cord-cutters embracing streaming-only lifestyles.

Comprehensive Audience Coverage

Your OTT partner should reach cord-cutters, cord-nevers, and traditional cable subscribers alike. This comprehensive approach ensures maximum reach across all viewer segments, regardless of their content consumption preferences.

Publisher Transparency

Request a representative list of publishers where your inventory can run. Transparency in publisher relationships demonstrates the platform's commitment to quality and helps you understand potential brand alignment opportunities.

Content Category Targeting

Look for platforms offering specific programming categories like news, sports, or entertainment. This contextual alignment can be as effective as audience targeting while providing brand-safe environments.



A quality OTT platform should deliver at least 80% of impressions on Connected TV devices, with options for 100% CTV delivery when needed.

Data Targeting & Fraud Prevention

The ability to leverage multiple data sources while maintaining a fraud-free environment separates premium OTT platforms from mediocre ones. Your advertising investment deserves the highest level of protection and targeting precision.

Multi-Source Data Targeting

Ensure your OTT partner can target using first-party, second-party, and third-party data. The best platforms utilize household identity graphs to onboard data in various formats, from mobile advertising IDs to postal addresses, working with premium data providers like Experian, Acxiom, and LiveRamp.

Fraud Prevention Tactics

Ask about specific fraud prevention measures. Leading platforms avoid open exchanges, maintain direct publisher relationships, and actively remove suspicious devices from their targeting universe. Look for TAG certification as a mark of industry-recognized fraud protection.

Geographic Precision


Confirm the platform offers geographic targeting across all 210 DMAs and down to zip code or congressional district levels. This granular targeting capability is essential for local and regional campaigns seeking precise audience delivery.

Creative Standards & Quality Assurance

How Creative Assets Meet Publisher Guidelines

Quality OTT platforms maintain rigorous creative standards to ensure your advertisements meet publisher specifications and deliver optimal performance. This involves dedicated quality assurance teams that review all creative assets before campaign launch, confirming proper encoding, appropriate spot lengths, and compliance with the latest publisher requirements.

The best platforms work directly with publishers to establish common standards implemented across every campaign. This proactive approach prevents technical issues that could impact delivery and ensures your creative assets perform as intended across all inventory sources.

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Dashboard Access & Reporting Frequency

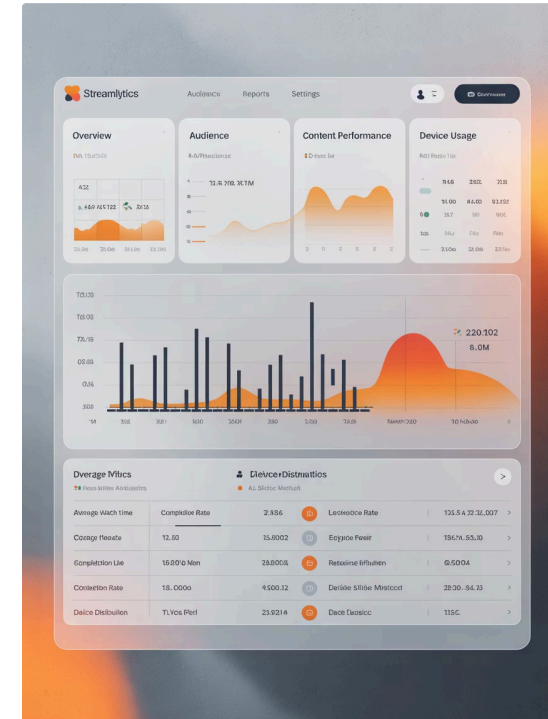
Real-time visibility into campaign performance empowers you to make data-driven optimizations and demonstrate value to your clients. The frequency and depth of reporting access directly impact your ability to manage campaigns effectively.

Client Dashboard Features

Look for platforms offering dedicated client-login dashboards that refresh daily. This self-service access eliminates dependency on account managers for basic performance data and enables proactive campaign management.

Reach & Frequency Measurement

Ensure the reporting includes comprehensive reach and frequency metrics for every campaign. These fundamental measurements help you understand audience penetration and optimize delivery pacing for maximum effectiveness.



Quality reporting should provide transparency down to the network level, showing exactly where your impressions are being delivered. This granular visibility enables better campaign optimization and more accurate performance analysis for your clients.

Performance Metrics That Matter

Understanding the specific metrics and performance standards your OTT partner delivers helps set realistic expectations and benchmark success against industry standards.

95%+

Video Completion Rate

Leading OTT platforms achieve video completion rates exceeding 95%, primarily through Connected TV delivery that ensures high engagement and minimal abandonment.

80%

CTV Delivery

Premium platforms typically deliver at least 80% of campaign impressions on Connected TV devices, with options for 100% CTV delivery when required.

210

DMA Coverage

Comprehensive geographic targeting should span all 210 designated market areas in the United States, with zip-code level precision available.

These performance benchmarks represent industry-leading standards. Platforms that consistently achieve these metrics demonstrate operational excellence and technical superiority that translates into better campaign results.

Attribution & Measurement Capabilities

Modern OTT advertising demands sophisticated attribution models that go beyond basic impressions and clicks. Understanding the measurement capabilities of your potential partners is crucial for demonstrating campaign effectiveness and ROI.

01

Website Attribution

Quality platforms offer website attribution to measure traffic from households exposed to OTT campaigns, providing direct correlation between viewing and online behavior.

03

Third-Party Integration

The best platforms integrate with preferred third-party measurement solutions, providing flexibility to use existing measurement partnerships and methodologies.

02

Brand Lift Measurement

Look for built-in brand lift capabilities that measure campaign impact on brand awareness, consideration, and purchase intent through controlled studies.

04

Incremental Reach Analysis

Advanced platforms can measure incremental reach against linear broadcast TV audiences using Automatic Content Recognition technology to identify programming overlap and unique household exposure.

Workflow Integration & Order Management

Seamless Integration

Efficient campaign management requires seamless integration with your existing workflow systems. The ability to process orders through established platforms like Strata, Prisma (MediaOcean), and ePort eliminates friction in the buying process and maintains consistency with your current operations.

Platform Compatibility

Ensure your OTT partner accepts orders through your preferred trafficking systems. This integration capability demonstrates the platform's commitment to working within established industry workflows and reduces administrative overhead for your team.

Call Letter Setup

Quality partners maintain call letters in major trafficking systems, streamlining the order submission process and ensuring accurate campaign setup from the start.

Working with platforms that support your existing systems saves time, reduces errors, and allows your team to focus on strategic campaign optimization rather than administrative tasks.

Your Path to OTT Advertising Success

Asking the right questions upfront transforms your OTT advertising partnerships from transactional relationships into strategic alliances that drive measurable business results. The comprehensive evaluation framework we've outlined helps you identify platforms that prioritize transparency, quality, and performance.



Content Quality

Partner with platforms that maintain direct publisher relationships and avoid open exchanges to ensure premium inventory and brand safety.



Advanced Targeting

Choose platforms offering multi-source data targeting with household identity graphs and comprehensive geographic precision down to zip code level.



Performance Excellence

Expect video completion rates exceeding 95%, detailed reporting with daily dashboard access, and sophisticated attribution capabilities.

Remember that the cheapest option rarely delivers the best results in OTT advertising. Focus on partners who demonstrate operational excellence, maintain industry certifications like TAG fraud protection, and provide the transparency and accountability your campaigns deserve.

Take action: Let us do the heavy lift. Discover how OTT aligns with your goals. Walk away with clarity and confidence in your media and video strategy.

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