

Dan: If I say 1-800-588-2300. Everybody knows Empire. That's a terrible commercial. Everyone still remembers that. There's lots of ways to make an impactful commercial.

Narrator: This is AdLab performance marketing dissected.

Narrator: Decoded and delivered.

Gavin: What's happening? Listeners, thanks for joining me in the AdLab. I'm your host, Gavin Flynn. And if you've got marketing questions, we've got marketing answers for today's deep dive, I'm going to be joined by Dan Terek from MNTN. He's worked in the digital marketing space for over a decade and has experience across the board from Search Social. But he really invests all of his time these days into connected television and streaming TV.

Gavin: So excited for that conversation. We're going to be jumping in here shortly, but first, we're going to be starting with this week's hot headline.

Gavin: Karly, thanks for joining for this week's Hot Headline.

Karly: Thanks for having me. Excited to be back.

Gavin: So Adobe recently put out a Q3 AI Traffic Trend report that's talking about how AI chats are driving retail acquisition. There is a few key things that I wanted to talk about. Okay. AI traffic is more engaged than ever, less bouncing from that traffic, and AI retail visits are worth more.

Gavin: Than web traffic. This is kind of the biggest news in our space right now. Having read the trend report, I was curious if you had any initial takeaways that really got you thinking or got the brain spinning. I'm curious if anything stood out to you.

Karly: What really stood out to me is just the fact that the thing that keeps coming back is the zero click searches. That's like the how consumers. It's not even like any stat that's stood out. It's just like wrapping my own brain around how to properly get in front of consumers now, because it's so it's not linear anymore.

Karly: And you really have to be smart and strategic. So it's our world is changing very drastically and we're kind of on that cutting edge like that, that early phase, like where all of this is going to start, like really dropping more and it's kind of really early and people are kind of feeling this out. So it's it's just a mind boggling topic.

Karly: Yeah. It's it's a lot.

Gavin: It's a lot to process. And I think the way that I've been processing it is taking it into my own search experiences. We were actually talking a little bit about some research that you've been doing for a product recently. Walk the listeners through even your own product research and discovery, because I think that that will speak to how the larger trends are shifting right now.

Karly: Yeah, absolutely. So like I'm looking for a milk frother right now. So I'm a big fan of Clod, Gemini, ChatGPT or even like the AI mode for Google. I use that a lot because that's just right there at the search bar at the bottom of my phone, and I'll just type in like I'm looking for and like I'll even type a whole paragraph sometimes.

Karly: Like, this is my problem with my current milk frother. It's not working and say, this is what I want in it, and then it will give me a bunch of advice. And I literally didn't even click on anything. I haven't bought the product yet. I actually am waiting for Prime Day, which is going on right now, so I'm going to make that purchase, probably today after all my research.

Gavin: Now, it's interesting because what you mentioned around the no click, funnel, what signals actually, I'm kind of leading question here. Yeah. The signals that brands need to be looking at to see that user behavior. I imagine that it's pretty apparent if you log in to any Ga4 account or any ads account, and look at trend differences between this year and last year.

Gavin: What are the signals brands should be looking for to identify if their audience is making this behavior shift?

Karly: Yeah, a lot of people are seeing the fact that overall revenue is maybe staying the same or, you know, cost is staying the same on Google, I should say. And they might be even spending a little bit more per click click through rates are going down because a lot of that traffic is being absorbed, by those AI overviews now.

Karly: So and again, because of no clicks, you know, we are seeing click through rates going down. We are seeing CPCs on the rise. So people are having a little bit of a harder time getting the same amount of traffic for the same budgets now. So that's a big indicator. You can also look at your, traffic coming in from AI.

Karly: If you go into GA4 look at the source median report and you can see things like ChatGPT and stuff. So taking a look at that and seeing if you're noticing any, you know, volume coming in from those places. So those are some great gray areas to look for along with, you know, obviously just observing the impact of the zero click landscape because it's it's a big one.

Gavin: Yeah. And I would imagine that this also is going to have an impact on even keyword related strategies with ads. But talk to me a little bit on how you're conceptualizing top funnel research keywords versus important funnel purchase intent keywords. Has that been shifting in the paid ads at a ton?

Karly: So there's this new fancy thing called AI Max. It's, a feature you can turn on within search. It's also, Google announced, pretty recently that it's also a feature coming to shopping ad soon. And basically AI has been built into Google this whole time. That's what the algorithm is. But in order to tap into those placements, those AI overviews, into these,

you know, new models and get those recommendations there, you have to be able to be discoverable for these agents.

Karly: And it's not the same optimization approach. Right. So how we're targeting within Google ads now you're still using exact and phrase and broad match, but it's layering in, you know, AI Max into the mix to get those longer tail, more complex queries. Because you can't just pick them up with exact match, but you're still leaning very heavily on exact match for those bottom funnel queries.

Karly: So when people are showing more buying intent, that's, that's really where you're kind of leaning in more to capture that. But in order to show up on those AI overviews, you got to play more top funnel with the AI Max, making sure your website is discoverable for these search model engines and whatnot. So, you have to think a little bit wider now.

Gavin: Yeah, we're the restructuring of of pay per click accounts right now is paramount, where probably if you're using this, the same campaign structure that you were in 2025, 2024, you might need to refresh some of the budget allocation on a campaign basis. But, you know, in implementing AI Max tools. Yeah, thinking about those different keyword types, we're going to monitor this because this isn't the end of these shifts.

Gavin: I think that we're at the beginning of this sea change that is going to, like you mentioned, conceptually, change how we all think about the marketing funnel. What you just gave, I think was really good context for people to digest and think about. But this isn't the end of the conversation.

Karly: No, it's a very uncomfortable topic because it's changing our world quickly, and it's also so early and narrow. So we're all still learning. But yes, you gotta you gotta start tapping into these placements because the traffic, you can't sleep on that. That's that's how people are discovering brands now.

Gavin: Yeah, it happened quick. And it's and it's underway. So yeah. Well will obviously be revisiting at a future date but yeah. Thanks for covering this hot headline.

Karly: Absolutely. Thank you for having me.

Gavin: Thank you Karly. That was great. We're going to be moving next into my conversation with Dan. We dive into a bunch during this conversation. But the primary things that I want people to be listening for, why CTV is no longer a branding play, that's going to be a key component to anything streaming television, also attribution and measurement. I think a lot of people are still thinking that streaming TV is unmeasurable.

Gavin: Dan's going to give some information about that and creative how you can optimize creative test creative with new AI tools a ton to cover. Let's hop into that conversation with him.

Gavin: Dan, welcome on the pod.

Dan: Hey, thanks for having me, Gavin. I've been looking forward to it.

Gavin: I know I've had you on the list for a while here. Must have guessed because CTV, at least currently, is such a hot button topic in the marketing world. We have a lot to get through and I have a lot of questions for you. So we're we're going to dive right into it. Okay. I know you've been with MNTN for a while now.

Gavin: But over ten years, about 12 years.

Dan: Okay. 12 years, August 4th will be my 12th year.

Gavin: Okay, okay. And director of channel strategy is kind of the role that you're overseeing. Now, to kick things off from a strategy perspective, what is the most common misconception brands have about CTV that you would want to set the record straight on right here, right now?

Dan: Yeah, yeah. I mean, there's a few, there's a few, but I think primarily the big one out there right now is everyone thinks of connected television as an awareness play, right? Because you can't click on it. And I think that we're just kind of conditioned to think performance. You click on performance, you don't. But the reality is when you look at the biggest performance organizations out there, right, meta and Google, what they do is they have AI built audiences.

Dan: They were just doing it before it was cool. That's based off huge data sets and they have AI based optimization. They were doing it before it was cool. It's based off huge data sets. Again, and that's where that performance and that growth really comes into play. You can do the same thing with connected television. That's what we're doing right now, right?

Dan: An AI based audience is, you've got CTV organizations out there right now, TV scientific, where they picked up Pinterest to be able to use those audience sets, which are still from huge data sets and, a lot of growth. Yeah. So when you combine those two things, you can get the same results. And measurement has become so easy and inexpensive.

Dan: Yeah.

Gavin: But I'm gonna I'm going to interrupt because I want to get into the measurement side because I would agree that the conversion tracking head space that brands that are heavy PPC on Google really lean in on, and they go, how are we tracking this? How how is it tracked? How it how are we tracking the success rate outside of just brand coverage?

Dan: Yeah.

Gavin: To something a little bit closer to purchases and getting, you know, shopping cart ads and.

Dan: I'm sure, I'll give you the universal answer and I'll tell you a little bit about what we do as well. So, I think universally right now there's still an IP match basically. So it's not

deterministic, it's still predictive. To a certain extent. Right. Because we're not talking about a device that would deliver two, we're talking about a household.

Dan: Multiple people saw that, within a household, and we're looking for that to see whether or not people from that IP address took an action. And that can be a purchase on your website, which it's easy to be able to track through pixels. You can track that through impression tracking to a certain extent of what households you sent to, if you're brick and mortar, you can now look at foot traffic.

Dan: There's programs out there that will help you look at, the actual point of sale systems with that, you know, these are all available to you. There's brand live studies that I'll talk to you about. What's the future purchase intent that was created by anything that's being done. So this is all up and down, the, the funnel, right?

Dan: Brand this that is kind of being at the very top of the funnel. And then you get down to the more traditional, you know, conversion tracking, which is still IP match, with MNTN, we do we include, several parameters to that. So see that you come back within a small amount of time. We recognize that IP and something you said, we recognize that IP address we served against the when we sat and we said, great.

Dan: In this instance, we have a visit. We can pass it on to most third party attribution systems, including Ga4. Right. We have rocker box integration. We have North Prem integration. Triple. Well yes. Yeah, yeah. Not with a full visit, but still triple L can do some reporting on us.

Gavin: Okay. So those are kind of the pairings. If you're looking to get really full comprehensive coverage of data, it's good pairing it with one of those third party platforms to get the full picture.

Dan: It is it's and it gives you a, it gives you a good understanding of what everything's doing, and it's no longer where it's like where 15% of your marketing budget is being spent on measurement. Right? All these organizations are making it a lot easier to do, a lot more thorough than for frankly. Yeah. And we do report on ga4 as well, as long as there's no other UTM, as long as there's, no other click that happened between the time the ad was served and the time of person came back.

Dan: Then we say, great, we'll pass that on to the third party attribution system. And you can see it's right next to Mina. Yeah. And right next to Ed, Google, tick tock, etc.. Yeah.

Gavin: So and this is, kind of a thought question. That's time relevant whenever this episode post the World Cup will still be going on. It seems like the live sports inventory is such a big winner in the space, and the eyeballs have shifted from watching sports on linear television to streaming television. It's curious to get your big picture perspective on what that shift has looked like over the last.

Gavin: Maybe five years. I know that we've talked, even off Mike, a little bit about how big of an impact 2020 had on user behavior, and how that played into their engagement with streaming TV. Yeah, talk about that in context of that live sports inventory and the value of that.

Dan: I think what live sports has always given you linear connected television, whatever that looks like. Streaming is a more engaged audience, right?

Gavin: Locked in, locked.

Dan: And then it might seem, yeah, that's what you're looking for. Ensure you're still taking breaks during whatever that may be, but maybe a little bit less likely to be playing on your phone at the same time. Yeah. All right. It's further, I think, when we talk about what live sports can do versus what's Disney+. Right. As an example, if there's two different outcomes, there's two different methodologies is a better way to put it in order to increase brands conversion, or on site conversion.

Dan: Right. One of them is what we've already spoken to. Right. Right place, right time. I methodology buying and optimization. We know who we want to serve to. That's in that's most likely to make a purchase sometime soon.

Dan: And then there's brand recall which is not this percent of the 5% of in-market right here. Brand recall is I remember that it's sticking in my head and it actually increases conversion by 59% when somebody is in the store and walking and needs to pull a brand off that shelf next to 15 competitors is on Amazon and scrolls through the Q&A and all the other generic stuff in order to get to the Nautica that you actually want, right?

Dan: Yeah. Brand recall increases conversion rates as well. All of that to say live sports when it comes to brand recall, anything that's contextually relevant to the ad, the audience and the product, is going to increase that level of brand recall. And the more relevant it is, the higher the brand recall level generally is. That's what we're finding.

Dan: So live sports can really help aid that specific aspect of growth. Yeah.

Gavin: So that's huge. I love how you broke that down with the different segments and the kind of those three nodes, thinking of brand side and thinking about how different brands position in different inventory buckets to different audiences. A common thing that I hear from brands is our too small. Yeah, we aren't ready for CTV because I think traditional and linear television there is a pretty high barrier to entry.

Gavin: Now it seems like those barrier to entries in the CTV space have started to lower. If you had a brand come to you and go, hey, I don't know if I'm ready for CTV or I think we might be a little early or a little small, what are some things that they should be looking at internally to give them the signal?

Gavin: Hey, this might be a good time to get into the CTV game. Anything that you like to look at or explore when having a conversation with maybe a smaller brand.

Dan: Yeah, yeah. And to actually to take a step back on that in 2020, I would have agreed with them right. In 2020, there's a certain amount of budget you need to be able to make sure that you're getting to the right audience. The third party audience sets that we were using that I mean, some of those organizations aren't even around anymore.

Dan: A lot of data aggregators, a lot of lookalike modeling. So you probably did need a little bit more of a budget and to be a bigger presence in order to really be successful. Yeah. And really have an increase or, incremental return on ad spending and actually television. What's changed since then is it's not just connected television, it's retail.

Dan: Media as a whole has become more of a channel and more of a resource for everybody to say, where are all these conversion points happening? The data sets that are available today are so much broader and so and I broader and more specific at the same time. Robust, I guess would be a word for it, that the targeting that you can do today is much better than it was five years ago.

Dan: Three years ago. You were talking earlier about, you know, COVID's impact on connected television that changed the narrative. It kind of made it easy for everyone to say, oh yeah, there probably are eyeballs on this and trust the channel a little bit more right. Originally yeah. And once that happened then the tech behind it continued to build and build and build and expand upon each other.

Dan: Yeah. So now, I mean, we're running \$500,000 a month for some brands, right? As far as the budgets are concerned. And they're still getting on Disney. They're speaking exactly who they need to be speaking to at that point in time. And they're increasing their conversion from it, not just from I saw this, I can see it. My gaffer, we're good.

Dan: But also from my bring recall, it's improving as well. Yeah.

Gavin: So I mean, those numbers that you throw out there I think aren't widely known amongst small brands. The idea that you can get access to good inventory at 1500 bucks and budget allocation for a month or two out, like those are numbers that I think are much more digestible than coming into a small startup brand who has opened up their Shopify store, and maybe they've been running for a year or two years and asking for a major invite.

Gavin: Like these are bite sized pieces that you can test. Yeah, you can measure. So to me at least, that's the encouraging thing for the small brands out there.

Dan: If you're if you're 25 million and and you're spending 1500, I don't know that you're going to feel the impact the lift. Right. Yeah. Exactly in the same way. But sure, if you're I mean, we work with auto body shops who work with air conditioning work and Hvac folks, you know, that are advertising successfully on connected television.

Dan: So yeah.

Gavin: Yeah. Which I think, frankly, is a big segment of our audience. You know, there's so there's so many of those examples out there which I'm happy that you gave some clarity on.

Now continuing that thought, I think creative and creative assets in the creation of the videos is also a hot button topic, or maybe barrier that brands think that they might have.

Gavin: I got I gotta pay some big creative agency to make a brand video that's going to cost me X amount. There's a lot of new tools out there that can expedite that creative asset building process. Tell me a little bit about that. What tools are out there for brands who maybe want to bolster their assets, create new assets?

Gavin: What what's available on the market?

Dan: It's the tools. And the strategies are really shifting now. Yeah. MNTN to its credit, back in 2021, they picked up Quick Frame and they picked up. That's when they picked up maximum effort as well. And these were both because we saw the biggest blocker wasn't what inventory were on for folks to be able to access connected television.

Dan: It was that video that at that point cost 50 grand, maybe 25 grand. If you got a single producer. Yeah. To be able to produce and put together a really strong commercial from you stem to stern. And the most common question I still get is what does a good commercial look like? I'm like, my man, how long you been watching television?

Dan: You know, if I say 1-800-588-2300, everybody knows Empire. That's a terrible commercial. It's a terrible commercial. Everyone still remembers that brand recall.

Gavin: Yeah.

Dan: Yeah, exactly. Yeah, exactly. So, there's lots of ways to make an impactful commercial. We bought Quick Frame. We started making it more affordable in order to be able to do that. And where that's brought MNTN in many others, and I shouldn't say many other platforms, but there's other organizations that do something similar. Is a, quick frame.

Dan: I so this is specific to us where we can take we can create an entire video from from nothing. Right. Yeah. All we need is your general direction. And there is enough information out there that we've seen some very strong, high performing videos be made from air, literally. And, and can be very specific to the brand style, brand, fonts, etc. just based on what's already on your website.

Dan: Yeah. You know, and, with no extra effort from you. Yeah. So those types of tools have not only changed access, they've changed strategy. Even if you're a big brand, you can spend your 25 grand on your, you know, well shot video.

Gavin: Oh, yeah. Professional studio production. You bring out an agency to do map all that.

Dan: Yeah, yeah, yeah. And I still encourage you.

Gavin: Still value.

Dan: There. You still know when it's I. Yeah. Right. So but you know what. It isn't. So that's important to have. But now you can take that video and you can turn it into 20 different variations.

Gavin: The iteration process. Yeah. Yeah.

Dan: You just you're tweaking the CTA on it. You know, you're looking at the background color of a truck and turning it from green to red or whatever that, you know, whatever. Well, grab more attention will make it more memorable. Is what's going to, you're able to test through that. What I've seen more of recently, which I think is really smart, is organizations will come in and say, all right, here's my budget.

Dan: I'd like to make X amount of videos for no cost.

Dan: Do five concepts on I see which one performs. Spend 25 grand later on the best performing one in order to make it as good as possible.

Gavin: Which kind of almost reverses what I think my initial inclination was that you would maybe have that video shoot and then do reiterations off of that. You're saying you create those videos, test those, and then you lean into whatever direction has been most successful with those initial test pilots.

Dan: Interesting kind of a loop now, right? Yeah. So we start with our five concepts. We see what works best. We make a professional shoot off that. Great. Now we take that professional shoot and then we make 20 variations of that and see which aspects of those work best. And that'll take us through. I mean, that'll keep we'll keep doing that throughout the year.

Dan: Interesting.

Gavin: Yeah. And to me, at least one of the main takeaways from everything you just mentioned there is connecting brand voice, brand image and having a lot of those initial reference pieces there, which allows you to reiterate it on it in a more efficient manner. It's tough to come in with a completely blank canvas, and I'm sure that you can probably attest the quality of the output for those video creatives.

Gavin: If you aren't given a lot to build upon, really suffers. So if you're coming in or brands coming in and they have a clear vision, but it's just the creation and the implementation, time to shoot in budget, it's like you can get that ball rolling so much faster than you ever could. Yeah. You know, it's it's so different these days.

Dan: Anything you can provide is going to enhance it. Right. So I mean it's a I so it's input based.

Gavin: Input based. Yeah.

Dan: If you want to bring your UGC videos from your TikTok account and put them in and see what we can do for a commercial, even better. Yeah. You know, happy to do so. I recommend following Fraser Woolard on, on LinkedIn from MNTN. He just puts together all these videos. It's like you're very narrative stories are so cool.

Dan: And what he can do with that, you know, so you don't necessarily need the UGC. He gives you great examples of what it looks like otherwise. But if you have a wonderful. Yeah. And I hope everything stay on brand to on point. And ideally help mirror what you're doing in other channels in order to kind of reinforce brand recall and make it all memorable and on theme.

Gavin: Yeah, yeah. And any trends you've seen with what brands are asking for on the creative side, that might be new or different now than it was, let's say, five years ago. Any trends that you've seen pop up?

Dan: Yeah, I mean, you can be so thematic now because it doesn't cost you anything, right? And there's no time around it. So if you have a commercial that you know is working on a product that you really want to serve and all of a sudden you got World Cup inventory, you can change that whole commercial around to having a totally different vibe, look, feel, include soccer within it, you know, whatever makes it relevant to that moment or to that audience.

Dan: So it's a lot of being able to say, you know, we'll have Macy's Thanksgiving Day Parade as inventory, and I'm sure we'll have commercials that make their product afloat as an example. You know, and that's the kind of stuff you can do in less than a day while and yeah.

Gavin: For in continuing on that thought, if a brand is looking to get into the CTB space, is there a checklist or recommended, inventory thought that people should do prior to starting to plan for CTV? What should you have in place prior to investing in the channel?

Dan: Oh good question. A web presence helps, right? Like so having the URL to begin with, because that's going to help with a lot of signals as far as who comes to your site today, who's buying right now? A lot of that does come from your vertical as well. So it's not all dependent on you. It's not like you have to have 20,000 200,000 visitors a month.

Gavin: Yeah.

Dan: You know, if you have a few thousand, that's great.

Gavin: Yeah. So that or that organic, DTC, Shopify store set up. Functional. Some site traffic. That's square one. Yeah. Okay. Yeah. What what else do you recommend on that checklist?

Dan: Understand what you what your goal is here. Is it is it like we said, is it more of a brand recall concept where I want to speak to the 95% of the folks that aren't in the market right now? We're more growth than user acquisition very specifically. Then we have a different goal set. If we are user acquisition, then we need that incremental CPA, incremental return on ad spend.

Dan: Hum. So knowing that is going to give a lot of guidance to all the rest of the strategies that get put in place.

Gavin: There, and probably to creative strategy as well, having a feeling of if it's brand recall versus like purchase based, that will also inform what the creative looks like. I would imagine it will.

Dan: Yeah it will. Right. So the goal itself will influence that. Two years ago, what I told you, you have to understand who your identity is, right? Truly, like I always used to say, just tell your story. People like, I don't have a story. I'm a pharmacy. You know? Although Kenny's drugs did a pretty good job of it, I think.

Dan: But, but it's so used to be able to know your story. Now there's enough information out there, and it's like, hey, ChatGPT. Hey, quick frame, I what's my story? What should my commercial even be about to begin with? And you'll get guidance there. Yeah. You know, use a couple of different sources, but I think you just have in that end, it's a willingness to, be open to what the data says.

Dan: Your story actually is right now.

Gavin: And so mining for that story. But if you don't have that story, there's ways to have a story. Yeah, yeah. Where you aren't hitting that answer. Anything else people should be doing checks on before they get into the CTV's space.

Dan: I would say budget wise, because it's always a always a question budget wise. Realistically, about 50% of whatever you're spending on meta, if you're your return on ad spend focused and it doesn't matter the vertical, about 50% of what you're spending on is going to be a great starting point for performance based, connected television concept. Yeah.

Dan: If you want a brand recall concept, it's probably going to be two weeks on what you're spending. We can scale to that point. We'll always show some level of, you know, the same tracking is available. There is for anything else. And, but you're going to need a bigger net for that brand recall specifically.

Gavin: Okay. I mean, this is great advice, especially for this time of year. We're far enough out from holiday season in Q4, where there's plenty of time to plan for these things. But it's this is the time, you know, summertime getting ready for E-com season. Yeah. You brands out there should be getting all of these ducks in a row.

Dan: Yeah. The other thing, the reason it's important to start now is what is going to happen is once you launch connected television and this is any platform, right. You're going to see an impact on your other channels. So I will say with MNTN, specifically our average, conversion rate increase on paid social is 9%. Your average conversion rate increase on paid search is 22%.

Dan: So pretty significant.

Gavin: Oh my gosh. Yeah.

Dan: You may not even scale MNTN first. You may scale these other channels once you start and then it can all build upon itself. These go up more to MNTN. These go up again, more MNTNs go up again. Yeah. And in that way, you can finally kind of get to a point where you've leveled up by October, if we're starting here in July, basically, to get a good understanding of where everything can be.

Dan: Yeah. The second piece of that is all of that creative testing that we were spoken to. Most of the organizations that we have run with that have year over year success in Q4. So looking at Q4 2024 versus 2023 or 2025 versus 1 in 24 versus 23, not the best comparison for most, right. Like but but the folks that did do that creative iteration testing before there was year over the course of a year saw, much better year over year, even with, with the same or lower budgets.

Dan: Still some more revenue being driven from connected television than before. So interesting.

Gavin: Well, and actually perfect transition because this isn't the last time we're going to be together talking about this. Yeah, yeah. August 20th LP Partner Connect. I know that you'll be here in Portland. We have a lot of e-commerce brands, e-commerce professionals coming out on site talking about these topics.

Dan: First of all, again, I would say it's just help you connect.

Gavin: Good catch.

Dan: I like that. I would like to.

Gavin: Remind you that I think we might need to switch chairs here. Now, at this point you'll you'll have the LP badge on here okay. Good. Good catch there. Good catch. Logical position.com/connect for any listeners who are interested in attending chatting with you. You'll be there. You'll be there with a few other colleagues. We have some keynote presentations lined up.

Gavin: Is that right?

Dan: Yeah, yeah. This will be our fourth year attending and it's always a highlight. On my end this year, Fraser Woolard, who I was speaking about earlier, his LinkedIn profile is actually going to come in and speak too quick for him. I, not just in terms of the general AI landscape, but also small business, how we can really leverage it here.

Dan: And then we'll have a full demo. I'll be around and I'm, very charming. So happy to have.

Gavin: A chat and humble.

Dan: To. Yeah, yeah. Let's stream like extremely humble.

Gavin: So no. And again, August 20th, free for any brand that wants to attend, whether you're local in the Pacific Northwest, whether you want to come out. I mean, I mean, not only will we have you there and we'll have MNTN there, we have a bunch of other really, really strong presenters and big platform partners that are going to be there.

Gavin: And I feel like for brands in August and even a little bit before it's time to hear all of that information right around that time, you know, hear from meta, hear from Klaviyo, hear from Triple Whale. He'd hear from feed Nomics like, what's new, you know? And the nice thing about the ecosystem for Ecom brands is that a lot of these tech platforms and parties play nice together, and having that tech stack allows MNTN to perform better or allows CTV to perform better if you have those integrations.

Gavin: In a perfect world, I really see all of these partners working together in a way that benefits brands. At the end of that collaboration.

Dan: I was going to say that one of the best things about the event, for me personally, is, is exactly that, sitting down with like people from feed Nomics or, people from commerce or whomever that is. And what I get from the keynote speakers from the panels is even more knowledge about connected television. But all of a sudden, every time a light bulb goes off that says, oh, my brain's using this to understand this, and then that impacts us in this way, or we impact them in this way.

Dan: Yeah. And it really well connects. Hey, so what you did that was really connect.

Gavin: No truth. That is the story, though. Yeah. It's the connection of all these different pieces to create success for, for brands. So yeah, I mean, I'll be seeing you again soon. Hopefully the listeners will be seeing you and, coming out on site, again, LP or sorry logical position.com/connect for anybody who wants to register. And yep, this probably also won't be our last time talking.

Gavin: I love stand up to date on new updates in the CTV landscape, so it's an open door policy. Dan, whenever you're around, we'd be happy to have you.

Dan: Thank you very much for having.

Gavin: Big thanks to Dan for joining us and sharing his perspective on connected TV performance, marketing, and where the future of that whole industry is headed. If you enjoyed this episode, be sure to subscribe! Leave a review. This will help more marketers discover the show. You can also find clips and highlights and the full video episodes on LP's YouTube channel.

Gavin: And it's going to be across our social channels at AD Lab Pod. We'll see you guys next week in the lab.