OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

LinkedIn CTV for UK B2B: an ABM reach, sequence and measurement plan

QUESTION

How should B2B teams test LinkedIn Connected TV in the UK without confusing household exposure, professional targeting and downstream account engagement?

GUIDE TAKEAWAY

Use CTV as an account-cohort awareness test with a defined follow-up sequence. Treat platform reach and attribution as evidence about delivery, not proof that a buying group watched, remembered or intends to buy.

START HERE

Define one UK cohort and the channel job.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Define one UK cohort and the channel job

Evidence or input

Output or decision

Owner and review point

2. Create large-screen creative with sourced claims

Evidence or input

Output or decision

Owner and review point

3. Sequence CTV, feed content and explicit response

Evidence or input

Output or decision

Owner and review point

4. Set a holdout or matched comparison before launch

Evidence or input

Output or decision

Owner and review point

5. Reconcile reach, engagement, sales and cost evidence

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

LinkedIn Campaign Manager CTV

Useful when: Teams want native professional targeting and reporting

Limitation: Household exposure does not identify the viewer

Suggested action: Use a bounded cohort and frequency cap

Why this fits our situation

Evidence needed before acting

CTV via a demand-side platform

Useful when: Media operations need centralised buying

Limitation: Metrics and eligible markets can differ by route

Suggested action: Define equivalent fields before comparing

Why this fits our situation

Evidence needed before acting

In-feed video only

Useful when: Buyers need a clickable education path

Limitation: Smaller-screen reach may miss the TV context

Suggested action: Use as a sequence or comparison group

Why this fits our situation

Evidence needed before acting

CTV plus feed sequence

Useful when: Awareness should lead to deeper evidence

Limitation: Attribution across devices remains uncertain

Suggested action: Predefine holdout and handoff rules

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/linkedin-ctv-abm-measurement-plan/

Publisher and evidence policy: https://outselll.com/editorial-policy/