



Problematic briefs meet programmatic: How Connected TV (CTV) complements your campaigns



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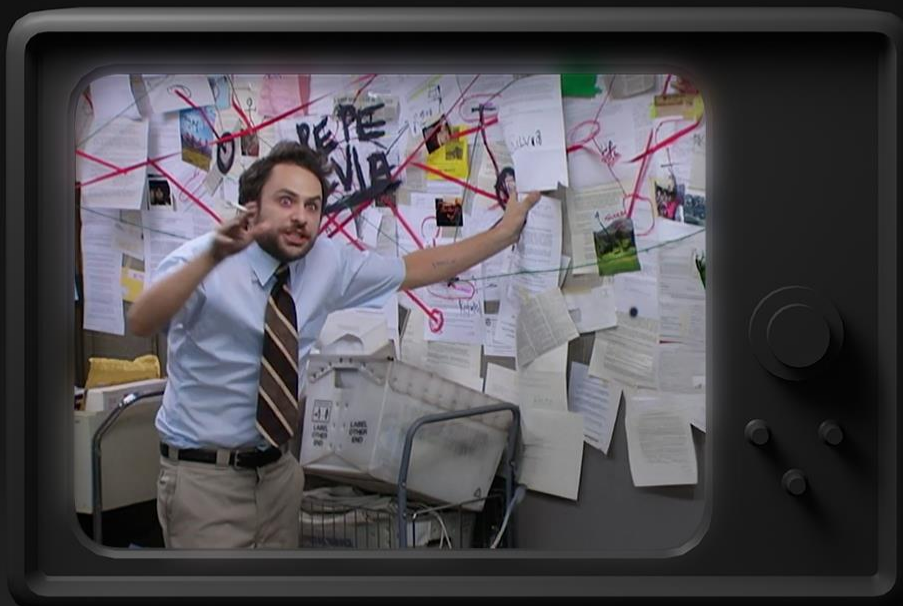
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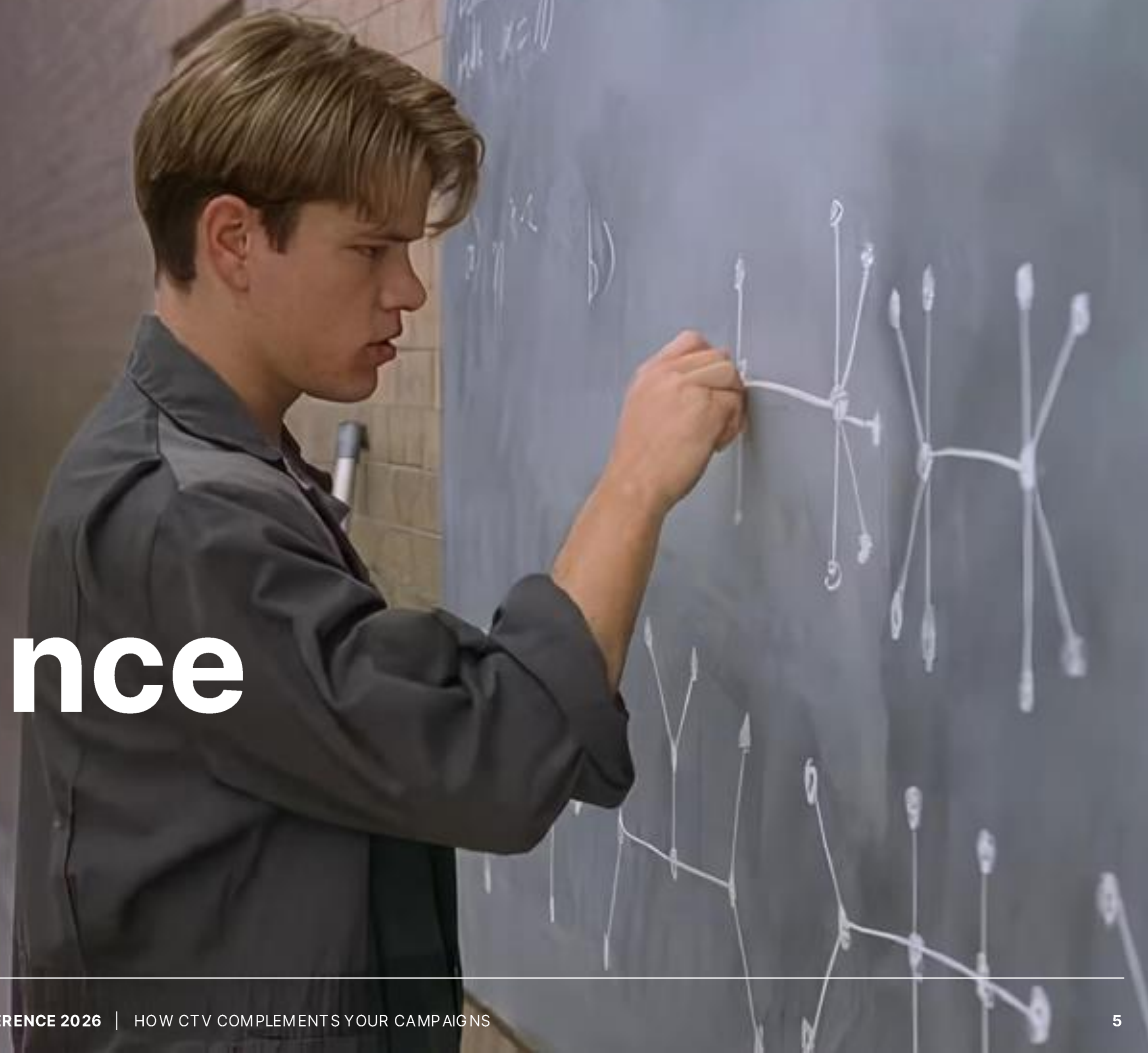
A cinematic street scene in New York City. In the foreground, three people are walking: a woman on the left in a dark blue jacket, a man in the center in a dark blue jacket looking upwards, and a woman on the right with long red hair in a black leather jacket. The background shows tall buildings, a street sign for '401 Broadway', and a yellow taxi cab.

What You'll Walk Away With



What is Connected TV?

How to measure performance



Recommended Platforms



Creative

Best practices





FAST 
FORWARD:
CTV CHANGES
EVERYTHING!





In 2025, UK linear TV ad spend fell 12%, while CTV spend grew 21% year-on-year, driven by this shift in viewer behaviour. [\[videoweek.com\]](https://www.videoweek.com)

The Current Television Landscape

Linear TV



CTV



What is Programmatic CTV?



CTV's Core Strength: TV Impact + Digital Precision

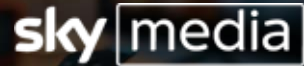
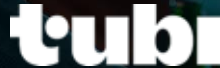
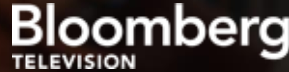
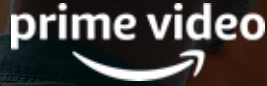
How CTV Targets the Right Audience



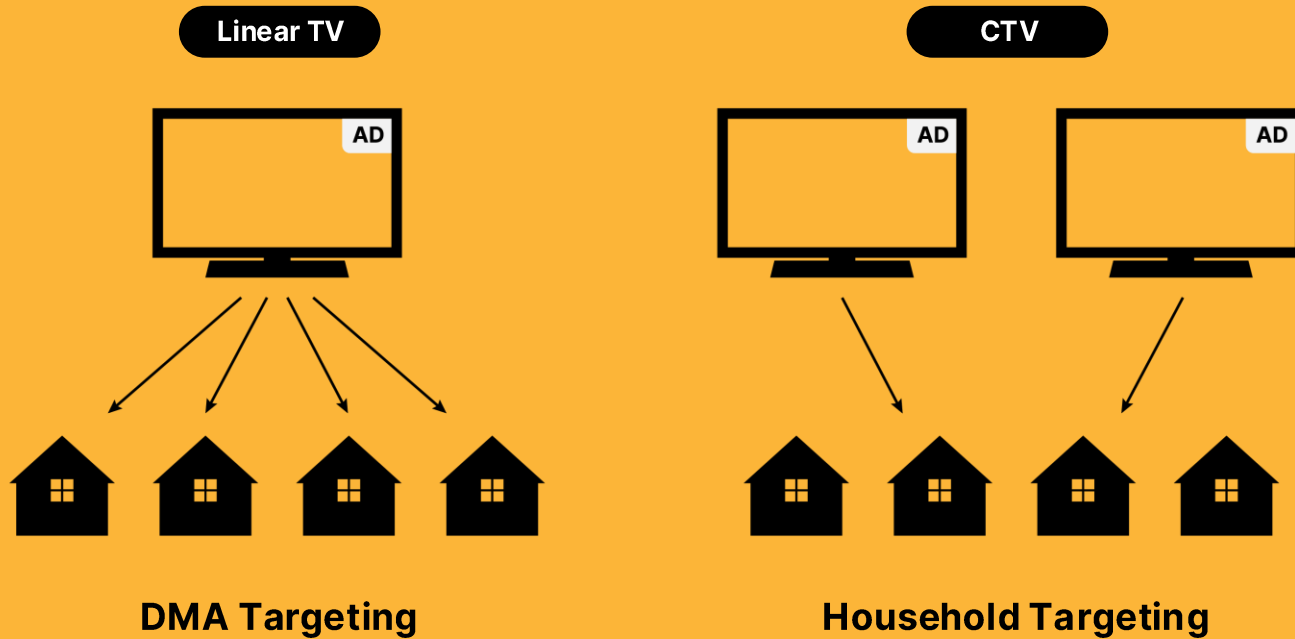
Where CTV Ads Appear: Premium, High-Attention Environments

From Impression to Action: What CTV Lets Us Track

Most Common CTV Placements



Why use CTV?



CTV Targetings

1

First-Party Targeting



Platform and Device Targeting



Location Targeting

3

Third-Party Targeting



CTV Retargeting



Dayparting



Interest and Intent Targeting



Live TV Retargeting



Weather Targeting



Lookalike Audiences



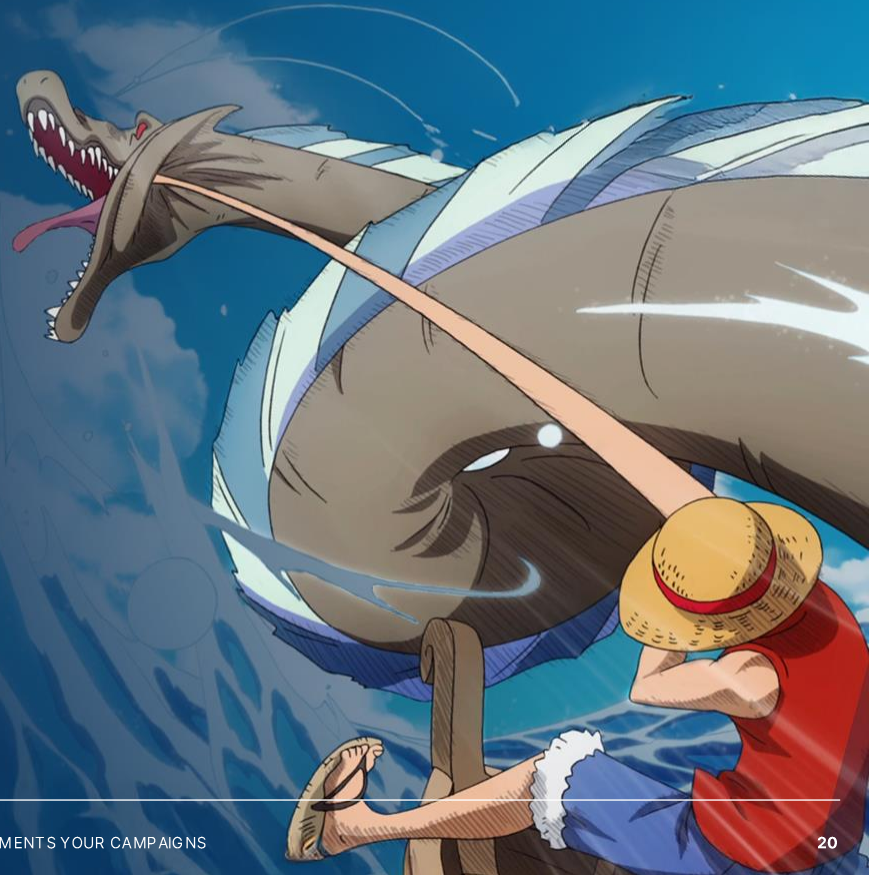
Demographic Targeting



Browsing Audiences

When Should You Use CTV?

- When budgets are tight.
- When briefs are vague.
- When reach matters.



When we run a CTV campaign...

CTV + Display

You can retarget **68%**
of the same user pool
in a display campaign.



When we run a CTV campaign...

CTV + Native

You can retarget **51%**
of the same user pool
in a native campaign.

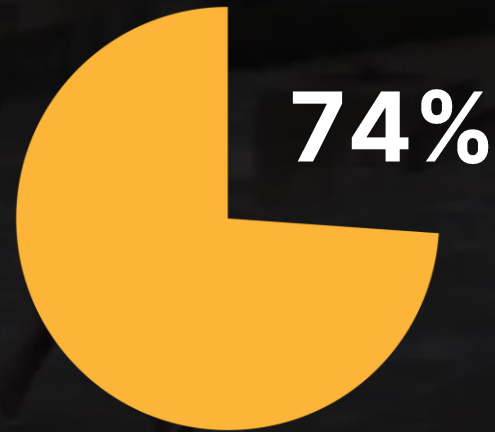


51%

When we run a CTV campaign...

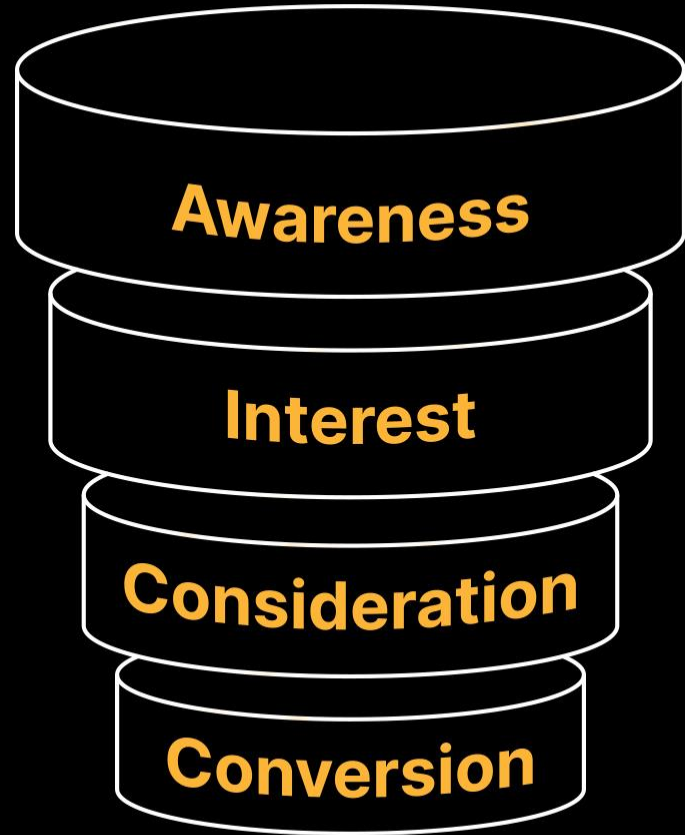
CTV + Video

You can retarget **74%**
of the same user pool
in a video campaign.



Why should you **invest** in **CTV**?

CTV in Funnel



A person wearing a red, white, and blue patterned shirt and a cowboy hat is riding a motorcycle on a metal structure. The structure is decorated with American flags. The background is a blurred outdoor setting with trees.

CTV will become a performance channel by 2026

Programmatic CTV: How To Measure?



Impression
Delivered



Reach



Incremental
Reach



Video Completion
Rate (VCR)



Cost Per
Completed View
(CPCV)



Return on
Ad Spend
(ROAS)



View-Through
Conversions



Frequency



Brand Lift



Footfall
Attribution



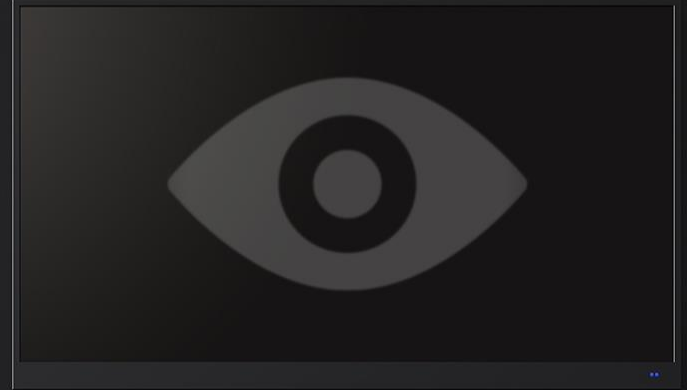
Inventory

Exposure: The Starting Point of Attribution

CTV/OTT Exposure

Available Features to Implement:

- Video Completion Retargeting
- View-Through Conversion
- Frequency Control



Extending CTV Impact Through Retargeting



Measuring the Impact: From Exposure to Action

On Site Action

i.e purchase,
form fills



Manage with
Brand Lift
and Footfall
Attribution
Studies

Site Traffic

What Brands and Executives Say

Performance is Key

Data-Driven

The New “Performance TV”



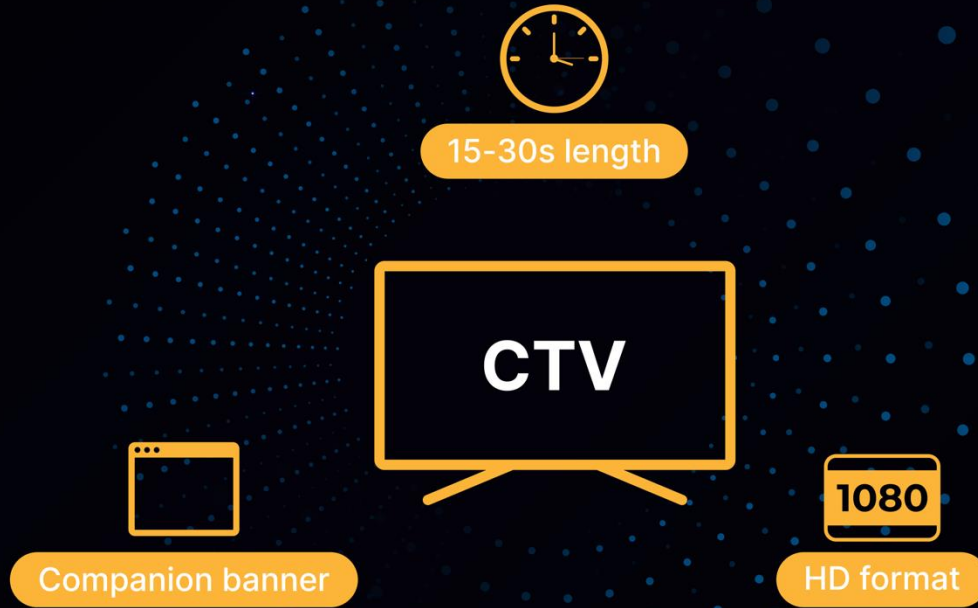
“ CTV is no longer just delivering reach, it's reliably converting media investment into measurable business outcomes... it's the performance engine of modern advertising.”



Creative Best Practices for CTV

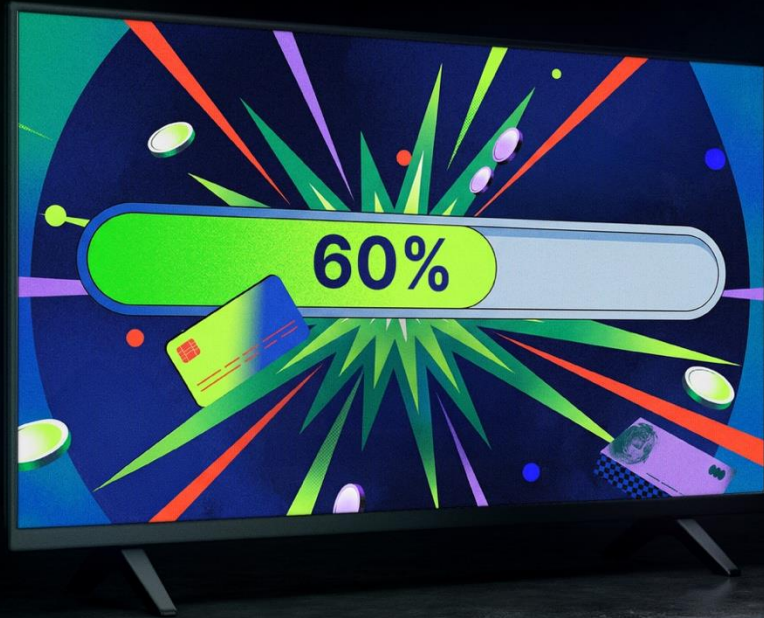
Grab attention early
Strong pacing with brand cues
Audio on
Interactive Experiences

CTV Ad Specs



Any Brand With Video Ambition Can Leverage CTV

E-commerce and B2C brands were the early adopters, and the results were strong: high completion rates, efficient CPCVs, and clear lift across the funnel. But the biggest growth now is in B2B. With better targeting and measurement, CTV is becoming an effective way to reach decision-makers on streaming and Broadcaster Video on Demand (BVOD) platforms.



CTV to capture
60% of TV ad
spend by 2029.

[eMarketer]

How To Get Started With **CTV**



Start with a
small test



Use existing
video assets



Focus on one
core audience



Measure completion,
reach & site visits



Retarget & extend
into other channels

THANK YOU



Questions? Ideas? Let's connect

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