StackAdapt EMEA
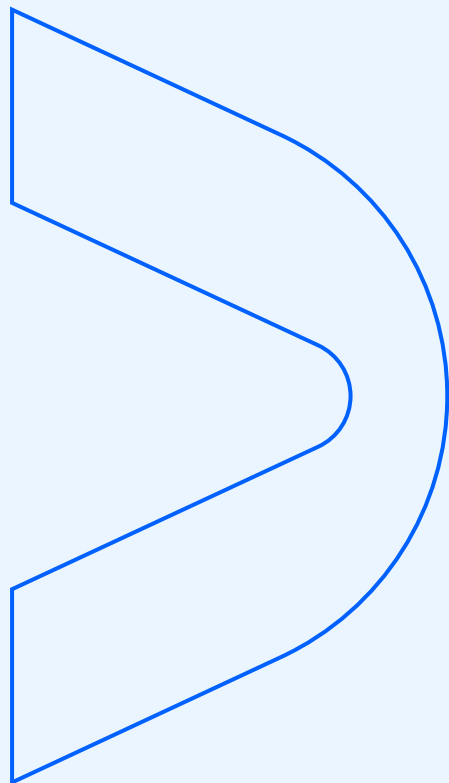
The Ultimate Guide to

Connected TV Advertising

Insights, Strategies, and Best Practices
for Successful CTV Campaigns
in the EMEA Region

Channel List

Ad

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Contents

Connected TV Advertising Basics

Before you learn the ins and outs of connected TV (CTV) and start planning campaigns, let's clarify a few things.

What is Connected TV?

CTV refers to an internet-enabled device built into or connected to a television. It allows viewers to stream live or on-demand video content. Examples of CTV include smart TVs like Amazon Fire, Samsung, LG, and VIZIO or external devices and gaming consoles, such as Apple TV, Roku, Chromecast, Xbox, and PlayStation.

CTV allows viewers to stream a wide range of content through subscription and ad-supported services like Disney+, Atresplayer, TF1+, Channel 4, Samsung TV Plus, Discovery+, and Pluto TV.

What is Connected TV Advertising?

CTV advertising is a type of digital advertising in which ad space is sold within or alongside streaming content. This includes video ads displayed before, during or after on-demand content, and scheduled programming streamed through a CTV device.

What is the Difference Between Linear TV and CTV Advertising?

Traditional linear TV advertising refers to commercials aired on cable or broadcast networks during scheduled programming.
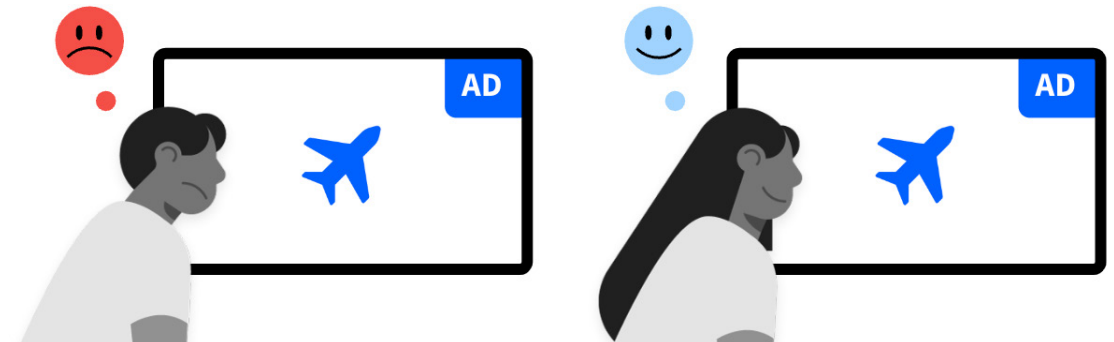
Although linear TV advertising reaches a broad audience, it lacks precise audience targeting, provides limited insights and buyer control, doesn't allow advertisers to manage frequency, and is more expensive.

CTV advertising delivers ads to viewers streaming content over CTV devices, leveraging deterministic data like IP addresses to target specific audience segments more precisely. CTV also offers advanced measurement capabilities, providing real-time insights into campaign performance.

While linear TV still has a large audience, CTV's rapid growth, precision targeting, enhanced measurement, and affordability make it an ideal option for reaching and engaging viewers across multiple screens and platforms.
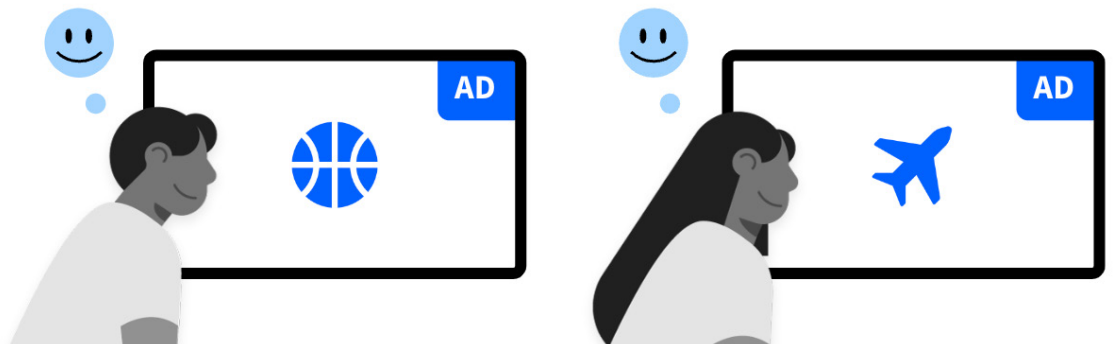
Linear TV

Different users see the **same ad** during broadcasting.

Connected TV

Different users see **different ads** during streaming.

The History of TV Advertising

1939
RCA debuts the first television at the New York World's Fair.

1941
Bulova Watch Company airs the first-ever commercial —it costs £2.23.

1978
The introduction of videocassette recorders (VCRs) allows viewers to record TV programs and skip commercials, frustrating advertisers.

1980–1982
Commercial broadcasters, like Channel 4, launch in the UK and Europe as governments relax regulations on ad frequency and content.

2005
YouTube launches, changing the landscape of video content and advertising.

2008–2010
Smart TVs begin entering European households, laying the groundwork for CTV advertising.

2012–2014
Global streaming services like Netflix and Amazon Prime Video expand across Europe, increasing CTV adoption.

THE ULTIMATE GUIDE TO CONNECTED TV ADVERTISING

2015

Programmatic advertising starts to make inroads in the European CTV market, allowing for more targeted ad placements.

2018

European broadcasters begin forming alliances to compete with global streaming giants, creating new CTV ad inventory.

2019

GDPR implementation in Europe impacts data collection and targeting capabilities for CTV advertising.

2020

The COVID-19 pandemic accelerates CTV adoption across Europe, boosting ad opportunities.

2021

Major US adtech companies expand their CTV offerings in Europe, ushering in advanced targeting and measurement.

2023

CTV advertising generates an estimated €2 billion in revenues in Europe's top 5 markets, increasing 34% from the previous year.

Why CTV Advertising Is on the Rise

With the rise of streaming services and internet-enabled devices, viewers are increasingly moving between traditional and non-traditional formats, watching their favourite shows, movies, and sporting events on CTV.

In Europe, 86% of consumers are now watching CTV, with CTV viewing penetration being the highest in Spain, followed by the UK.

According to the IAB, three-quarters of UK households own at least one CTV device, using a mix of subscription-based (SVOD), broadcaster-provided, free ad-supported (FAST), and ad-supported video on demand (AVOD) streaming services.

Similar to other countries, growth is primarily being driven by younger generations, with 25% of consumers aged 18 to 34 and nearly a third (29%) of consumers aged 35 to 49 exclusively watching CTV in the UK.

As a result, due to a surge in streaming during the COVID-19 pandemic, increased user adoption, and new streaming services entering the market, CTV ad spend is growing at record-breaking rates.

In 2023, European CTV advertising spend increased by more than 23%, nearly doubling in countries like Spain and Italy. In 2024, it's forecasted to grow 20.7% YoY, outpacing programmatic display and mobile advertising. By 2028, CTV ad spend in the UK is forecasted to nearly double 2023 projections, reaching £2.94 billion.

To make the most of their ad budgets, advertisers are moving away from the manual buying methods of the past and relying more on programmatic. In 2023, over 90% of CTV advertising spend was traded programmatically. It's expected to go even higher and reach 93.6% by 2025.

With consumers changing their viewing habits, CTV has emerged as an ideal channel for advertisers to reach more engaged and niche target audiences with programmatic advertising.

AVOD and SVOD Penetration in Europe (2023)

■ AVOD   ■ SVOD

	AVOD	SVOD
Germany	60%	70%
Italy	63%	57%
Spain	69%	73%
United Kingdom	71%	71%
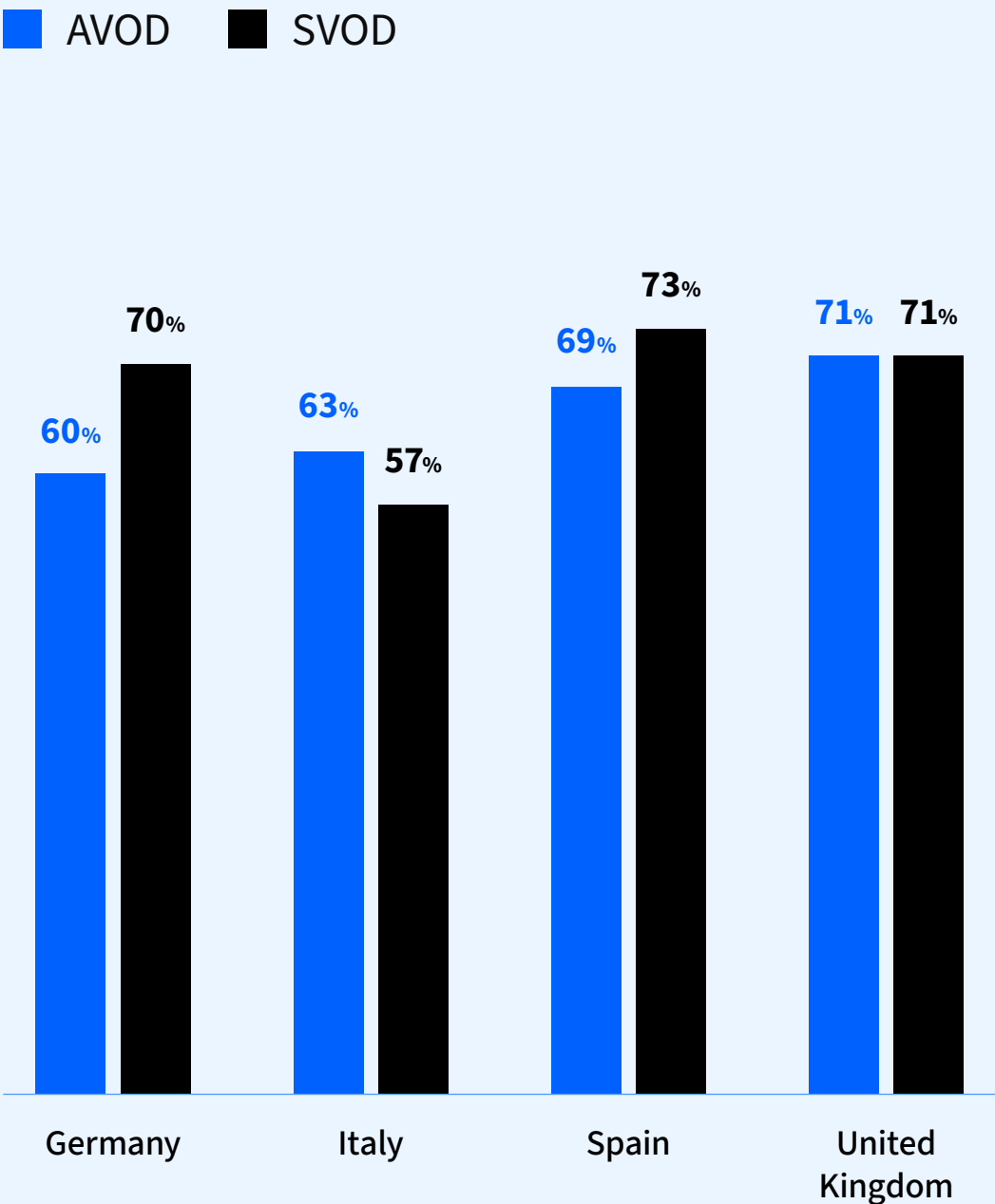
ⓘ **Source:** BB Media

Benefits of CTV Advertising

Whether you're a traditional media buyer looking to reach a larger audience or a digital media buyer looking to expand your multi-channel strategy, CTV is a great complement to any campaign. It provides the lean-back experience of linear TV with the advanced targeting and analytics capabilities of digital advertising, making it a cost-effective method for generating top-of-funnel awareness and reinforcing your messaging on the big screen.

Precision Targeting

CTV allows advertisers to target specific households using IP addresses and other deterministic data. This narrows their targeting to specific individuals rather than broad demographics, improving campaign efficiency and ROI by ensuring their ad budget only gets spent on the people they want to reach.

Enhanced Measurement

Like other forms of digital advertising, CTV can track viewership down to a one-to-one level and uses streaming-specific metrics to understand CTV's impact on campaign performance. This allows advertisers to make data-informed decisions about their ad spend and optimise their campaigns in real time.

Multi-Channel Retargeting

Platforms like StackAdapt use device graphs to link multiple devices to a single household or user. This allows digital marketers to use CTV as part of a multi-channel strategy, building brand awareness at the top of the funnel and retargeting viewers with ads on other digital channels and devices to amplify reach and push them toward a conversion. Not only does this help your money go further, but it also ties conversions back to your upper-funnel marketing tactics, which is nearly impossible with linear TV advertising.

Improved Reach

CTV complements linear TV in multi-channel campaigns by allowing brands to improve their incremental reach and tap into unique audiences. This includes cord-cutters and younger demographics, like millennials and Gen Z, who watch less linear TV.

Easier Access to Premium Content

CTV levels the playing field for digital advertisers by reducing the barrier to entry, allowing even small brands and agencies to bid on premium inventory, including live events like sports and awards shows, through major publishers like Netflix, Disney+, Amazon Prime Video, and Discovery+—all at a fraction of the cost of linear TV campaigns.

Increased Viewability

CTV ads are often unskippable, displayed on larger screens, shown alongside fewer ads, and targeted to viewers based on their preferences, behaviours, and viewing habits. This ensures that CTV ads are more likely to capture viewers' full attention compared to online video ads (OLV) and other types of digital advertising used in multi-channel campaigns.

It's Cookieless

CTV primarily relies on probabilistic 1st-party data like IP addresses and device IDs for audience targeting, rather than 3rd-party cookies, which continue to be phased out due to privacy concerns and regulatory pressure. This helps future-proof your advertising strategy by ensuring compliance, improving ad relevance, and maintaining your reach.

Flexible Pricing

CTV advertising offers flexible pricing models that don't require long-term contracts. This allows advertisers to shrink and scale their CTV advertising spend as needed and easily adjust campaigns that are already in flight, just like with other programmatic advertising channels.

How CTV Advertising Works

CTV advertising delivers video ads to viewers streaming content through internet-connected TV devices and smart TVs. Most of the time, it involves automated real-time auctions where advertisers bid to have their ads shown to targeted viewers based on data like viewing habits, demographics, and interests.

Here's how the whole process works, from hardware to buying CTV ads.

Devices

CTV devices are the hardware consumers use to stream video content from the comfort of their homes. Examples include smart TVs and external devices (for example, Amazon Fire, Roku, Apple TV, and Google Chromecast) and gaming consoles (Xbox, PlayStation).
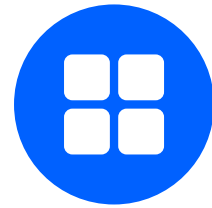
Streaming Services

Publishers provide the interfaces and content that's streamed through subscription and ad-supported services. Some examples include Disney+, Discovery+, Samsung TV Plus, LG Channels, and Pluto TV.

Streaming Models

Within streaming, there are several categories and subscription types that allow viewers to stream content on CTV devices.

- **SVOD (subscription video on demand)** services like Netflix and Apple TV+ require a monthly or annual subscription fee to view their content.

- **AVOD (ad-supported video on demand)** is a subset of SVOD. Streamers like Disney+ provide ad-supported tiers that let viewers watch content at a lower cost than SVOD by showing them a certain number of ads during streaming.

- **BVOD (broadcast video on demand)** is a subset of AVOD and provides ad-supported streaming content from traditional broadcasters. Some examples of BVOD in EMEA include Channel 4, RTL+, M6+, TF1+, Atresplayer, Mitele, and Sky.

- **FAST (free ad-supported television)** platforms offer a combination of linear and on-demand programming and are completely ad-supported. Viewers don't pay, but are forced to watch more ads. FAST examples include Pluto TV, Samsung TV Plus, and LG Channels.

Ad Inventory

CTV ad inventory is the available slots for displaying ads within connected TV platforms, streaming services, and smart TV apps. These ad slots are usually 15 or 30 seconds in length, but some can be as short as 5 seconds or up to 60 seconds and longer.
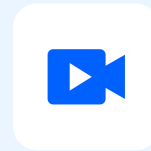
Advertisers can buy CTV ad inventory programmatically through DSPs like StackAdapt, who work with key supply-side platforms and ad exchanges to provide access to a wide range of premium inventory from a single platform.

Ad Formats

Here are four of the most common ad formats advertisers can leverage as part of their CTV campaigns.

In-Stream Ads

These play before, during, or after streaming content (aka pre-roll, mid-roll, and post-roll). Similar to TV ads, in-stream ads usually appear between episodes or scenes of a TV show or movie.

Non-Linear Ads

Also known as overlay ads, non-linear ads are static images, text, videos, or animations displayed alongside or on top of content without interrupting the playback.
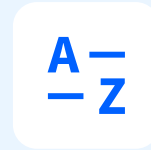
Companion Ads

Served alongside or surrounding content, companion ads often appear as text, images, rich media, or skins. These ads surround video content without disrupting the viewing experience.

Interactive and Shoppable Ads

These ads engage viewers through activities like choosing storylines, playing mini-games, or purchasing products by scanning QR codes directly from the ad.

Types of Targeting

Here are a few of the ways you can target CTV ads.

1st-Party Targeting

allows advertisers to leverage 1st-party data to target specific users and audience segments using deterministic data like their IP addresses (although not all partners provide this functionality).

Browsing Audiences

is a behavioural targeting method developed by StackAdapt that uses AI and machine learning to deliver ads based on what topics viewers are interested in and have read about online.

Private Marketplace (PMP) Targeting

gives advertisers access to premium inventory from specific publishers that aren't typically available on the open exchange, allowing them to reach an even more engaged audience.

Platform and Device Targeting

allows advertisers to selectively serve ads to viewers based on the type of CTV device or platform they're streaming content on, such as Roku, Amazon Fire TV, Samsung, or Apple TV.

Linear TV Retargeting

uses automatic content recognition (ACR) technology to identify viewers exposed to specific linear TV ads on smart TVs. This data is then used to build audience segments that can be retargeted with ads on CTV devices and other programmatic channels.

Types of Targeting (cont'd)

Interest and Intent

uses proprietary 1st and 3rd-party audience segments in StackAdapt to target ads based on the types of content viewers are watching or recently consumed online.

Location Targeting

lets advertisers leverage 1st-party data to target CTV ads to viewers based on their geographic location by country, county, city, or postal code.

CTV Retargeting

collects audiences who have completed watching your CTV ad and uses cross-device tracking to retarget them on other devices using the same residential IP (although not all publishers allow this).

Demographic Targeting

leverages 1st-party and 3rd-party data to target highly-specific audiences based on viewer demographics like education level, marital status, age, income, and household size.

Lookalike Targeting

leverages 1st-party data about existing customers or audiences and scans 3rd-party data repositories to find new viewers who share similar characteristics and behaviours.

Metrics to Measure

CTV provides granular insights that advertisers could only dream of with traditional linear TV campaigns.

Here are 10 metrics that can help you measure the effectiveness of your campaigns.

1 **Impressions**

represent the total number of times an ad was displayed or served to a viewer, helping you understand the scale and reach of your CTV campaigns.

2 **Reach**

measures the number of unique viewers who see your advertising campaign over a specific period. A higher reach means more potential customers are seeing your ads.

3 **Incremental Reach**

quantifies the additional unique viewers reached by a CTV campaign beyond linear TV.

4 **Video Completion Rate (VCR)**

measures the effectiveness of CTV ads in retaining a viewer's attention by calculating the percentage of viewers who watch an ad from start to finish.

5 **Cost Per Completed View (CPCV)**

measures how much of your campaign's budget gets spent on each ad that's viewed from start to finish.

Return On Ad Spend (ROAS)

6 tells you the revenue earned for every unit of your ad budget spent, helping you understand the effectiveness and profitability of your CTV campaigns.

View-Through Conversions

7 leverages conversion tracking tags/pixels on a website or app to calculate how many viewers converted after viewing a CTV ad.

Frequency

8 measures how many times a unique viewer sees your ad. Monitoring it can help prevent ad fatigue. That said, a certain level is needed for awareness and recall.

Brand Lift

9 measures the increase in brand awareness among viewers who see your CTV ads and helps determine if your campaigns are increasing brand sentiment and purchase intent.

Footfall Attribution

10 measures the impact of CTV ads on physical store visits. This provides insights into the effectiveness of CTV campaigns in driving in-store purchases.

Buying CTV Ads

There are two primary methods for buying CTV ad inventory: **programmatically** and **non-programmatically**.

The programmatic approach helps advertisers automate and streamline the ad-buying process. A DSP works with open ad exchanges and PMPs to handle everything from targeting and bidding to ad delivery and measurement.

Programmatic ad buying also provides access to a wide range of CTV inventory, allowing advertisers to reach audiences across multiple apps and streaming services from a single platform.

Non-programmatic ad buying involves purchasing ad space directly from publishers and platforms.

Platform and publisher direct deals can provide access to premium CTV inventory that may not be available elsewhere. Although they give advertisers more control over where ads get placed, they're more hands on. Deals need to be negotiated manually, and different publishers and platforms may provide different ad formats, placement options, and audience segments that could potentially limit your reach.

Creative Best Practices

There's more to CTV advertising than repurposing an existing video ad (although, as we'll get into, it can provide a good starting point). Here are some creative best practices every advertiser should follow when building their CTV campaigns.

Capture Attention in the First Three Seconds

Attention spans have decreased drastically over the past few decades. Use punchy copy, powerful visuals, and audio cues to capture a viewer's attention in the first few seconds.

Add Voiceovers and Captions

Use voiceovers and captions to help drive a narrative and make ads more engaging. Find a voice that matches your brand, ensure any text on screen is legible, and use as few words as possible to make it easy for viewers to understand your message.

Be Brand Consistent

Repurpose existing linear TV or video ad creatives, logos, and other design assets to help viewers make the connection between the brand they see on the screen and ads they've seen elsewhere.

Use Beautiful Imagery

If you're selling a product, service or destination, use beautiful images to build an emotional connection with your brand and show how it could positively impact viewers' everyday lives.

Have a Strong CTA

Consider your marketing objective and use text, voiceovers or a URL to direct users where they need to go. Avoid button-style CTAs or URLs that look like hyperlinks that could make your ads seem click-able when they're not.

Include QR Codes

Use QR codes to encourage viewers to learn more about your product, access special offers or download an app. QR codes can make ads more interactive, increase conversions, and help track the impact of campaigns.

Experiment With Multiple Variants

Use alternate messaging, different imagery, varying ad lengths, and interactive elements to engage with different audience segments and prevent ad fatigue.

Don't Forget Your Logo

Showcase your logo throughout the ad or add it to the end card to help remind viewers who you are and help with brand recall.

Know the Basic Specs

CTV ad specs can vary between platforms, but it's a good rule of thumb to keep ads 15 or 30 seconds, use 16:9 aspect ratio, and aim for 1280x720 (HD) or 1920x1080 (Ultra HD) video resolution.

CTV Marketing Strategies

Now that we've explained the basics of CTV advertising, how it works, its benefits, and shared a few creative best practices, let's go over some strategies to help you get the most out of your campaigns.

Retarget Users Across Devices and Channels

CTV advertising should act as a complement to your existing multi-channel strategy, not a replacement for it.

Use CTV to track who's watched one of your CTV ads and retarget them with display or native ads on other devices, keeping your brand top-of-mind and increasing the likelihood of a conversion.

Reduce Ad Fatigue With Frequency Capping

A study found that when the same creatives aired repeatedly within 5 minutes of one another, viewers were 14% less likely to pay attention.

Use frequency capping to ensure your ads reach unique audiences and aren't shown to the same viewers more than they should.

Boost Awareness and Gauge Recall

Because of CTV's 1:1 nature, it's an ideal channel for increasing top-of-funnel awareness and measuring campaign performance.

Advertisers can use brand lift studies on other devices to target households and individuals who saw specific CTV ads and gauge their impact, like StackAdapt customer Add3Connect did for their client Nuun, improving relative lift for ad recall by +18.7%. Visit StackAdapt to learn more.

Use CTV for Incremental Reach

According to WARC, consumers between the ages of 15 and 55 prefer streaming over linear TV in most European markets. Meanwhile, many people age 65 and up still watch linear TV.

By using CTV to complement linear TV ad buys, advertisers can reach cord-cutters and younger demographics who don't regularly watch traditional TV. This can help advertisers hit their reach and frequency goals without overserving ads to the same audiences.

Tailor Ads to Different Buyers and Stages of the Funnel

Programmatic advertising is about getting the right ad in front of the right person at the right time. This is important in industries like B2B, where buying cycles are long, and many decision makers are involved.

CTV can be used as part of a multi-channel strategy to target key stakeholders at a more affordable rate than traditional account-based marketing (ABM) methods.

Conquer Competitors at a Lower Cost

Competitor conquesting in CTV advertising involves targeting viewers who have watched your competitor's ads on another device.

With StackAdapt, you can leverage ACR data, which tracks what types of linear TV content and ads are being watched by specific viewers on smart TV devices, to build custom audience segments your brand can use to target and win over potential customers with more precision and at a much lower cost than traditional TV advertising.

A/B Test and Make Real-Time Adjustments

CTV provides precision targeting and real-time performance data, making it ideal for serving different ad creatives or messaging to specific audiences, and making adjustments on the fly while campaigns are running.

Advertisers should mix and match creatives and access real-time reporting through dashboards to optimise their CTV ad campaigns, improve engagement, and increase conversions.

Be Careful Not to Over-Target

CTV doesn't have unlimited scale. There are only so many ad spots available during a commercial break, and the more targeting you add, the smaller the pool of users you can reach.

If building brand awareness is a top priority, don't be restrictive with your publisher list. Instead, spread your budget across multiple publishers to maximise your reach while still targeting the right users.

Don't Discount FAST Platforms or Niche Publishers

When you think about brand exposure, high-quality content generates high audience engagement.

But with equally engaging FAST platforms like Pluto TV and Tubi, or niche publishers like the Food Network and National Geographic, advertisers can access a significant amount of scale while still targeting an equally engaged audience.

CTV Ad Examples and Strategies By Industry

Now that we've covered a few CTV marketing strategies, let's look at some specific scenarios and examples created by the StackAdapt Creative Studio team that will inspire you when planning your next campaign.

How Retail Marketers Can Use CTV to Increase Sales and Foot Traffic

Brand exposure is the name of the game in retail. If a customer has no idea what you sell, what's in stock, or what's on sale, they probably aren't going to visit your store.

One major advantage of CTV advertising is that CTV devices are connected to the internet. This means retail marketers can leverage 1st-party data from past purchases and in-store visits to target households directly.

As a result, retailers can get super granular, targeting individual IP addresses for customers who are likely to convert and segment audiences based on their geographic location. This allows advertisers to target the perfect buyer for everything from big-ticket items to sales at their local store.

Not only that, but with its enhanced attribution and measurement capabilities, retailers can leverage device graphs to tie online purchases and in-store foot traffic back to CTV ads, giving them a holistic view of campaign performance.

How Travel and Tourism Marketers Can Use CTV to Transport Viewers to Inspiring Destinations

Similar to retail, building brand awareness is one of the main goals in travel and tourism marketing. But unlike in retail, the consideration phase is often much longer. Expedia Group reports that the average traveller takes about 71 days of research and planning before booking a trip.

Because of this, travel and tourism marketers often wait for consumers to express interest before serving them ads. Although slowing, EMARKETER reports that travel search ad spending in the UK will increase 14.2% in 2025.

Understanding what a user has browsed can tell an advertiser a lot about where someone is considering travelling. Travel and tourism marketers can use CTV to target users who have visited their sites and use high-def ads to make them fall in love with far-flung and exciting locales.

Use CTV to Reach the Right Decision Makers at Scale

Historically, B2B hasn't done much business with CTV. Part of that has to do with a common misconception about the cost of CTV ads. Some think they're prohibitively expensive. In actuality, the cost-per-thousand impressions (CPM) for premium CTV inventory is often only £15 to £35, making CTV a cost-effective way for B2B marketers to reach their target audience without breaking the bank.

With LinkedIn reporting that only 5% of buyers are ready to make a purchase at any given time, consistent engagement is crucial. The B2B buying process can take an average of one to five months (and sometimes up to a year, if not longer) and approval from five decision makers before a business makes a purchase or signs a contract.

With its precise targeting and broad reach, CTV allows advertisers to reach the right decision maker at the right time, targeting ads with tailored messaging to build awareness before sales calls or push prospective customers down the funnel.
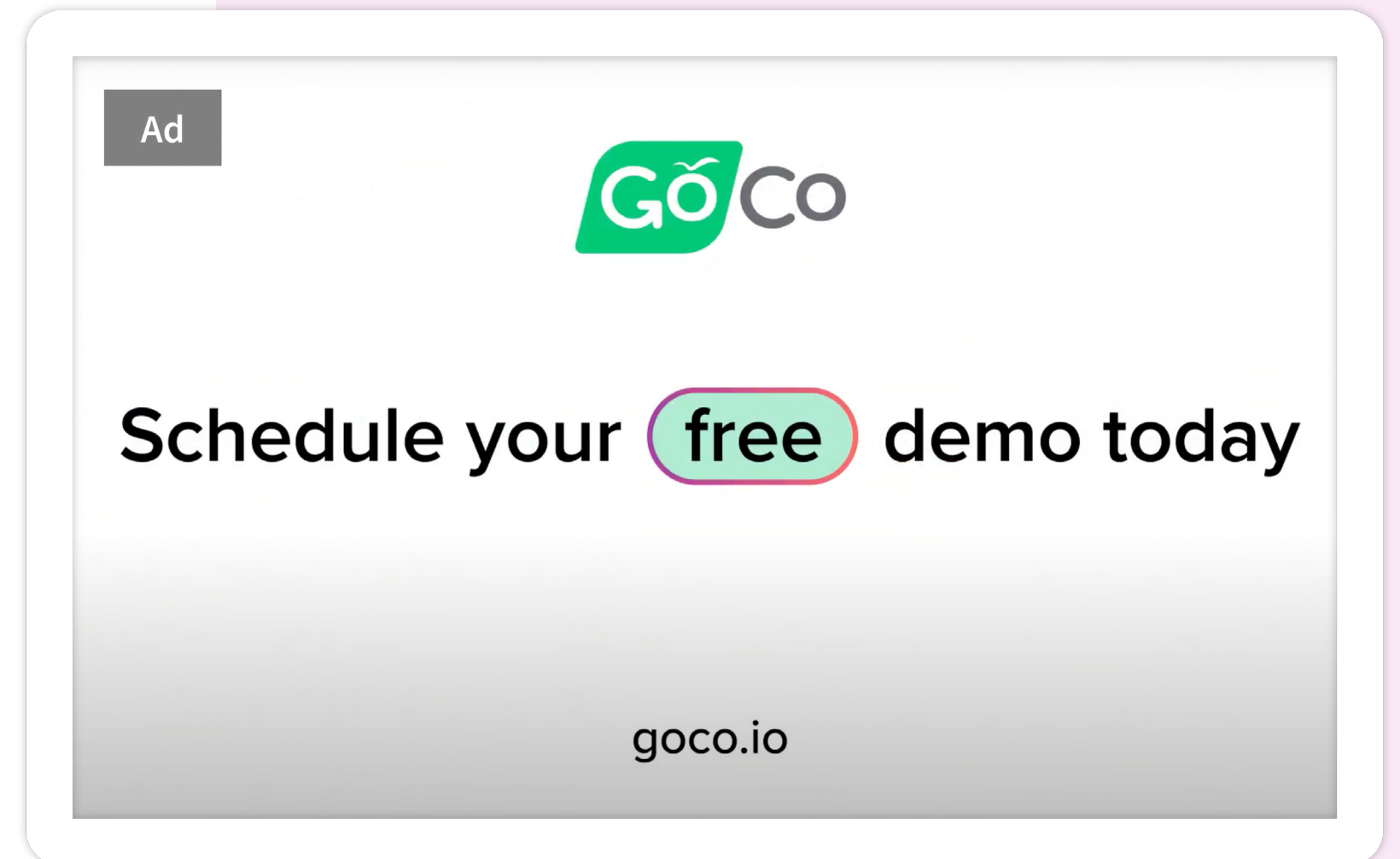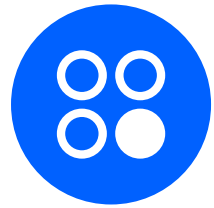
The Future of CTV Advertising

As more consumers say goodbye to their cable TV packages and shift their viewing habits to streaming TV, innovative companies are creating new and unique ways to engage audiences and capture their attention.

Here are a few predictions of where we see CTV advertising heading in the near future.

More Premium Options

For years, Netflix, the world's largest streaming service, refused to allow ads on its platform. That changed in 2023.

Now, Disney+, Paramount+, Amazon Prime Video, and Discovery+, and other service providers all offer ad-supported tiers.

According to an April 2024 study from YouGov, 31% of UK consumers cancelled at least one SVOD subscription in the previous 12 months, while 39% planned to cancel at least one service in the following year.

With subscriptions slipping, expect premium publishers to provide more ad-supported options to slow cancellations, giving advertisers even more opportunities to reach larger audiences alongside quality content.
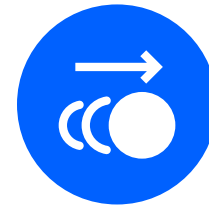
FAST Grows Fast

Similarly, with consumers cutting costs, expect more premium players to experiment with fully ad-supported streaming services and existing FAST platforms to provide even better content to court viewers.

Fox owns Tubi, Amazon created Freevee, and Paramount has Pluto TV. Although FAST platforms are primarily known as a destination for streaming classic television and older movies, these platforms are increasingly offering access to live sporting events like Premier League matches.

Although FAST user penetration in Europe is only expected to account for 19.7% of the total market in 2024, Statista forecasts an annual growth rate of 9.47% between 2024 and 2027, resulting in a projected market volume of €596.3m by 2027.

With companies like Google releasing their own FAST services, expect more advertisers and viewers to embrace FAST, soon.

Shoppable Ads Become the Norm

A 2023 survey of 1,000 adult smart TV owners conducted by Samsung Ads and Kerv found that 50% of viewers have interacted with a shoppable ad, and 45% either scanned a QR code to purchase a product or bought it later on a different device.

Although QR codes are still the most common way viewers interact with CTV ads and smartphones remain the most popular devices for online shopping, expect new ad formats that either make the most of viewers' secondary devices or make it easier to purchase products directly from their TVs.
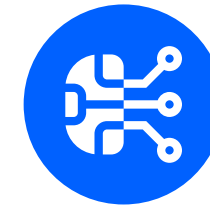
Advertisers Go All-In on AI

Although AI has recently only become a hot topic, programmatic advertising has used machine learning extensively over the past decade for things like bid optimisation, audience segmentation, contextual targeting, ad placement, and fraud detection.

Now, it's increasingly being used for creative versioning and optimisation, allowing advertisers to create personalised ads for specific audiences at scale.

Look out for AI-powered platforms that will soon allow you to mix and match creatives, swap out voiceovers and CTAs, and create multiple ad variations in a fraction of the time.

5 Tips for Choosing the Right CTV Platform

StackAdapt helps you serve CTV ads to the right audience at the right time with access to premium inventory on the world's most-watched streaming services and platforms.

Visit StackAdapt to learn more about advertising on connected TV.

1 Reach and Inventory

Choose a platform that offers a diverse inventory to connect with your audience across a wide range of publishers.

2 Analytics and Reporting

Look for platforms that provide actionable insights and access to real-time performance data.

3 Compliance and Safety

Ensure your platform follows privacy standards and industry best practices that are brand safe and compliant.

4 Targeting and Attribution

Select a platform with advanced targeting and precise attribution capabilities to optimise your ad spend and measure ROI effectively.

5 Ease of Use

Choose a platform that simplifies campaign management and integrates seamlessly with existing workflows.

Conclusion

Once an emerging channel in programmatic advertising, CTV has become the premier space to place your ads. It provides the lean-back experience of traditional TV with the targeting capabilities, measurement, and control of modern digital advertising.

CTV allows advertisers to expand their reach, engage viewers on the big screen, and target audiences when they're the most receptive: watching TV in the comfort of their homes.

Ready to get started with CTV?

Request a demo to discover the multi-channel programmatic advertising platform used by exceptional marketers like you for CTV advertising.

Request Demo

StackAdapt

StackAdapt is a multi-channel digital advertising platform that is leading the industry with machine learning and AI at its core. Ad buyers plan, execute, and manage data-driven digital advertising campaigns across all devices, inventory, and publisher partners.

Specialising in native, display, video, connected TV, audio, in-game, and digital out-of-home advertising, StackAdapt is the #1 DSP and a Top 100 Software Product on G2, supporting marketers and advertisers globally.

For more information, visit stackadapt.com.

www.stackadapt.com