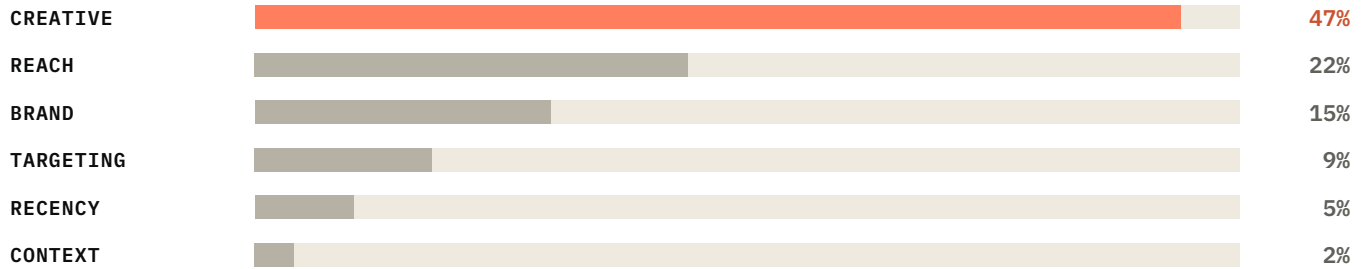


CTV Creative Best Practices.

Modern CTV performance requires more than a strong commercial. It requires a system: variation planning, format selection, cross-device integration, and creative-level optimization. Eight steps, start to finish.

SHARE OF SALES CONTRIBUTION BY ADVERTISING ELEMENT · NIELSEN



Creative quality drives nearly half of sales impact. On the biggest screen in the house, it matters even more.

01 GOALS + AUDIENCE

02 ASSET AUDIT

03 ADAPT FOR
PROGRAMMATIC

04 PERSONALIZE

05 TECH SPECS

06 FATIGUE GUARDRAILS

07 FULL-FUNNEL

08 TEST + OPTIMIZE

Goals first. Then audit what you have.

Awareness and win-back campaigns need different data, creative, and KPIs. Align on the objective, then plan for creative variation early so personalization and measurement come easier later.

AVOID OVERLY NARROW TARGETING

Balance precision and scale. Too narrow leaves you high and dry.

GO BEYOND DEMOGRAPHICS

Motivation-based attributes let you craft ads that answer real needs.

MIX FIRST- AND THIRD-PARTY DATA

Your buyers plus the market at large, layered together.

THE FIVE-POINT ASSET AUDIT

01 Professional production

Flaws are easy to spot on the biggest screen in the house.

02 Clear, consistent branding

Logo and brand colors easy to spot, consistent across every asset.

03 Singular focus

One main message, repeated. Attention spans are short.

04 Strategic sound

Voiceover and music carry the message even when eyes wander.

05 Clean design

No cluttered text or overwhelming visuals. Clarity wins.

Adapt creative for the programmatic environment.

In programmatic, creative is not static. Build for variation, audience-specific messaging, and cross-device retargeting from the start.

VOICEOVER LIFT

+46%

conversions when music-only creative gained a voiceover, in one platform campaign

CTAS THAT MATCH THE GOAL

- Website goal: show the URL on screen and say it aloud.
- Foot traffic goal: feature the address prominently.
- Cross-device plans: let a QR code start the journey and lower-funnel formats close it.

WHY QR CODES EARN THEIR PLACE

01 They make TV clickable

A scan takes the viewer from couch to landing page in seconds.

02 They bridge screens

Engagement continues on the phone while the show plays on.

03 They make TV measurable

Every scan is a tracked, attributable action.

Size QR codes to scan from the couch, and pair them with an offer worth scanning for.

Results from campaigns delivered through the Judi Media programmatic platform. Advertisers anonymized.

Dynamic creative: personalize without re-shooting.

SHOWCASE LIVE INVENTORY

A dealership displays its current lot with real-time updates layered onto one evergreen spot.

PROMOTE WEEKLY SALES

Retail promos, prices, and offers refresh automatically while the campaign runs.

HIGHLIGHT UPCOMING EVENTS

Attractions rotate a schedule of shows and activities without new production.

MULTI-LOCATION CAMPAIGNS

Location-specific details generate customized ads with consistent branding for every franchise.

PERSONALIZATION IN PRACTICE

- Plan variation from the beginning: decide which elements are fixed and which flex.
- Swap headlines, offers, featured products, or CTAs on a core video asset.
- Extend high-performing social creative to the big screen for fast, familiar iteration.
- The goal is relevance, not complexity. Match the viewer's interest and funnel stage.

Nail the technical specs.

Missed specs cause latency, buffering, and abandoned sessions. Technical compliance also protects performance: compliant creative distributes efficiently and measures accurately across publishers.

LENGTH	15 or 30 seconds, exact
FILE FORMAT	MP4 only
TAGS	VAST only. No VPAID wrappers
QUALITY	1080p (1920 x 1080), 16:9 ratio
FILE SIZE	15 to 50 MB preferred, 250 MB max, compressed near 1.15 Mbps
VIDEO BITRATE	18,000 to 30,000 kbps. Below-spec bitrates are enhanced automatically
AUDIO	Minimum 192 kbps at a 48 kHz sample rate

WHY IT MATTERS MORE NOW

- Major streamers entering programmatic are tightening requirements, including QR code handling.
- Interactive elements and dynamic overlays need clean asset structure to integrate without hurting playback.
- We handle spec compliance on every flight, so creative scales across the ecosystem as intended.

Guardrails against ad fatigue.

01 Three creatives in rotation

Headline swaps, overlay changes, and CTA variants count. Variety without triple production.

02 Sequential storytelling

Stories that unfold across ads, sequenced by viewer interaction.

03 Quarterly refreshes

Fatigue typically sets in around three months. Swap before it shows.

04 Fresh creative for retargeting

Follow-ups advance the story down the funnel, never repeat it.

05 Frequency caps that respect engagement

Stop showing the same ad to people who already acted.

06 Watch frequency and landing behavior

Steady traffic with falling engagement means the message needs rotating.

07 Extend beyond the TV screen

Dynamic display carries CTV messaging into online environments without new builds.

08 Specialty formats

Pause ads and interactive units create high-attention moments without overexposure.

Connect the funnel. Optimize by creative.

ONE NARRATIVE ACROSS FOUR SCREENS

01 CTV introduces

The product story lands on the big screen, with a QR code.

02 Display reinforces

The same product returns with a promotional offer.

03 Online video urges

Urgency and limited availability move viewers to act.

04 Search captures

High-intent queries convert on click.

QUESTIONS YOUR REPORTING SHOULD ANSWER

- Which variation drives stronger engagement?
- Which messaging angle sustains conversions over time?
- Which CTA generates more scans and site visits?
- Where are the first signs of fatigue appearing?

HOW WE WORK

Creative-level dashboards show how each asset contributes, so you scale, refresh, or retire on evidence, not assumptions.