

The CTV Advertising Playbook.

How to plan, execute, and measure performance-driven campaigns. Programmatic CTV combines the big-screen impact of television with the data-driven targeting and measurement of digital. This playbook walks the nine steps we use to turn the living room TV into a performance channel.

PHASE I

Identify objectives

Goals, audience and segmentation, budget strategy.

PHASE II

Build the strategy

Creative, viewer experience, full-funnel design.

PHASE III

Activate + measure

Programmatic activation, optimization, attribution.

WHY PROGRAMMATIC CTV

01 Targeted

Reach the households most likely to buy, not everyone watching the evening news.

02 Content-agnostic

Execute across the entire streaming ecosystem and reach your audience wherever they watch.

03 High-impact

Ads play on the biggest screen in the household, non-skippable, inside premium content.

04 Measurable

Tie marketing dollars to quantifiable outcomes such as store visits, calls, and purchases.

05 Performance-driven

Direct-response tactics motivate viewers to act, not just remember.

Set the goal. Define the audience.

CTV can drive calls to a law firm, foot traffic to a franchise, or sales across online and offline channels. Decide the business outcome first, then map where data should be captured along the path to purchase.

QUESTIONS THAT SHAPE THE PLAN

- Am I selling a product, a service, or something else?
- What are the primary customer touchpoints?
- How do my buyers conduct research?
- How do they like to purchase: online, in person, by phone?

AUDIENCE BUILDING WHEN DATA IS THIN

- **Pixel placement:** track site activity and build look-alike audiences.
- **Start broad, then narrow:** gather response data, refine the targeting.
- **Funnel optimization:** shift budget to the segments that deliver.

TARGETING OPTIONS ACROSS THE FUNNEL

AWARENESS

- Look-alike modeling
- ACR viewing-habit targeting
- Smart audience contextual
- App-install targeting
- Geo: state, DMA, zip, radius
- Social signal audiences

CONSIDERATION

- Retail commerce data targeting
- Location-based conquering from competitor stores
- Linear TV extension for households exposed to your spots

CONVERSION

- Website retargeting
- Location-based re-engagement of store visitors
- First-party CRM audiences, one to one

Budget follows strategy, audience, and avails.

Because CTV targets individual viewers and is bought on impressions actually served, it is accessible at many budget levels. The wider the campaign runs across CTV, online video, audio, search, and social, the better it performs, because CTV lifts conversion on every subsequent touchpoint.

PLANNING RULE

Aim for at least a 20 percent share of voice against your target audience in your target geography.

PAY FOR REAL VIEWS

Inventory is bought per impression served, so budgets map to actual reach rather than broadcast estimates.

TEST-AND-LEARN EARLY

Room to test creative, audiences, and geographies in the first flights pays back in efficiency later.

SCALE WITH CONFIDENCE

Hyper-targeted campaigns can run at scale across 200+ premium apps and publishers.

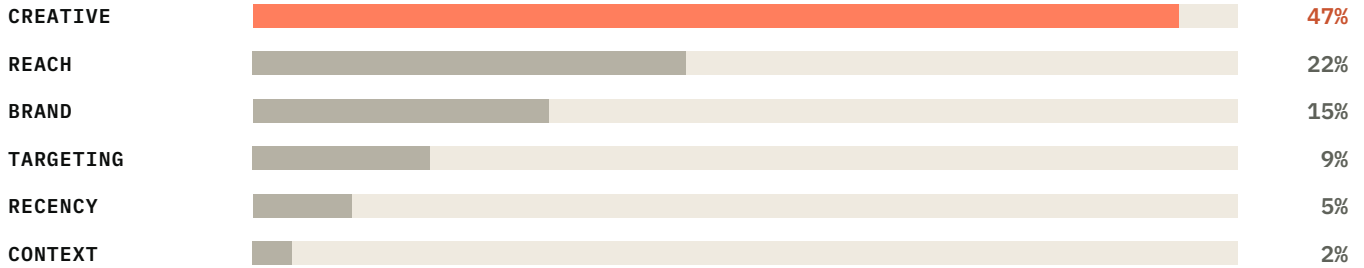
WHAT WE DO BEFORE RECOMMENDING A BUDGET

- Pull the data on CTV avails inside your target strategy and geography.
- Model the share of voice your plan can hold against the audience.
- Sequence budget across awareness, consideration, and conversion so every dollar has a job.
- Set the reporting plan so spend ties to outcomes from day one. Budget specifics live on a discovery call.

Creative is the biggest lever you own.

Nielsen finds that the visual, textual, and auditory components of advertising are the most impactful drivers of sales. Even with the best strategy and the strongest brand, creative decides the outcome.

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 Ensure quality standards

Prominent logo, clear message, clean design, professional production. Flaws are easy to spot on a 55-inch screen.

02 Include one call to action

Website, phone call, or store visit. Pick one, say it on screen and in the voiceover.

03 Keep ads current

Use dynamic creative to feature live inventory, seasonal offers, and coupon codes without re-shooting.

04 Personalize by segment

Tailor visuals and messaging to each audience. Dynamic overlays and social repurposing make iteration fast.

05 Align creative to the medium

When retargeting on other channels, add clickable elements and meet each format's specs.

Respect the viewer. Prevent ad fatigue.

Some frequency is good: it can take seven or more exposures before a customer is ready to buy. But repetition without variation burns audiences and budgets. Guardrails keep every impression working.

01 Run three creatives in rotation

Hyper-targeted audiences see ads often. Variety keeps the message fresh.

02 Embrace sequential storytelling

Let the story unfold across ads, and personalize the sequence based on viewer interaction.

03 Refresh quarterly

Creative fatigue typically sets in after about three months of exposure.

04 Use different creative when retargeting

Follow-up ads should advance the conversation, not repeat it.

05 Cap frequency, exclude converters

Once someone engages or buys, stop showing them the same ad.

06 Monitor frequency and landing behavior

Rising frequency or falling engagement signals it is time to rotate. Our team monitors this continuously.

Design the full funnel around CTV.

CTV ads should not run in a vacuum. Link them to retargeting in clickable formats so every touchpoint builds on the last.

PLATFORM TEST

Cross-channel retargeting drove 2x the conversions of CTV-only campaigns.

Awareness

- **CTV:** introduce the brand with high-impact storytelling.
- **Online video:** reinforce the message with sequential storytelling.
- **Display:** build visibility on relevant sites.

Consideration

- **CTV:** reinforce the value of the offer.
- **Streaming audio:** retarget on music and podcast platforms.
- **Online video + display:** stay top of mind with exposed households.

Conversion

- **CTV:** serve ads with QR codes and one clear call to action.
- **Display + online video:** give exposed users a clickable next step.
- **Paid search + social:** capture high-intent queries and feeds.

CTV-TO-RETARGETING RATIO

- Awareness campaigns: about 1 retargeting impression for every CTV exposure.
- Action campaigns: ramp to roughly 1.5 retargeting impressions per CTV exposure.

Fully managed beats going it alone.

Programmatic CTV can be bought through self-serve DSPs or through a managed service. Here is how the two paths compare.

MANAGED SERVICE WITH JUDI

- Experts design and execute customized campaigns with you.
- Access to premium inventory across 200+ apps and publishers.
- In-flight campaigns monitored and optimized continuously.
- 24/7 live reporting dashboard plus custom client reports.
- Scales as your CTV needs grow.

SELF-SERVE DSP

- In-house team owns strategy and campaign design, a full-time job.
- Inventory limited in early media purchasing stages.
- Fees and add-ons compound while staff learns the channel.
- Your team juggles multiple dashboards and reporting systems.
- Optimization depends on internal bandwidth.

THREE QUESTIONS TO ASK ANY CTV PARTNER

01 Where will my ads run?

Premium CTV runs on the big screen inside professionally produced, 22-minute-plus content. Not buried in user-generated clips.

02 How do you ensure brand safety?

Vetted inventory, brand-safety filters, third-party verification, and transparent reporting on exactly where ads appear.

03 Which inventory and data partners do you use?

A vendor-agnostic approach across 200+ data and technology partnerships beats being locked to one platform.

Measure what matters. Attribute every touch.

IMPRESSIONS + VCR

Prove delivery and completion.
Table stakes, not the finish line.

CLICKS + CTR

Track direct engagement and the
portion of viewers taking the next
step.

CONVERSIONS + RATE

Quantify sign-ups, purchases, and
campaign efficiency.

GEOREPORTING

Compare regions and shift budget
to where response is strongest.

DEVICE + AUDIENCE

See which screens and segments
respond, then refine.

CREATIVE-LEVEL BREAKDOWN

Find the winning variation and scale
it with confidence.

HOW MULTI-TOUCH ATTRIBUTION WORKS

01 Attribution modeling

A model is designed around your business goals and customer journey.

02 Ad delivery

Household identity graphs link the TV to the laptops, phones, and tablets around it.

03 Online data capture

Site visits, purchases, and CRM matches are captured as journey touchpoints.

04 Offline data capture

Store visits verified by device location, and SKU-level purchase data, connect the physical world.

05 Measurement + optimization

Insights feed back into targeting, creative, and budget, continuously.