



CONNECTED TV + PERFORMANCE MEDIA

One audience. Premium screens. Measurable outcomes.

A buyer-ready CTV plan built to create demand, capture intent and prove what moved the customer.

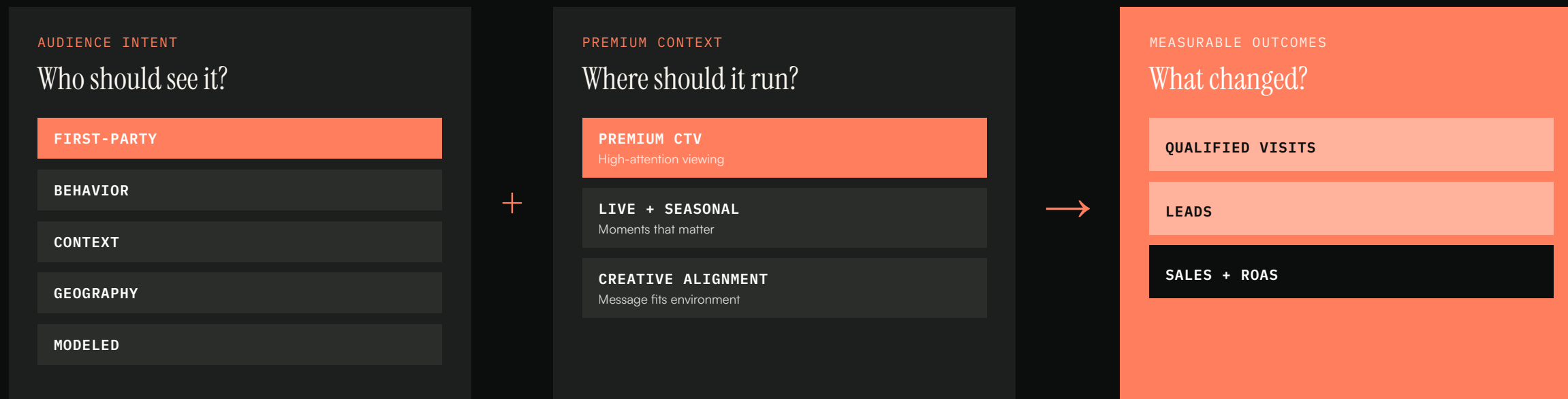
2026 SALES DECK



CTV BUYING, REBUILT

Audience intent and context work better together.

Stronger signals find the right households. Premium environments make the message more valuable.



PREMIUM ATTENTION

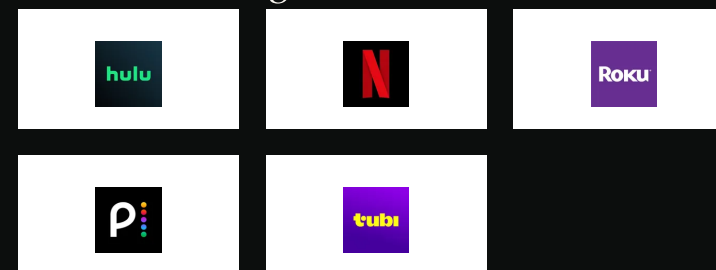
Put the brand where attention is already high.

Connected TV works hardest when inventory quality, audience relevance and campaign timing reinforce one another.

THE INVENTORY QUALITY STACK

- | | | |
|----|------------------------------|---|
| 01 | PREMIUM CONTENT | Trusted, high-attention viewing |
| 02 | TRANSPARENT SUPPLY | Clear inventory and delivery |
| 03 | BRAND-SAFE VALIDATION | Suitability and viewability |
| 04 | OUTCOME MEASUREMENT | Qualified action, not impressions alone |

The living room is the last screen the whole household still watches together.



Illustrative premium supply examples. Availability varies by inventory, market and permissions.

CONNECTED ECOSYSTEM

A broad activation ecosystem supports the plan.

Selected examples across premium supply, ad tech, data, validation and commerce outcomes.

PREMIUM SUPPLY



STREAMING + VIDEO



AD TECH + VALIDATION



DATA + OUTCOMES

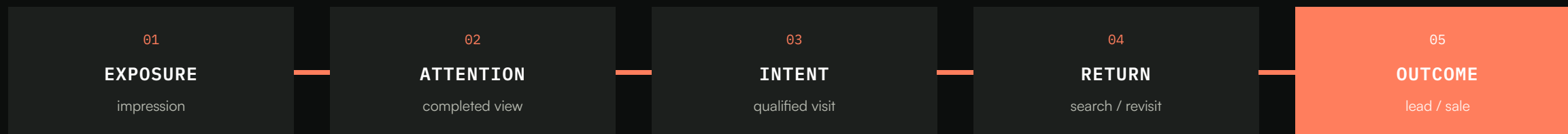


Illustrative ecosystem examples. Access varies by market, approvals, data permissions and campaign requirements.

MEASUREMENT

Measurement must follow the customer beyond the click.

Delivery explains what ran. Journey and outcome reporting explain what changed.



DELIVERY

Reach, frequency, viewability, CPCV

OUTCOME

Qualified visits, leads, sales, ROAS

INCREMENTALITY

Holdout, geo test or pre/post baseline

GROWTH SYSTEM

How brands win across the connected journey.

The audience is shared. The buying role and creative message change by stage.

MEDIA ROLE

Premium CTV + creator

High-intent audience buying

CTV retargeting + video

CRM + modeled expansion

CREATE DEMAND

CAPTURE INTENT

CONVERT

REPURCHASE

CREATIVE ROLE

Core message + contextual relevance

A/B tests + seasonal variations

Promotions + proof

Localized and loyalty messaging

CREATIVE PERFORMANCE

Strong CTV creative lands in three beats.

The hook earns attention, the proof creates belief and the CTA converts memory into action.

0-3 SECONDS Hook Earn attention	3-12 SECONDS Prove Show value, reason and brand	12-15 SECONDS CTA Tell them what to do
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LOGO + URL STAY VISIBLE ACROSS THE ENTIRE SPOT

SOUND

Voiceover stays clear

READABILITY

Type works across the room

VARIANTS

Test hooks, lengths and offers

16:9 | 1920 x 1080 | MP4/MOV | 15s OR 30s | CONSTANT FRAME RATE

Publisher acceptance requirements vary. Final files must pass inventory-specific QA.

EVIDENCE

Published campaign results show lift across goals.

Reported partner-platform outcomes are normalized to a baseline index of 100 for comparison.

+404%

BIA CONVERSIONS

+127%

BIA SESSIONS

5x

AROMA ROAS · MONTH TWO

BASELINE INDEX = 100

BIA CONVERSIONS



504 +404%

BIA SESSIONS



227 +127%

FHU PAGE VISITS



208 +108%

FHU CONVERSIONS



156 +56%

CENVAR LEADS



144 +44%

Sources: published partner-platform case studies. Campaign-specific outcomes are not guaranteed.

THE PILOT

Ninety days. One scale decision.

The pilot creates enough time to instrument, learn, concentrate spend and decide.

DAYS 1-15

INSTRUMENT

Brief, audience, tags and QA

DAYS 15-45

LEARN

Test audience, inventory and creative

DAYS 45-75

CONCENTRATE

Move spend toward stronger signals

DAYS 75-90

DECIDE

Scale, revise or stop

One pilot budget.
Set on the
discovery call.

FINAL OUTPUT: SCALE DECISION MEMO | AUDIENCE, CREATIVE, INVENTORY AND NEXT-BUDGET RECOMMENDATION

THE DECISION

Confirm the audience, outcome, creative and launch window.

Every channel is staged on a known lead time. Spend floors are confirmed on the discovery call.

TYPICAL LAUNCH LEAD TIMES

DISPLAY		7-10 DAYS
ONLINE VIDEO		7-10 DAYS
CTV + OTT		10-15 DAYS
DIGITAL AUDIO		10-15 DAYS
CREATOR AMPLIFICATION		10-20 DAYS

NEXT ACTION

Approve the 90-day CTV pilot.

We will return the audience plan, channel allocation, measurement design and creative QA checklist before launch.

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