

Winning the Holidays with Connected TV.

Between Black Friday and New Year's, consumers are in constant discovery and purchase mode, and streaming TV sits at the center of their attention. This guide covers how to balance brand storytelling with performance tactics and tie both to measurable outcomes.

~90%

OF US HOUSEHOLDS STREAM

+46%

DAILY VIEWING IN PEAK WEEKS

Q4

HIGHEST-INTENT SEASON OF THE YEAR

UNMATCHED ATTENTION

CTV runs full screen in a lean-back environment. No fighting for a scroll.

HOLIDAY MINDSET

Shoppers are planning, relaxing, and unwinding, more receptive to new ideas and stories.

REAL MEASURABILITY

Closed-loop attribution links exposure to site visits, purchases, and store traffic.

TAKEAWAY

When the world slows down, streaming speeds up. That is where the edge is.

Balance brand and performance all season.

Brand exposure

- **Creative:** evergreen storytelling around brand values and lifestyle moments.
- **KPIs:** reach, recall, engagement.
- **Timing:** early Q4, October through November.

Conversion focus

- **Creative:** offer-driven urgency: Ends Sunday. Final shipping day.
- **KPIs:** return on ad spend, site visits, purchases.
- **Timing:** Cyber Week through Christmas.

Post-holiday loyalty

- **Creative:** re-engagement with new-year offers and next-season launches.
- **KPIs:** retention, repeat purchase.
- **Timing:** December through January.

PRO TIP

- Run both creative types in tandem. Evergreen spots build familiarity early, performance creative layers in as buying windows approach.

Connect intent, timing, and relevance.

COMMERCE DATA IN ACTION

Retail and e-commerce signals reach in-market shoppers actively browsing products like yours.

LAYERED AUDIENCES

Interest, behavioral, and demographic layers separate October browsers from mid-December buyers.

LOCAL CONTEXT

Location data highlights store hours, curbside pickup, and shipping cutoffs for omnichannel retailers.

SEQUENTIAL MESSAGING ACROSS CHANNELS

01 CTV

Build awareness with emotional, high-impact storytelling.

02 Display or online video

Retarget exposed viewers with product offers and time-sensitive deals.

03 Search or social

Reinforce with clickable, conversion-friendly ads.

04 Audio

Stay top of mind during commutes, workouts, and shopping trips.

OCT · EARLY GIFTING

CYBER WEEK · URGENCY

MID-DEC · LAST CHANCE

DEC-JAN · NEW YEAR

Manage frequency caps across devices all season. It is the most overlooked optimization in holiday campaigns.

Match the message to the mindset.

01 Early season: inspiration

Aspirational storytelling and gift discovery. Warmth, nostalgia, generosity. No hard offers yet.

02 Peak season: urgency

Short, high-energy ads that clearly communicate scarcity cut through decision fatigue.

03 Post-holiday: engagement

New-year resolutions, travel, add-ons, and gift-card redemptions re-engage recent buyers.

PERSONALIZE BY SEGMENT

PARENTS · MAKE IT MAGICAL

TRAVELERS · LAST-MINUTE GETAWAY

TECH · GET THE LATEST GEAR

DESIGN FOR THE LIVING ROOM

- Keep it short: 15 to 30 seconds is the sweet spot.
- Lead visually: let story carry through visuals and on-screen text.
- Stay focused: clear branding and one actionable CTA.
- Optimize for distance: large legible text, no cluttered overlays or tiny QR codes.
- Rotate fresh variations weekly or bi-weekly. Holiday fatigue sets in fast.

Fresh formats keep every impression new.

INTERACTIVE CREATIVE

Polls, QR codes, and shoppable moments turn passive viewers into active participants.

DYNAMIC CREATIVE

Prices, promos, and inventory update in real time without rebuilding the spot.

SOCIAL CTV CREATIVE

Your best social posts, re-framed for the big screen. Fast, authentic, instantly familiar.

PAUSE ADS

Appear when a viewer pauses. Non-intrusive, brand-safe, full share of voice in a natural break.

WHY MIX

Variety prevents burnout and helps every impression feel new during the busiest ad season of the year.

From exposure to outcome.

In Q4 every impression counts. A full attribution suite connects CTV exposure directly to measurable outcomes across every device and channel, on live dashboards instead of static spreadsheets.

ONLINE SALES LIFT

Tie impressions to e-commerce transactions.

RETAIL MEDIA ATTRIBUTION

Purchases in retail and marketplace environments.

FOOT TRAFFIC

Store visits after exposure, verified by device location.

BRAND LIFT STUDIES

Awareness, consideration, and favorability movement.

SEARCH + SOCIAL CONVERSIONS

Branded search and social actions influenced by CTV.

POST-VIEW SITE VISITS

How many viewers came to your site, and how fast.

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