

The Complete Guide to CTV Retargeting.

Imagine seeing a commercial for a local spa and forgetting about it by morning. Then a display ad appears on your favorite weather site, making it simple to book. That is CTV retargeting: following up across devices until a viewer is ready to act.

7+

EXPOSURES BEFORE PURCHASE

17

CONNECTED DEVICES PER
HOUSEHOLD

2x

CONVERSIONS VS CTV ALONE

TV FIRST

Re-engage warm leads from your site or CRM with a spot on the living room TV.

TV AS THE TRIGGER

Follow viewers exposed to your CTV ad onto display, online video, audio, and more.

WHY IT WORKS

- CTV ads are served in data-rich digital environments, so exposure can be matched deterministically across a household's devices.
- The living room TV becomes a performance channel that hands warm audiences to clickable formats.
- Every subsequent touchpoint builds on the last, delivering the persistence needed to convert.

Old TV shouted. CTV follows through.

TRADITIONAL TV

A single ad shown to general viewers for brand awareness. No targeting, no insight into who saw it, no call to action.

CTV + OMNICHANNEL

Multi-platform ads follow the same targeted viewer across their devices with clickable assets at every step.

SIX WAYS TO RUN IT

- 01 Site visitors to CTV**
Retarget people who visited your website with a spot on the big screen.
- 02 CRM contacts to CTV**
Reach your first-party contact list in the living room, one to one.
- 03 CTV to display**
Serve clickable banners to households exposed to your commercial.
- 04 CTV to streaming audio**
Stay top of mind during commutes, workouts, and errands.
- 05 CTV to online video**
Reach previous viewers on YouTube and other video platforms.
- 06 CTV to in-game**
Extend the journey into gaming environments.

Every stage gets its own channels and message.

Awareness

- **CTV:** expose ideal customers with awareness messaging.
- **Display:** build visibility on relevant sites.

Consideration

- **CTV + display:** reinforce with exposed households.
- **Streaming audio:** retarget on music and podcasts.
- **Online video:** reach previous CTV viewers on video platforms.

Conversion

- **CTV:** QR codes and one clear call to action.
- **Display + online video:** clickable, conversion-focused messaging.
- **Paid search + social:** capture intent in feeds and queries.

DESIGN PRINCIPLE

- Mix several retargeting paths and keep testing which channels perform.
- Keep creative continuity: each ad should advance the story the CTV spot started.
- Customize the mix to your funnel and the channels your buyers actually use.

Demand more than impressions.

Video completion rates prove your campaign is running. Attribution proves it is working. These are the touchpoints and metrics worth demanding from any CTV partner.

ATTRIBUTION TOUCHPOINTS

AFTER-AD INFLUENCE

Actions taken after viewing, like researching your products.

BRAND LIFT

Awareness, attitudes, and opinions, measured with exposed and control groups.

POST-VIEW SITE VISITS

Direct traffic that resulted from seeing your ad.

FOOT TRAFFIC

Store visits verified by device location after exposure.

ONLINE PURCHASES + REVENUE

A revenue pixel passes back the exact value of each tracked sale.

FIRST-PARTY MATCHBACK

Purchases matched one to one against your CRM.

CPG SALES

SKU-level purchase data ties impressions to in-store buying.

SEARCH + SOCIAL INFLUENCE

Conversions on Google and social channels influenced by CTV.

RETAIL MEDIA

Purchases across retail and marketplace environments.

The results speak for themselves.

In one platform test, ads served to viewers previously exposed to a CTV spot were compared with ads served to a cold third-party audience.

REVENUE PER DOLLAR OF SPEND

5x

for retargeted audiences vs cold audiences

WHAT IT TAKES

A CTV-first partner with deterministic cross-device matching, premium inventory access, and a full attribution suite. Or substantial in-house resources. We supply the former.

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