

Put your best social video on the biggest screen.

How to run proven social creative as premium TV advertising, target it on public social signal, and measure it to the click.



One asset. One audience definition. One report.

Three moves, each of which works alone. Together they make social and TV one buy.

CREATIVE

Run the post as the ad

Your best social video becomes a TV unit with its handle, caption and counts intact. No reshoot.

TARGETING

Buy the audience from social signal

One to three topics. A model reads public posts and builds a keyword segment we run on premium CTV.

ATTRIBUTION

Follow the viewer to the click

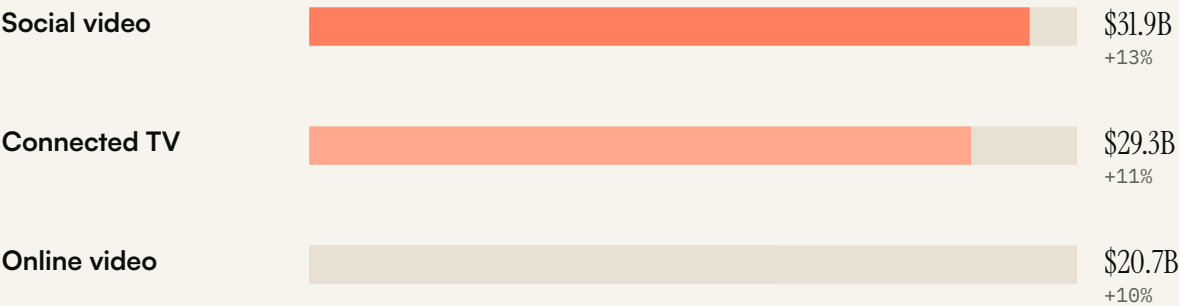
Exposed households matched to the search, social or email conversion that followed, plus brand lift.

CREATIVE POWERED BY  **SPACEBACK**
by REMBRANDT

Three weeks to air. *Nine weeks to a measured answer.*

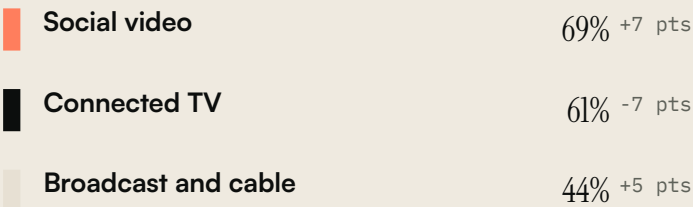
The two biggest video budgets now sit side by side.

US digital video reaches an estimated \$81.9 billion in 2026, up 11%. Social video and connected TV are the two largest lines.



MUST BUY

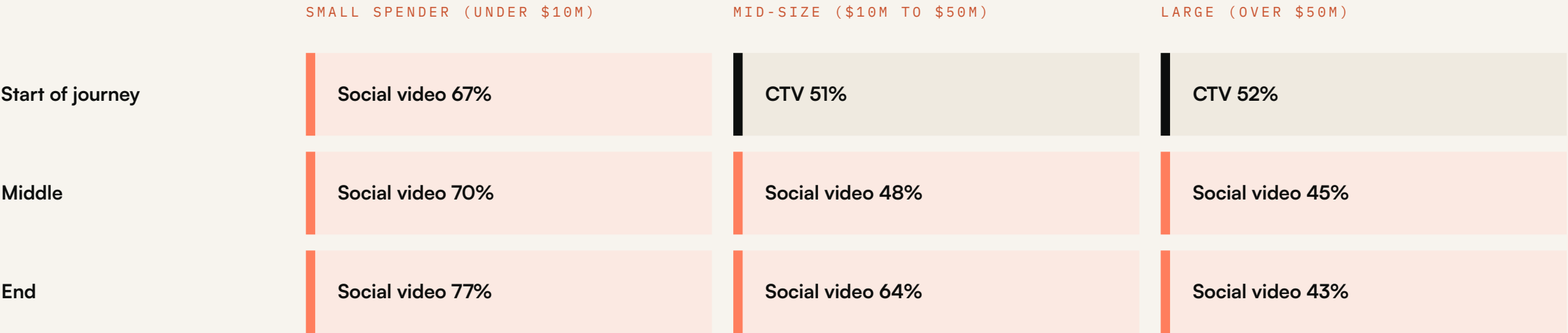
Share of video buyers who call the format necessary



Most brands fund these two lines separately and run them like strangers. *Social CTV makes them one buy.* POINT CHANGES VERSUS 2025.

Buyers still choose between reach and precision.

Asked which channel drives outcomes better, video buyers split by how much they spend.



49% OF VIDEO BUYERS NOW NAME TARGETING AS A TOP REASON TO FUND OR CUT A STREAMING PARTNER. UP 10 POINTS IN A YEAR.

Social CTV ends the trade-off. *Proven social creative, premium TV inventory, social intent targeting, a click you can trace.*

SOURCE: IAB, 2026 DIGITAL VIDEO AD SPEND AND STRATEGY, BUYER SURVEY N=360. AT THE MIDDLE AND END STAGES THE LARGE-SPENDER GAP IS NARROW AND IAB CALLS THE CHANNELS COMPARABLE.

The last TV idea did not die in the meeting. It died in production.

Not the strategy, not the budget. The shoot: the calendar, the cost and the single cut it produces.

WHAT HOLDS YOU BACK

One spot, made once

A production yields one or two cuts. Connected TV frequency burns through them in weeks, and there is nothing left to rotate.

WHO IS TO BLAME

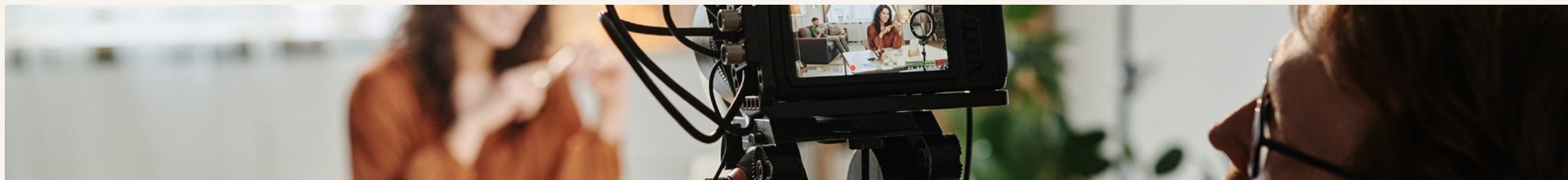
A process built for broadcast

Agencies and vendors still sell TV the way it was bought in 2005: a shoot, an edit, a flight. The feed moved on years ago.

WHAT CHANGES

The library you already own

Your social library is dozens of proven cuts, each with an audience response attached. Social CTV puts them on air without a new shoot.



You do not have a creative problem. *You have a route-to-screen problem.*

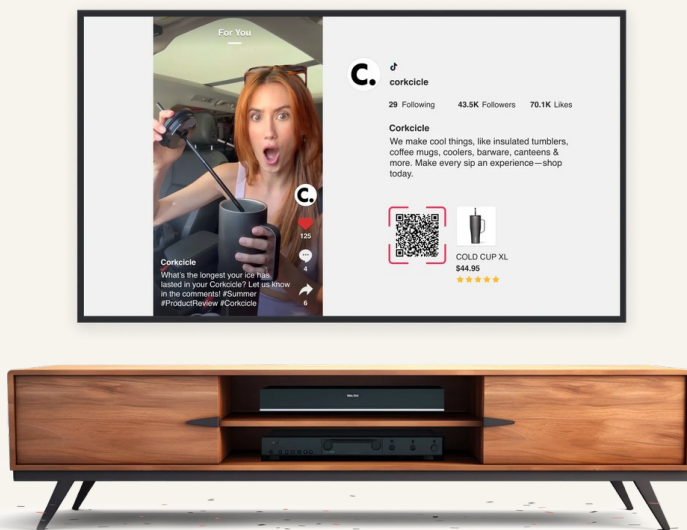


Creative

Your best post, rebuilt as a television unit. Creative powered by Spaceback.

A TV ad with the post still inside it.

The video sits in a designed 16:9 frame with the handle, caption and counts around it. Not a phone clip with black bars.



The frame

Full height, about a third of the screen. We design the rest.

The counts

Likes and comments on screen, dated. Rebuilt mid-flight where the publisher allows.

The finish

Mastered for transcode. Captions resized, audio mixed for a room.

The length

Bring 13 or 27 seconds. The end card fills a 15 or 30.

CREATIVE POWERED BY  **SPACEBACK**
by REMBRAND

UNIT SHOWN IS A LIVE SPACEBACK SOCIAL CTV CREATIVE (CORKICLE, TIKTOK). LIGHT AND DARK VERSIONS ARE SEPARATE FILES PICKED PER PLACEMENT.

What you hand us, and what airs.

There is one real requirement. Everything else is handled in the build.

Source post	A video post from Instagram, TikTok, Pinterest, X, Facebook or LinkedIn.
Duration	About :13 or :27, so the unit fits :15 and :30 slots once the end card is added.
Output	A 4K-ready CTV unit generated from the post in minutes, not a production cycle.
Delivery	A VAST tag for 6, 15, 30 or 60 second slots. Open market or PMP.
The frame	Native social chrome stays: handle, verified check, caption, engagement counts.
End card	Logo, offer and an optional QR code to a landing page.
Rights	Paid media usage cleared for the creator asset and any licensed music.

THE ONLY BLOCKER

A post shorter than about 13 seconds has nowhere to put the end card. Everything else we can work with.

WHAT IT SAVES

No TV shoot, no offline edit, no waiting on a cutdown. The asset you already paid for does the work.



PLATFORM SUPPORT AND OUTPUT SPECS PER SPACEBACK, SEPTEMBER 2026.

Which posts earn the big screen.

Start with the posts that already hold attention, not the posts that got the most likes.

Promote it when

- ✓ It already earns high completion in feed. Sort by view-through.
- ✓ It reads at ten feet. One subject, large type, nothing dense.
- ✓ It works sound off. Captions are burned in.
- ✓ The claim is evergreen. No expiring price, no dated drop.
- ✓ Rights cover paid media, including TV placement.
- ✓ There is one clear action for the end card to carry.

Leave it in feed when

- ✗ It is comment bait or a reply-driven format.
- ✗ The audio is a trend track you do not own.
- ✗ It only makes sense if you read the caption.
- ✗ It is a screen recording or a UI walkthrough.
- ✗ It runs under about nine seconds.

Ship three to five units per flight. *Rotate on completion, not on opinion.*

Clear the rights before you air it.

An organic-only grant does not cover television. This is the most common reason a Social CTV flight stalls the week before launch.

Name these in the creator agreement

- ✓ Paid media usage rights, stated separately from organic posting.
- ✓ Placement named explicitly: connected TV, over-the-top and streaming video.
- ✓ Term. Six or twelve months is the usual ask for a TV flight.
- ✓ Territory, and whether it travels beyond the US.
- ✓ Edit and cutdown approval, so a :27 trim needs no new negotiation.
- ✓ Music licensed for paid and broadcast use, or replaced before the build.
- ✓ Whitelisting or partnership-ad permission if the asset also runs in feed.

THE USUAL GAP

Most creator deals grant "social platforms." A CTV buy is not a social platform. Confirm it in writing before the unit is trafficked.

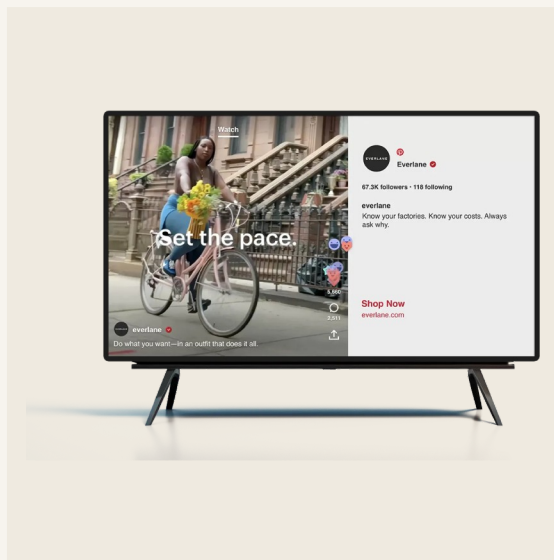
WHY JUDI

We write the creator paperwork and buy the media. The same asset clears once and runs in feed and on TV.

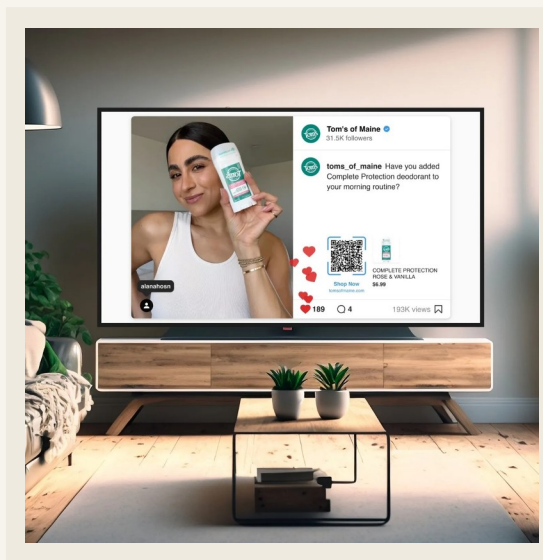
RIGHTS GUIDANCE REFLECTS STANDARD JUDI MEDIA CREATOR AGREEMENT PRACTICE. IT IS NOT LEGAL ADVICE; FINAL TERMS SIT WITH YOUR COUNSEL.

What airs.

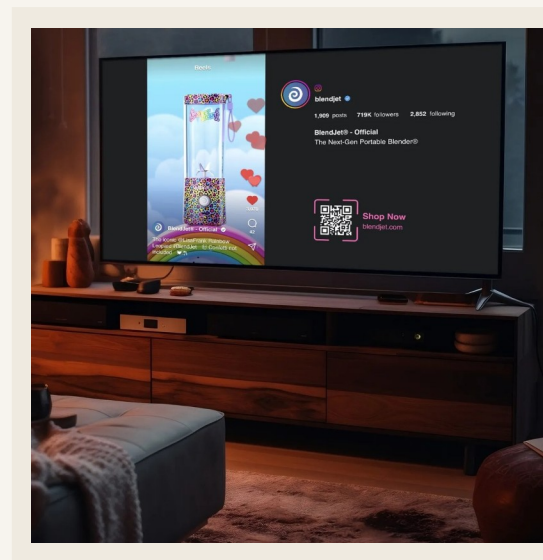
Real Social CTV units built on Spaceback, as served on streaming inventory.



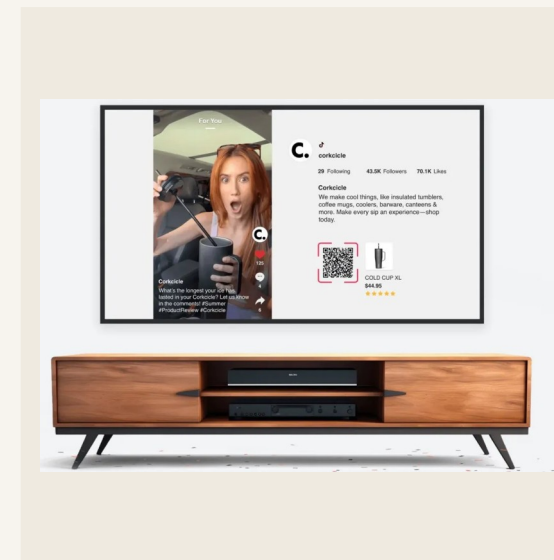
EVERLANE • INSTAGRAM



TOMS • INSTAGRAM



BLENDJET • TIKTOK



CORKCICLE • TIKTOK, QR TO PRODUCT

CREATIVE POWERED BY  **SPACEBACK**
by REMBRAND

The feed already told you which one works. *Television just makes it bigger.*



Targeting

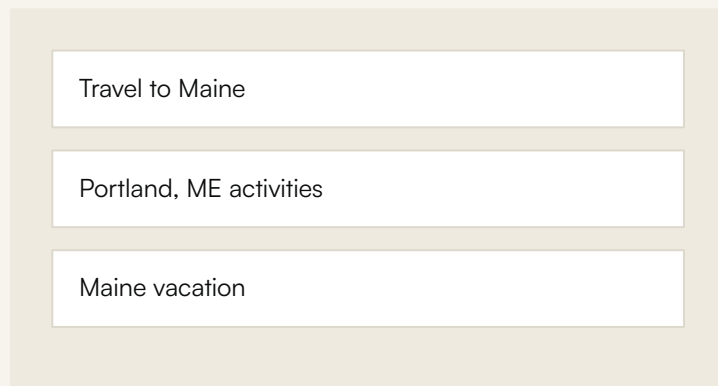
Built from what people post in public, then matched to homes.

Social signal targeting.

Pick one to three topics. A model builds the keyword set from public posts. We buy connected TV against it.

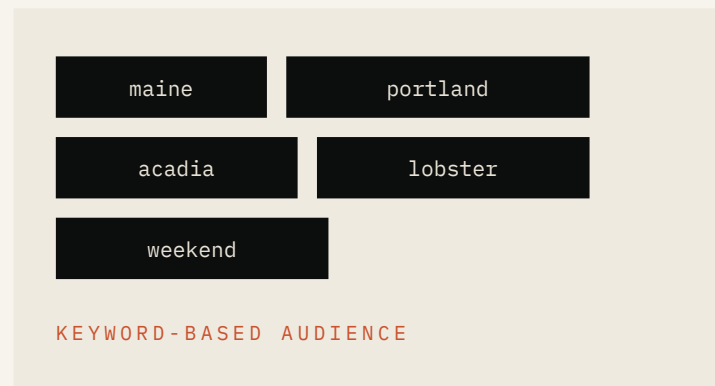
STEP ONE

You pick the topics



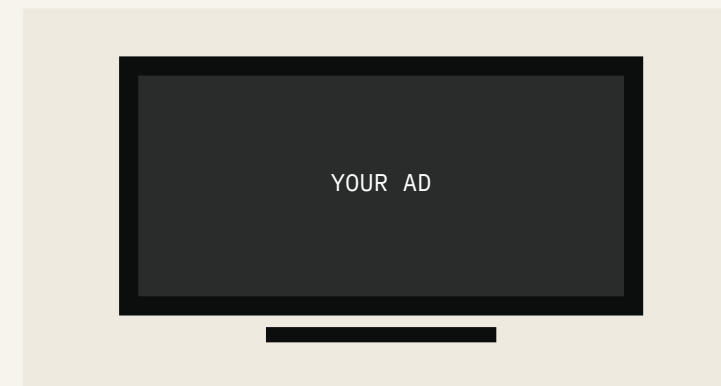
STEP TWO

Topics become a keyword set



STEP THREE

We buy it on connected TV



You get the segment's specs in writing: audience count, refresh rate, lookback window and whether it is modeled. Ask every vendor for the same.

Public content in, modeled households out. *Nothing is read off your television.*

THE HOUSEHOLD MATCH IS A PROBABILITY, NOT A LIST OF NAMES. TRUTHSET FOR CIMM, NOV 2025: IP-TO-ADDRESS LINKS CORRECT 13% OF THE TIME ACROSS NEARLY A BILLION RECORDS.

Build the topic set like a buyer, not a brand.

The model reads what people actually post about. Give it the words they use, not the words on your website.

Category intent

What the need sounds like before you are in the running.

DTC footwear: "best running shoes for flat feet"

Travel: "weekend trips from Chicago"

Competitor and alternative

Named rivals and the workaround people try first.

DTC footwear: "Hoka vs Brooks"

Travel: "is an all-inclusive worth it"

Occasion and moment

The trigger that makes the category urgent.

DTC footwear: "marathon training plan"

Travel: "spring break with kids"

GUARDRAIL: KEEP IT TO ONE TO THREE TOPICS. A FOURTH TOPIC DOES NOT ADD REACH, IT DILUTES THE SEGMENT AND EVERY IMPRESSION AFTER IT.



Social signal fills the top. The stack closes it.

Run social signal as the prospecting layer and let the rest of the CTV stack do the converting.

1

Prospect

Social signal topics, plus third-party persona data where the category needs it.

2

Re-engage

Website retargeting, our top performing tactic, and look-alike modeling off it.

3

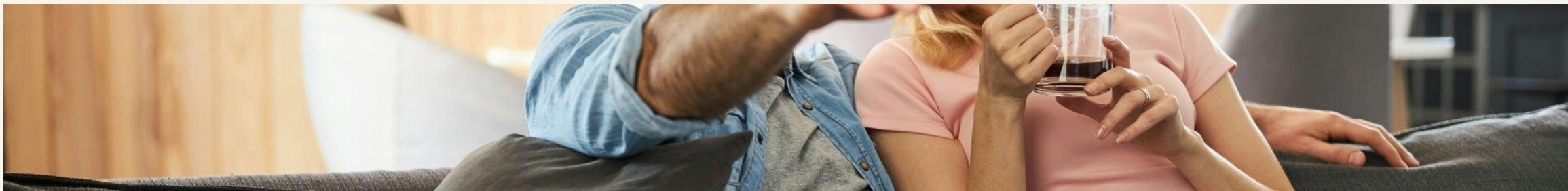
Own

First-party CRM and customer file match, so spend lands on people you already know.

4

Close

Cross-device retargeting triggered by the CTV exposure itself, onto phone and desktop.



Social CTV is not a replacement for the stack. *It is a better front door to it.*



Attribution

From the TV impression to the search, social or email click that followed.

Search and social impact.

Site conversions from households first exposed to your CTV ad, then converting through paid search, paid social or email.

1

Views your ad

The household is exposed on connected TV. The publisher passes the household IP.

2

Converts on another channel

Google Ads, Meta, TikTok, Snapchat, email. The UTM on your tagged links names the door.

3

Matched in reporting

Exposed households that converted, by channel and by week, inside the same dashboard as the rest of the plan.

WHAT IT SHOWS

- The join: TV impressions and site visits matched on household IP.
- The window: lookback set before launch and printed on the report.
- The read: converting households against the audience bought.

WHAT IT DOES NOT SHOW

- Lift. Everyone in the report saw the ad; there is no holdout.
- A person. An IP is a home, and 47% of TV viewing is shared (Nielsen, 2024).
- Additive numbers. Google and Meta often claim the same conversion. Read as overlap.

The tag names the door. *It does not name the cause.*

Brand lift study.

Survey questions to exposed and control households, read against each other: awareness, consideration, recall, intent, favorability.



Reach tells you who saw it. *Lift tells you whether it moved them.*



SURVEYS RUN THROUGH AN INDEPENDENT PANEL PARTNER WITH OPTED-IN RESPONDENTS. LIFT IS REPORTED ONLY WHERE THE SAMPLE IS LARGE ENOUGH TO BE SIGNIFICANT.

From views to visits.

A state tourism board ran its existing social video as connected TV creative across five visitor segments. Brand lift was measured by third-party survey against a control group.

+22%
Aided awareness

+19.5%
Ad recall

+26.1%
Consideration

+18.4%
Purchase intent

+24.5%
Brand preference

+24.2%
Favorability

Lift on every branding metric measured, plus high completion and QR engagement. The creative was already made. The only new cost was the media.

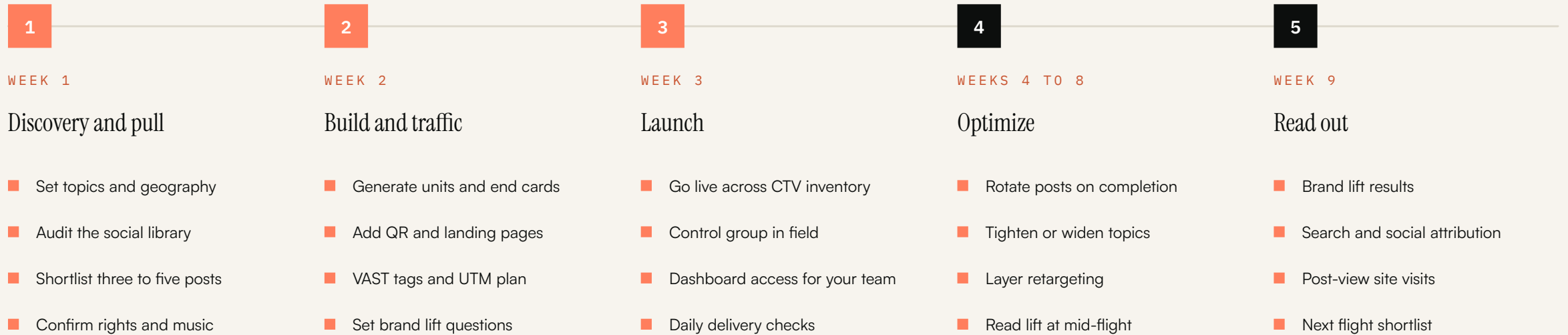


SPACEBACK CASE STUDY
CREATIVE BY  **SPACEBACK**
by REMBRAND

SPACEBACK SOCIAL CTV CASE STUDY. LIFT MEASURED BY AN INDEPENDENT SURVEY PARTNER AGAINST AN UNEXPOSED CONTROL GROUP. CLIENT NAME WITHHELD. PAST RESULTS DO NOT GUARANTEE FUTURE PERFORMANCE.

From social post to on air in three weeks.

No shoot to schedule means the timeline is data work and paperwork, not production.



Three weeks to air. *Nine weeks to a measured answer.*

The pre-flight checklist.

Ten items. If any one is open, the flight is not ready.

CREATIVE READY

- ✓ Three to five posts shortlisted, each about :13 or :27.
- ✓ Captions burned in and legible at ten feet.
- ✓ Paid media and CTV rights confirmed in writing.
- ✓ End card built: logo, one offer, one action, QR if used.
- ✓ Landing page live behind the end-card URL or QR code.

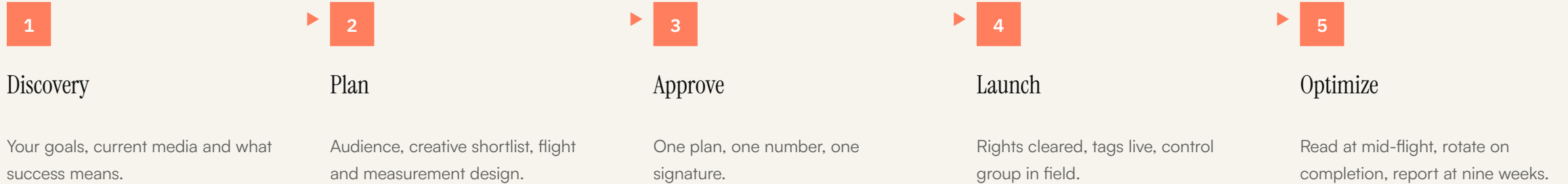
DATA AND MEASUREMENT READY

- ✓ One to three social signal topics agreed and written down.
- ✓ UTM convention set and matched to your analytics.
- ✓ Brand lift questions drafted and control group sized.
- ✓ Site pixel live for post-view visits and revenue tracking.
- ✓ Dashboard access issued to everyone who will ask for numbers.

THE ONE THAT GETS SKIPPED: THE UTM CONVENTION. WITHOUT IT THE TV IMPRESSION AND THE SEARCH CLICK NEVER MEET IN A REPORT.

Five steps from this deck to a live flight.

No creative brief to write. The first meeting is a conversation, not a workshop.



Three weeks to air. *Nine weeks to a measured answer.*



Let's put your best post on TV.

Attention is a currency. *So spend it wisely.*

START WITH A CREATIVE AUDIT

judi@judimedia.co

judimedia.co

Send three posts. You get the shortlist, the rights check and the measurement design. Or the posts stay in the feed and TV stays a shoot away.

