



SURVEY REPORT

The Next Wave of CTV Advertising:

# How Audiences and Outcomes Shape Omnichannel Strategy





# The CTV Opportunity is Growing

Connected TV (CTV) is the fastest-growing ad channel in the U.S., forecast to grow 10% annually through 2027, according to [Emarketer](#). A major driver of this growth is the continued evolution and expansion of the streaming market.

Streaming networks are increasingly diversifying their offerings, rolling out ad-supported tiers that are more cost-effective for consumers. Indeed, a survey of 8,000 U.S. internet households from [Parks Associates](#) revealed that 57% of users across leading platforms — including Warner Bros. Discovery's Max, Netflix, Disney+ and Hulu — now subscribe to ad-supported tiers.

The launch of new ad-supported tiers isn't just bringing new audiences into streaming — it also is encouraging existing streamers to subscribe to more than one service.

In fact, LendingTree's latest [Streaming Service Report](#) found that 76% of subscribers currently pay for more than one service. The continued growth of this sector, as well as the smart TV market, has unlocked new advertising opportunities for businesses across industries.



**79% of U.S. homes**

now own a smart TV, giving CTV advertisers a powerful medium to reach a vast audience across markets.

- [Hub Entertainment Research](#)



To better understand how brands and retailers are capitalizing on these opportunities, *Retail TouchPoints* and MNTN surveyed 110 executives, exploring their strategic approaches to CTV advertising, their creative priorities and how they're measuring success.

**We have found that merchants of all sizes and across categories are:**

1.

**Aligning CTV strategies to omnichannel outcomes**, extending beyond branded ecommerce and venturing into physical stores.



2.

**Testing and learning different creative approaches** to better align with consumers' increasingly fluid shopping experiences.



3.

**Realizing CTV's cost-effectiveness and reach**, helping them accomplish various business goals and objectives.



4.

**Elevating how they target CTV campaigns** to be more precise and aligned to specific markets, demographics, user behaviors and intentions.



5.

**Implementing a robust set of KPIs** to craft a more detailed story on the value of CTV advertising for executive leadership teams.





# Pressing ‘Play’ on a New Era

---

Survey respondents represent a vast cross-section of company sizes and product categories, reaffirming how versatile CTV advertising is as a brand and performance marketing tool.

Notably, most respondents (68%) represent organizations that generate less than \$800 million in revenue per year.



This reaffirms that CTV advertising is not reserved for big brands with big budgets. **Rather, it is a tactic that all brands can use to test, learn and scale.**

Respondents also work for brands with vastly different product lines and business strategies. While the largest group are from department stores (28%), we also see representation from specialty hardgoods (17%), grocery (15%), electronics (9%) big box (9%), and more. The respondent pool alone shows the diverse creative palette that CTV advertising provides — and how all types of businesses can extract value from this fast-growing channel.

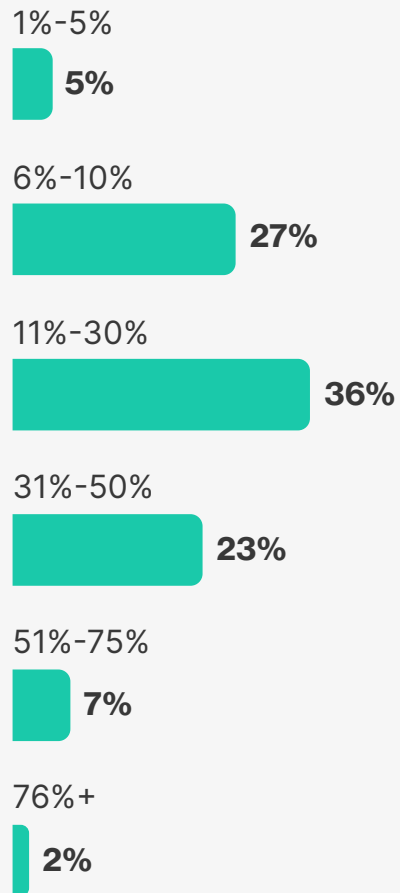
And brands and retailers are clearly eager to explore creative possibilities. Most respondents (59%) reported spending between 11% and 50% of their marketing and advertising budgets on CTV advertising.

Over the last two years, brands and retailers tested and learned to better understand CTV’s role in the omnichannel marketing and advertising mix — and it is fair to assume merchants liked the results they saw. After all, 59% said they expect their CTV marketing and advertising budgets to increase slightly or significantly over the next 12 months.

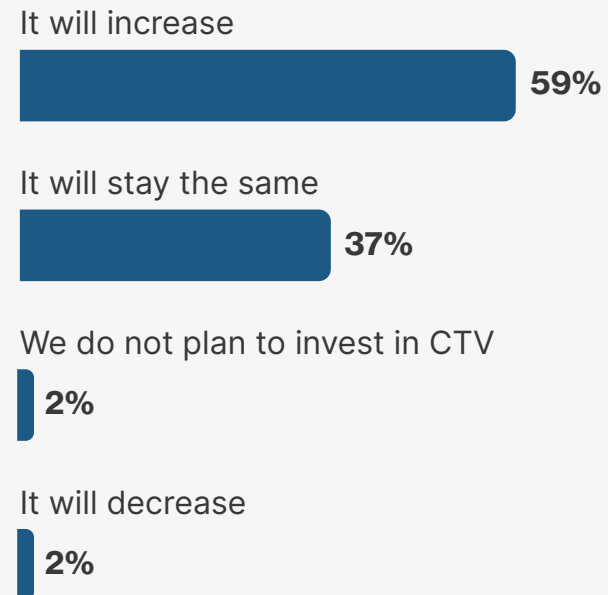
But survey results don’t point just to increased investment; they also indicate that respondents plan to expand their creative exploration of CTV advertising, developing more robust strategies that help them accomplish various goals, most of which are tied to tangible financial outcomes.



## How much of your marketing and advertising budget goes toward CTV?



## How do you anticipate your CTV marketing and advertising budget will change over the next 12 months?





# Strategy: Aligning CTV Advertising to Business Outcomes

---



With a vast (and ever-growing) streaming audience at their fingertips, **CTV advertisers continue to use it as a customer acquisition tool (66%).**

One could argue that acquisition is the low-hanging fruit of this channel, making it an easy yet effective entry point for small and local businesses aiming to build brand awareness and expand their reach.

However, there are some fascinating shifts happening in terms of how brands and retailers are thinking of CTV and its impact on other business goals. For example, businesses have historically used CTV to engage relevant audiences and drive them to their ecommerce sites and other types of digital calls-to-action. These capabilities are still very much embraced, with respondents using CTV to drive both ecommerce sales (54%) and online traffic (41%).



However, respondents this year are focusing more on the full-funnel and omnichannel benefits of CTV advertising, **especially in driving store traffic (52%) and sales.**

Moreover, when asked which CTV capabilities were most beneficial to their business, 47% noted its powerful integration with other digital marketing and advertising channels. Merchants know that if they want to stand out in the digital noise, they need to tell robust and cohesive stories across channels that also are highly engaging and targeted to specific audiences. Achieving this granularity at scale requires having the right people in the room, from strategy to tactical execution.



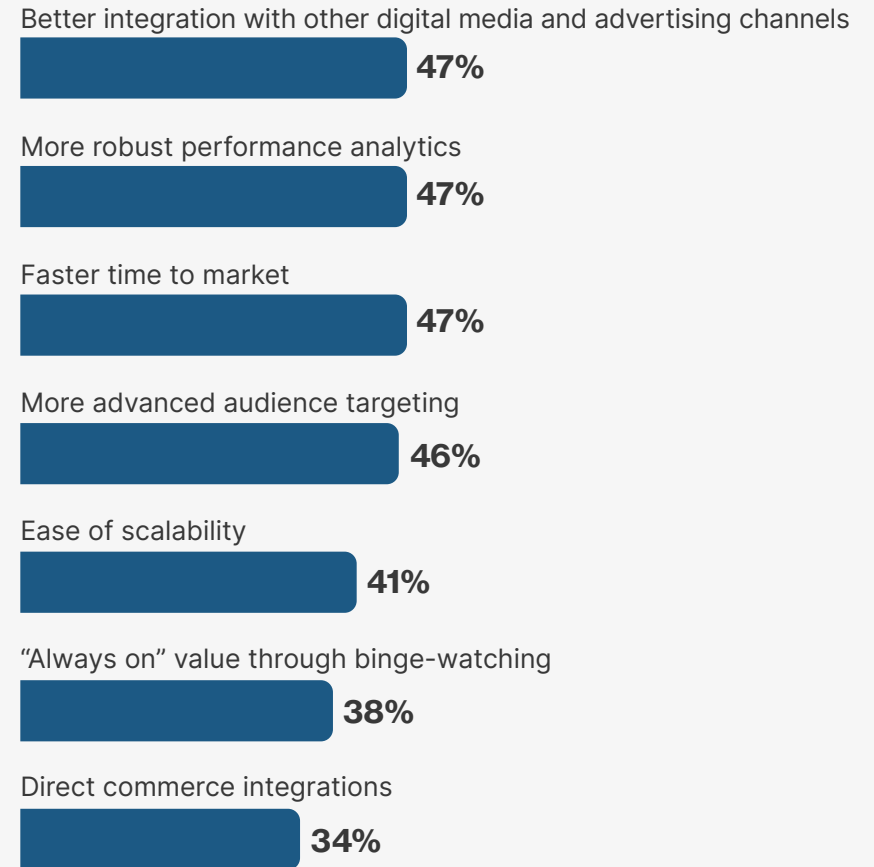
## What are your primary goals for CTV advertising campaigns?

Respondents selected all that applied.



## What CTV capabilities are most beneficial to your business?

Respondents selected their top three capabilities.

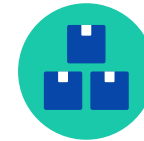
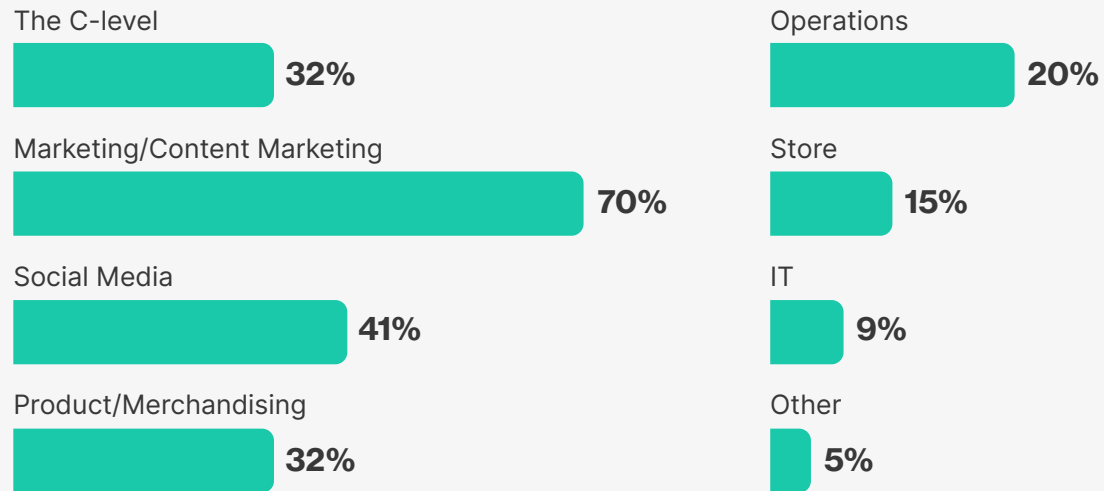


It is no surprise that marketing, content marketing and social media executives are involved in the formation of CTV strategies and campaigns. Nearly a third (32%) of respondents are going a step further, though, bringing product and merchandising teams into the mix to ensure their campaigns focus on the right products and collections.

While this brings many merchants one step closer to the omnichannel advertising ideal, most teams are missing two critical functions in the planning process: operations and store executives, who play a central role in ensuring that all marketing activities support store-level goals.

### Who is involved in the strategy and planning for CTV campaigns?

Respondents selected all that applied.



#### PRO TIP:

Modern retail organizations need to eliminate planning silos and ensure that all teams are aligned on the direction of new advertising campaigns. This alignment will help organizations ensure they have the proper assortment and inventory levels in stores to keep pace with the demand certain campaigns will undoubtedly drive.







# Creative: Designing Engaging and Effective Ads

---

More brands and retailers are looking at CTV advertising as a holistic omnichannel tactic, but the reality is that most brands still view CTV and linear TV in a vacuum.

In fact, a quarter of respondents said they consider CTV to be its own ad channel, while more than a third (37%) of respondents treat it as an extension of their linear TV strategy. This siloed mindset also is evident when merchants kickstart the creative process: nearly two-thirds (61%) of respondents create net-new content for CTV, while only 21% repurpose existing video and TV ad creative for their campaigns. Even fewer respondents (18%) repurpose this content and tailor it to CTV best practices.

On the surface, these results point to the fact that many merchants are still early in their CTV learning journeys. They need to determine how they can create content more efficiently and effectively for so many different channels

and campaign goals, especially if they're operating on tighter budgets. (After all, when you're creating net-new content for every CTV ad campaign, that is a lot of time and money spent on content creation.)

However, these results, paired with the fact that respondents plan to increase their CTV budgets over the next year, point to a new possible trend:

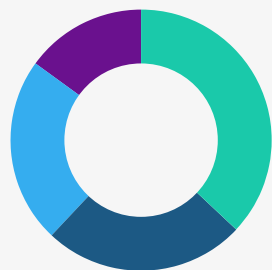


**Brands are tracking their performance, liking what they see and taking a more CTV-first (or CTV-led) approach to campaign strategy and content creation.**

The content created for these campaigns is then re-shared and repurposed for social media, email marketing and other campaign components.

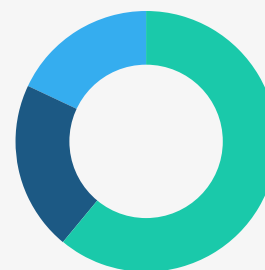


## What is your approach to CTV ad strategy?



- We treat CTV as an extension of our linear TV strategy: **37%**
- We use CTV as its own advertising channel: **25%**
- We largely integrate CTV with digital advertising strategy: **23%**
- We consider CTV for both our linear TV and digital strategies: **15%**

## How do you develop creative for your CTV campaigns?



- We create net-new content for CTV: **61%**
- We reuse existing video/TV ad creative from other campaigns for CTV: **21%**
- We repurpose existing video/TV ad creative, but tailor it for CTV best practices: **18%**



### PRO TIP:

Whether brands are looking at CTV from the top-down or bottom-up, they need to take a more integrated approach to creative planning if they want to fully realize the value of the channel. CTV advertising needs to be united with all other channels so messaging and design are consistent. Merchants can then target CTV campaigns based on consumers' locations, interests, intents, behaviors and more.

However, it's important to remember that CTV creative doesn't need to be fully remade for each of these campaigns. Small tweaks, such as changing an end card, are enough to make a meaningful difference.





# Targeting: Engaging Relevant, High-Intent Audiences

CTV advertising offers robust targeting capabilities that empower brands to reach the right customer cohorts at the right time. For some brands, that means engaging a certain demographic or reaching a group of customers with specific interests. For others, it means sending a specific message to markets with the most loyal, high-spending customers.

Based on survey results, merchants are testing various targeting methods based on their specific goals and priorities. In fact, respondents use an average of **2.7** different targeting methods, with the most popular being consumer demographics (51%), level of intent (46%) and interests (44%).

At the geographic level, however, respondents are not as advanced in their campaign targeting: 50% currently target campaigns at the regional level. While they have the basics down, there is ample room to fine-tune their approach so campaign creative and messaging are more granular.

The 14% of respondents who do not currently target campaigns geographically can start by running a basic brand awareness campaign through CTV and simultaneously delivering a geotargeted campaign based on where their most high-intent shoppers are located.



## How do you target your CTV ad campaigns?

Respondents selected all that applied.

Demographics



Level of intent / likelihood for viewer to buy



Interests



Past in-store purchases



Geography



Relationship with the brand (using CRM data)



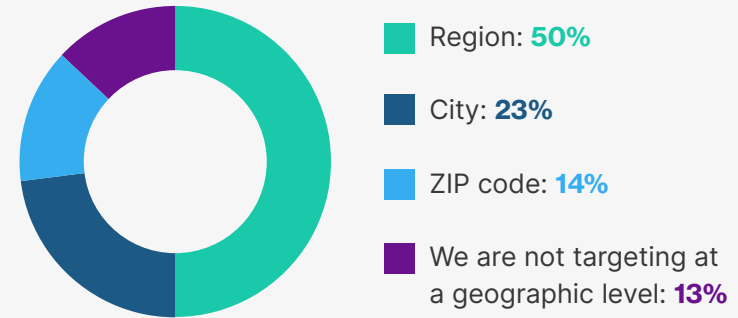
Past on-site behaviors and actions



We do not use any targeting for our CTV ad campaigns



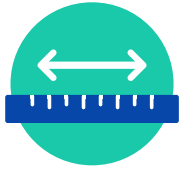
## How narrow is your geographic targeting?



### PRO TIP:

You don't have to go all-in on one specific targeting method. With CTV advertising partners like MNTN, you can run multiple targeted campaigns simultaneously. Additionally, you can develop two different advertising streams based on different goals. For instance, you can run a broader brand awareness campaign while also pushing a retargeting campaign to customers who searched on your ecommerce site but did not make a purchase.





# Measurement & Optimization: Doing More of What Works

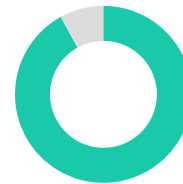


Respondents are tracking an average of **3.8 KPIs** to ensure they're getting a complete picture of how CTV is benefiting the business across the funnel — from awareness to conversion.

Given that marketing teams are increasingly focused on seeing the direct outcomes of their campaign investments, they are tracking metrics to help them communicate the fiscal impact of CTV advertising to executive leadership.

To that end, because driving in-store traffic and sales were such major goals for survey respondents, in-store sales (45%), total revenue (42%) and in-store traffic rates (41%) were the most-cited KPIs, closely followed by ecommerce visit rate (40%). Marketers also are increasingly using return on ad spend (ROAS) as a main KPI to paint a clearer picture of campaign performance, aligning with the broader industry discourse surrounding CTV and retail media.

Although quantifying bottom-line impact is critical for any modern marketing team, data is also crucial for identifying opportunities to optimize campaigns in real time — and in the future.



Most respondents (**92%**) use CTV campaign data to do exactly that: **refine in-market campaigns and improve their approaches moving forward.**

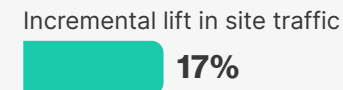
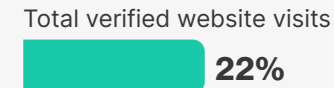
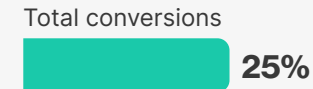
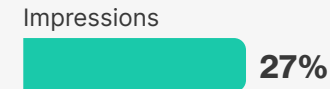
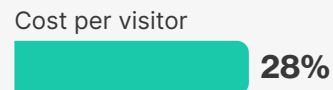
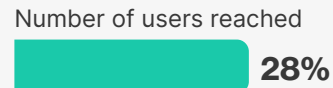
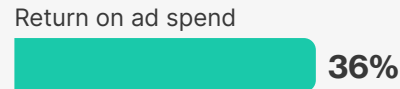
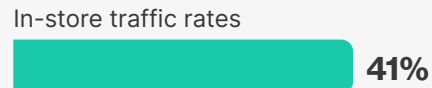
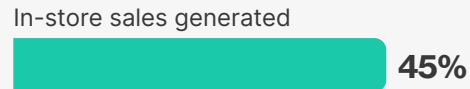
It's that depth of insight, coupled with the power to be agile, learn and respond quickly, that allows brands to achieve their goals.

Some merchants are even using CTV advertising data to inform their broader approach: 43% are using campaign results to refine their entire digital advertising strategy, while 41% are applying this data to guide their creative approach across *all* advertising channels, from email to social media and retail media.



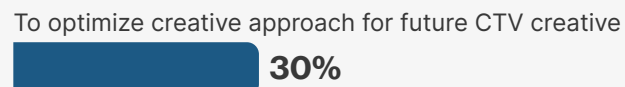
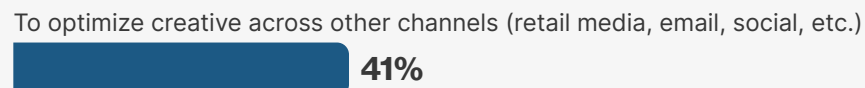
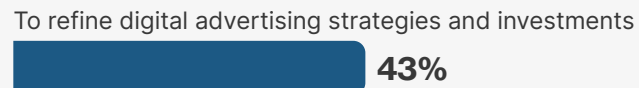
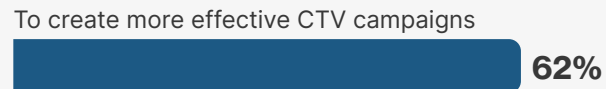
## Which KPIs do you use to measure the impact and value of CTV investments?

Respondents selected all that applied.



## How are you using CTV campaign performance data to support your marketing and advertising strategy?

Respondents selected all that applied.



### PRO TIP:

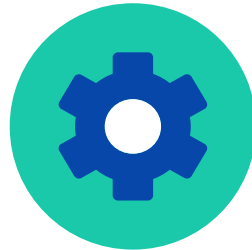
Marketing and advertising ecosystems are becoming more interconnected, which means CTV campaign results and insights can have broader learnings and implications. Consider how your team can communicate these results more broadly across the marketing organization — and even other functions — to successfully apply the messaging, creative and targeting approaches that work best for your business.





# Setting a Foundation for Creative Differentiation & Innovation

As brands and retailers work toward their goals for 2025 and beyond, they are zeroing in on areas where they feel they're lagging: targeting, omnichannel integration and testing/optimization.



Goals are getting more granular, and marketing and advertising strategies are getting more holistic. As a result, respondents are focused on adopting more precise ad targeting, more data-driven creative and more agile approaches to testing and optimizing campaigns. These are the three legs of a new growth stool for omnichannel brands

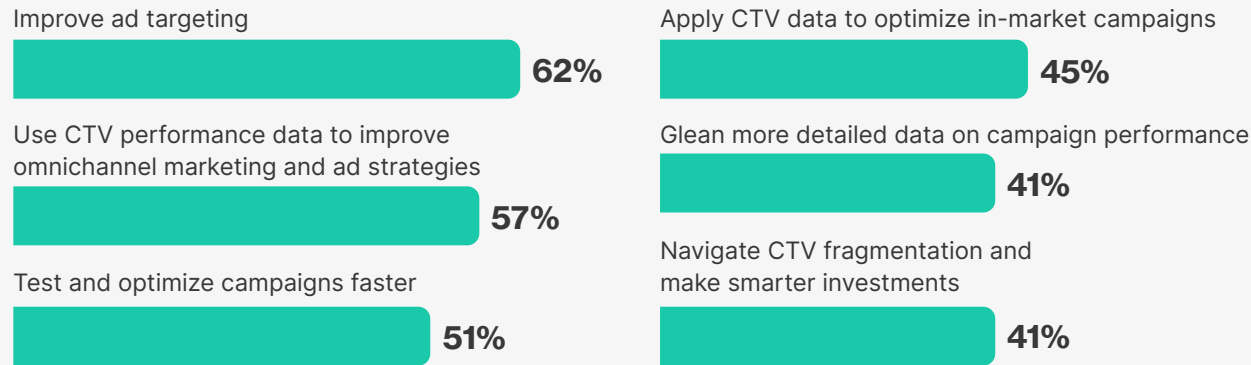
and businesses. Unsurprisingly, these priorities align with broader trends in the marketing and advertising landscape, especially in the fast-moving world of retail media. Many industry experts and practitioners point to CTV as a powerful amplifier of retail media campaigns, especially as retailers like **Kroger** and **Walgreens** integrate the channel into their retail media campaign offerings.

Over the next year, merchants also will be eager to capitalize on the distinct benefits that only CTV advertising can provide. For example, 38% of respondents said a major capability of CTV is the ability to reach audiences that have left, or were never subscribed to, linear TV. With so many businesses aiming to acquire customers and drive traffic to their local stores, CTV is an effective avenue for connecting with households that have recently cut the cable cord — and even younger generations who have never had traditional cable in their homes.



## How do you want to improve your CTV advertising strategy over the next 12 months?

Respondents selected their top three priorities.

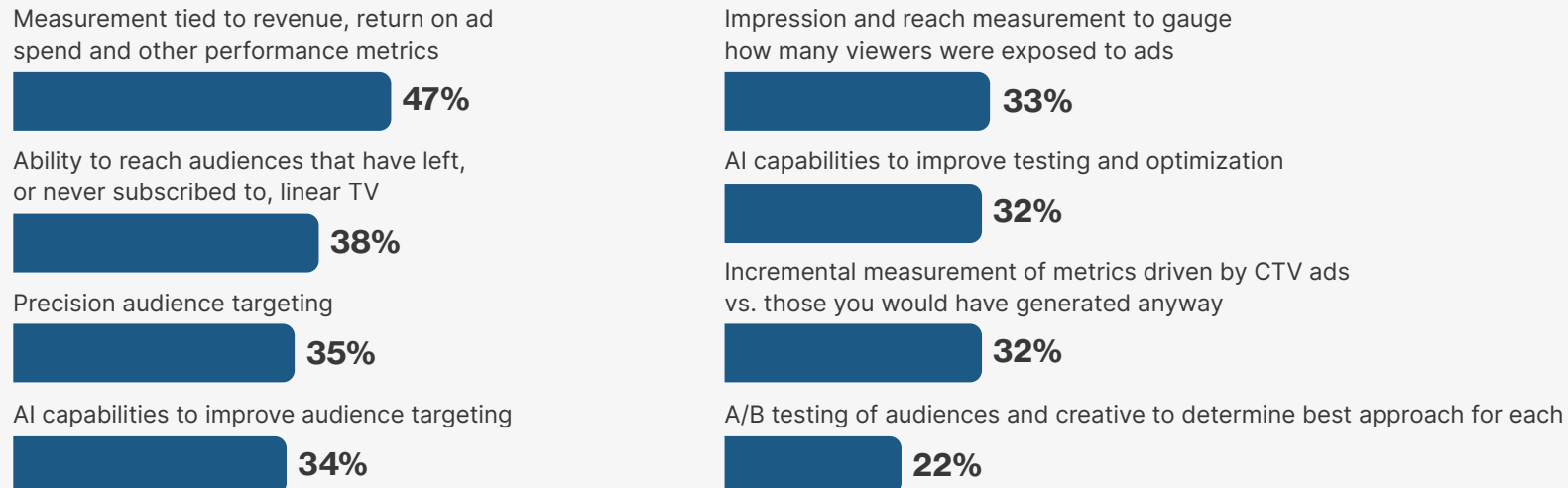


### PRO TIP:

As you continue to venture into the exciting and ever-evolving world of CTV advertising, don't lose sight of basic A/B testing. By continually testing ad creative and messaging for different audiences, you can further optimize your campaigns and get an even greater return on your investments.

## Which CTV capabilities will be most critical to your goals moving forward?

Respondents selected all that applied.



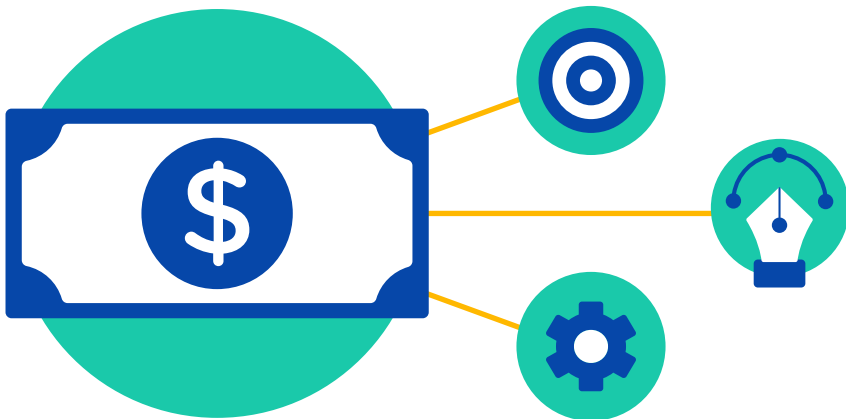




# Conclusion

The marketing funnel as we know it has collapsed. Consumers, who are increasingly empowered, are engaging with content and commerce everywhere.

Now is the time for brands and retailers to capitalize on this opportunity by harnessing the true power of CTV advertising. MNTN provides software that powers smarter targeting, data-driven creative and instant optimization, so your advertising dollars can go further.



Want to learn more about how to elevate and differentiate your CTV strategies?

**Discover how MNTN can help.**

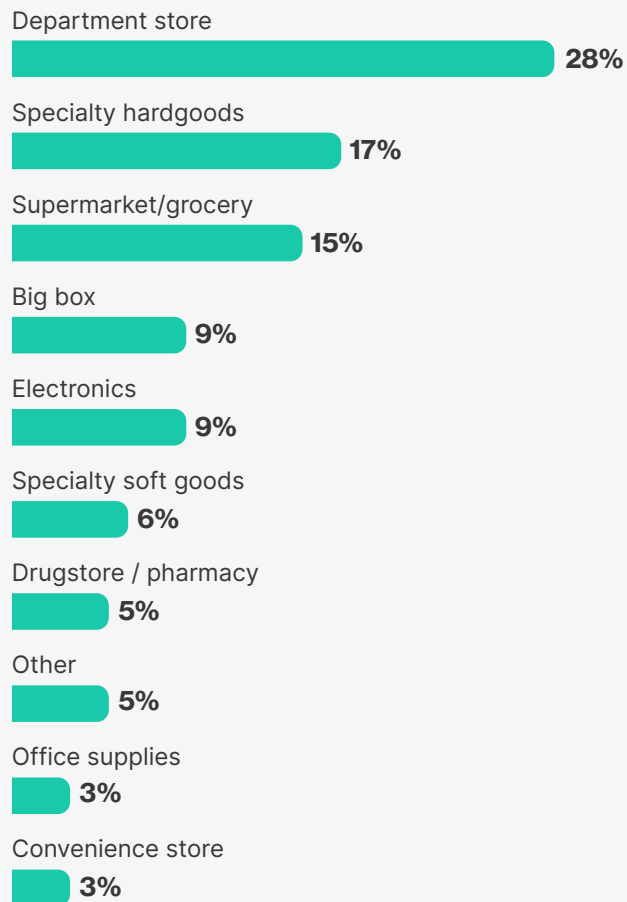
[Learn more](#)



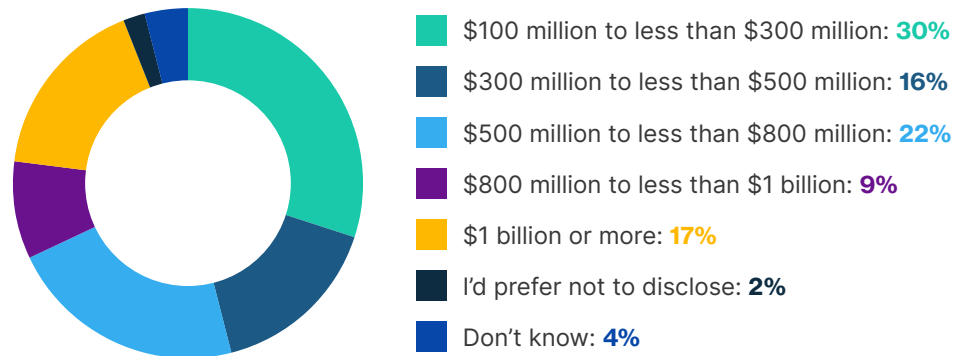


# About Our Respondents

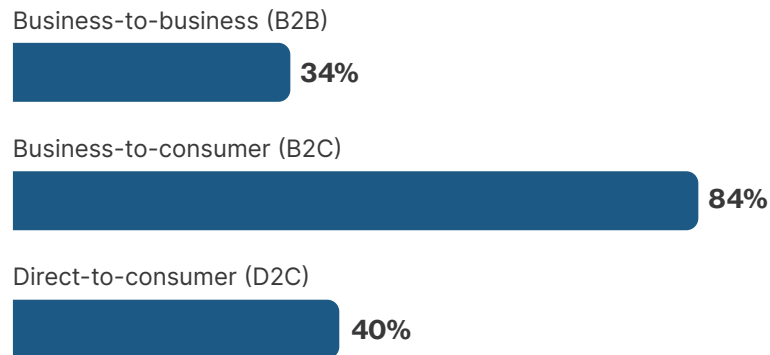
## Business Category



## Revenue



## Markets





MNTN builds advertising software for brands to drive measurable conversions, revenue, site visits and more through the power of television. MNTN Performance TV is the world's first and only Connected TV advertising platform optimized for direct-response marketing goals. It redefines what advertisers can do with television, giving them the power to tie performance directly to their TV campaigns.

We believe television belongs right alongside paid search and social in advertisers' direct-response marketing strategies. That's why we applied our experience in building performance marketing software to create an ad platform that combines the precision of digital with the impact of television.

[info@mountain.com](mailto:info@mountain.com)



*Retail TouchPoints* and *design:retail* give all members of the retail world access to a vibrant community that combines insights, inspiration and opportunities to interact with their peers. We sit at the intersection of the art and science of retail strategy, providing granular data, high-value commentary, and aspirational success stories to help readers optimize customer experiences across all channels. Touching all facets of the retail ecosystem, including store experience and design, workforce management, digital marketing and engagement, and omnichannel optimization, our editorial content, multi-media resources and events take timely news and trends and transform them into tactical takeaways that meet the unique needs and priorities of our executive readers.

[info@retailtouchpoints.com](mailto:info@retailtouchpoints.com)

