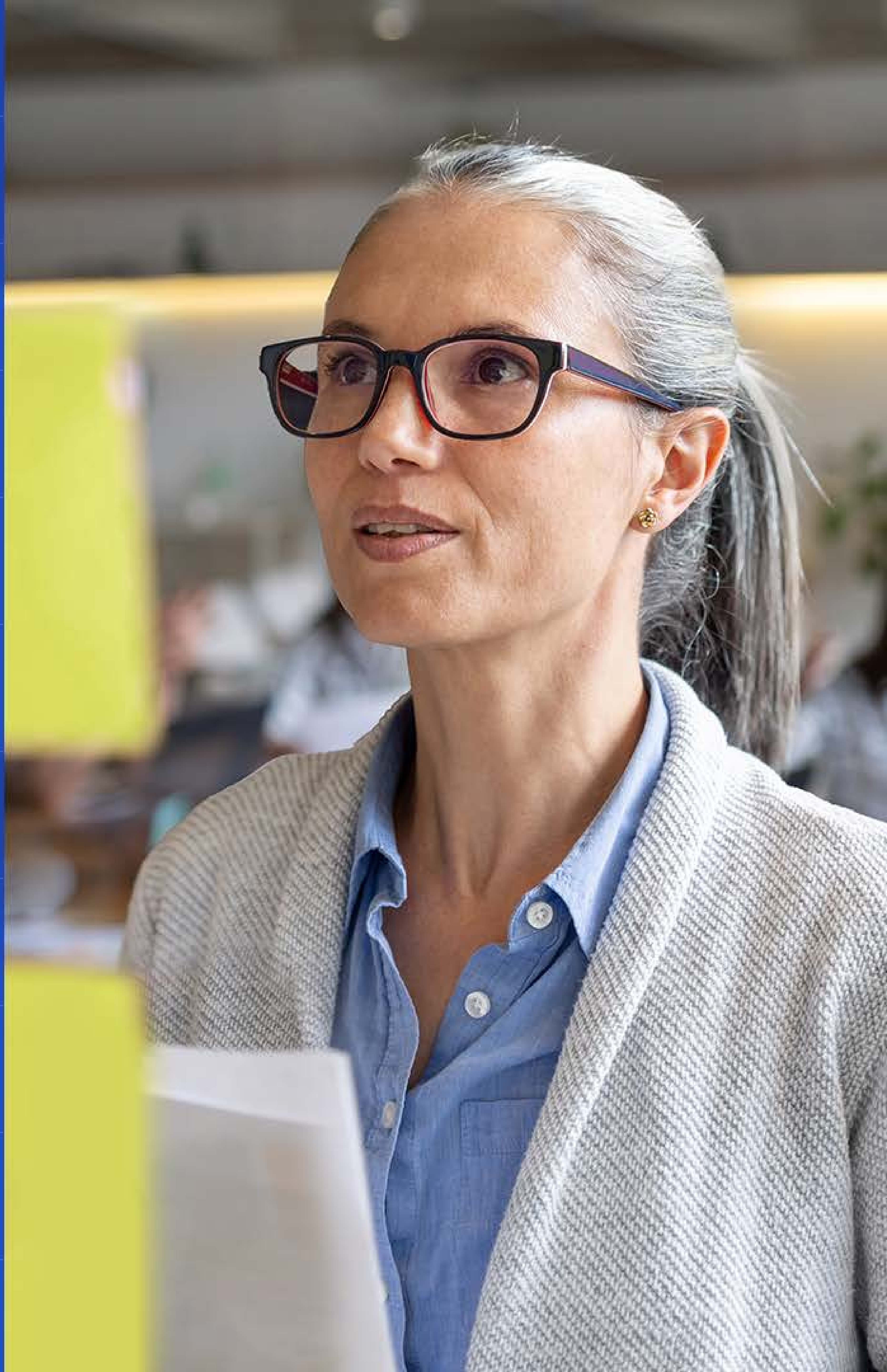
REPORT

TV'S FUTURE IS MUCH MORE THAN CONNECTED

A Guide to Navigating TV Advertising's Next Golden Era



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Executive Summary

Purpose
To understand how marketers can improve their TV campaigns' effectiveness by integrating both linear and Connected TV.

The Problem
Marketers need channels that drive undeniable ROI and prove marketing's value. Right now, CTV is praised for combining the best of TV and digital to achieve outsized performance. But the truth is that CTV's flawed, and there's a better way to make TV work than going all-in on the newest form of TV.

The Solution
The best way to improve TV performance is to integrate both linear and CTV by:

1. Understanding how **effective** linear and Connected TV really are, separately and together.
2. **Redefining** 'TV.'
3. Adopting an **all-inclusive** view of TV.

Evidence

- **TV is still one of the most effective ad channels.** 81% of TV viewers say a TV ad has influenced a purchase decision, and 63% say they discover new brands through TV.
- **Linear TV shouldn't be ignored.** 73% of multiscreen ad campaign reach comes from traditional TV.
- **Consumers don't discriminate between forms of TV.** 74% of TV households watch both streaming and linear programming monthly. And when asked to define TV, the top answer for consumers is that TV is "anything I can watch on my TV set."
- **Maximum reach comes from combining linear and CTV.** Dedicating your TV budget to a mix of streaming and linear inventory results in the greatest possible campaign reach.
- **73% of marketers agree linear and Connected TV work better together** to achieve their marketing goals.

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INTRODUCTION

WELCOME TO TV'S NEXT GOLDEN ERA

Introduction

When was TV's 'golden age?'

Ask a member of each generation, and they'll give you a different answer. Maybe you think of the big brand commercials of the 90s. 'Got Milk?' and Apple's 'Think Different' remain examples of truly iconic TV advertising.

But your aunt remembers watching the Apollo 11 moon landing on TV as a kid, and her favorite commercial is still Tootsie Pop's "How Many Licks." How could that not be TV's obvious golden age?

According to Britannica, the official 'Golden Age of Television' lasted from 1948 to 1959 thanks to the channel becoming the primary mass medium in the U.S. during

"Any sufficiently advanced technology is **equivalent to magic**."

—Arthur C. Clarke, author and futurist

this period. This era also saw the rise of sitcoms, with shows like Leave It to Beaver and I Love Lucy taking over televisions across the country. Of course, TV's early days claimed only three major networks, and a lack of competition also led to a stretch of declining content quality.

In 2011, French academic Alexis Pichard made waves by declaring that TV only reached its ultimate form in the early 2000s as prestige shows like The Sopranos and Breaking Bad gained popularity. The TV shows were serious—and secured serious budgets. The 10-episode first season of Game of Thrones cost between $50 and $60 million, and budgets only grew with the show's notoriety. In 2019, the producers spent a whopping $15 million on the final episode.

One could also argue that TV's golden era is even more recent. Traditional television viewing saw growth until 2011. And according to eMarketer, linear TV advertising only reached its peak in 2018. Today, Statista reports there are more TV households in the U.S. than there have ever been before. That would be 125 million, up from 116 million in 2015 and just 102 million in 2000.

TV has experienced countless magical moments and groundbreaking technological shifts from the moment it entered our living rooms. With every leap forward, the channel reinvented itself, captivating new generations and finding fresh ways to improve. So is it crazy to think TV's best days aren't behind us? Or that we might yet enter another 'golden era?'

Linear TV is slowing, even if reports the channel has "died" are premature. But if you account for all forms of TV, TV has never been better.

Time spent with TV across linear and streaming is only growing, with the average American spending just over 5 hours a day consuming TV content. Perhaps surprisingly, linear still makes up 56% of that time. And the total number of people watching is also on the rise, with 2024's projected viewership up to 251 million from 247 million in 2022.

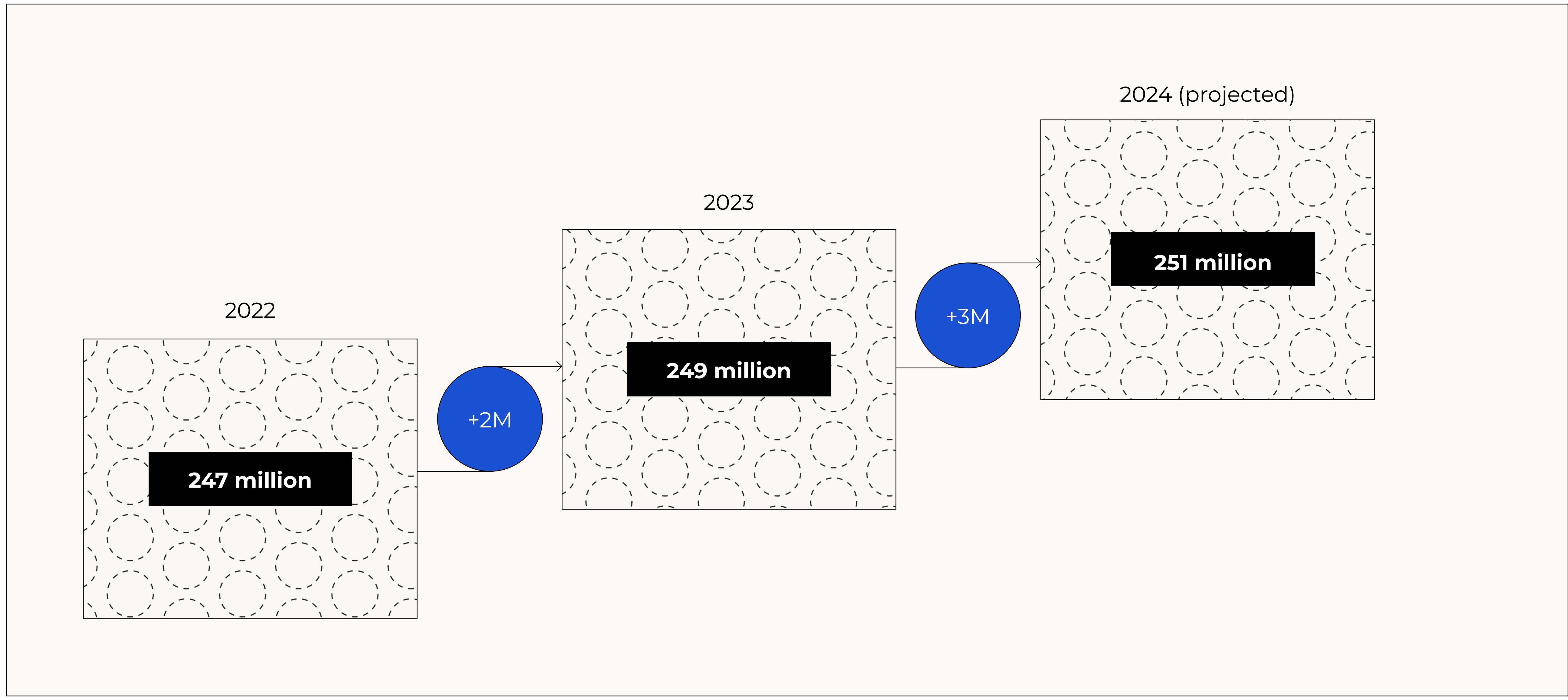
People still buy based on what they see on TV. 81% of TV viewers say a TV ad has influenced a purchase decision, and 63% report finding new brands and products through TV commercials.

TV's always been transforming. Admittedly, its latest transformation, while new and exciting, still leads to a lot of questions. But that's exactly what makes me think we might be on the verge of TV's most magical evolution yet.

Angela Voss, CEO at Marketing Architects

Total TV viewership grows each year

TV viewership in 2024 will reach 251 million, up from 247 million in 2022.



Nielsen

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METHODOLOGY

ORIGINAL AND SECONDARY RESEARCH

Methodology

1. To learn more about how marketers think about the differences between linear and Connected TV, we conducted **a survey across more than 300 marketers** in partnership with market research company Wizer.

   These marketers work for companies with $50 million or more in annual revenue across industries including retail, insurance, personal services, fashion, consumer packaged goods, software and more. All have a marketing budget of at least $5 million and at least some influence over marketing investment decisions. 57% report being final decision-makers. 42% are VP-level or higher in their positions.

2. **Secondary research** from sources like MRI-Simmons, Statista, WARC, Nielsen, and eMarketer supported our findings and allowed us to compare marketers' perspective on the differences between linear and streaming TV to how consumers think about the channel's multiple forms. Links to and citations for these sources can be found throughout the report.

3. Finally, **client campaigns** and results from our own experience as an agency are included for practical learnings and to demonstrate what happens when the findings are put into action.

TV'S FUTURE IS MUCH MORE THAN CONNECTED

HOW EFFECTIVE IS TV ADVERTISING, REALLY?

How Effective is TV Advertising, Really?

"Never in the history of marketing has it been more clear or proven that **TV is effective**, nor has it ever been in more rapid decline."

—Mark Ritson, professor and founder of the Mini MBA

If you ask marketers about TV's 'golden era,' they also split down generational divides according to survey results. Those 35 and older typically cite the 70s. Or even, surprisingly, the 2020s. Younger marketers mention the 2000s.

But ask marketers about TV's power as a marketing tool, and they're much more united. Almost 60% rate TV's importance to their marketing strategy at an eight or higher on a scale from one to ten.

TV has been a cornerstone of marketing strategies for decades. But today, questions about its ongoing effectiveness are on the rise.

Is traditional TV still relevant?
Do my customers even watch TV?
Has CTV lived up to its promise?

If you're one of the marketers asking these questions, good. It's questions like these that get to the truth of what effective marketing really looks like.

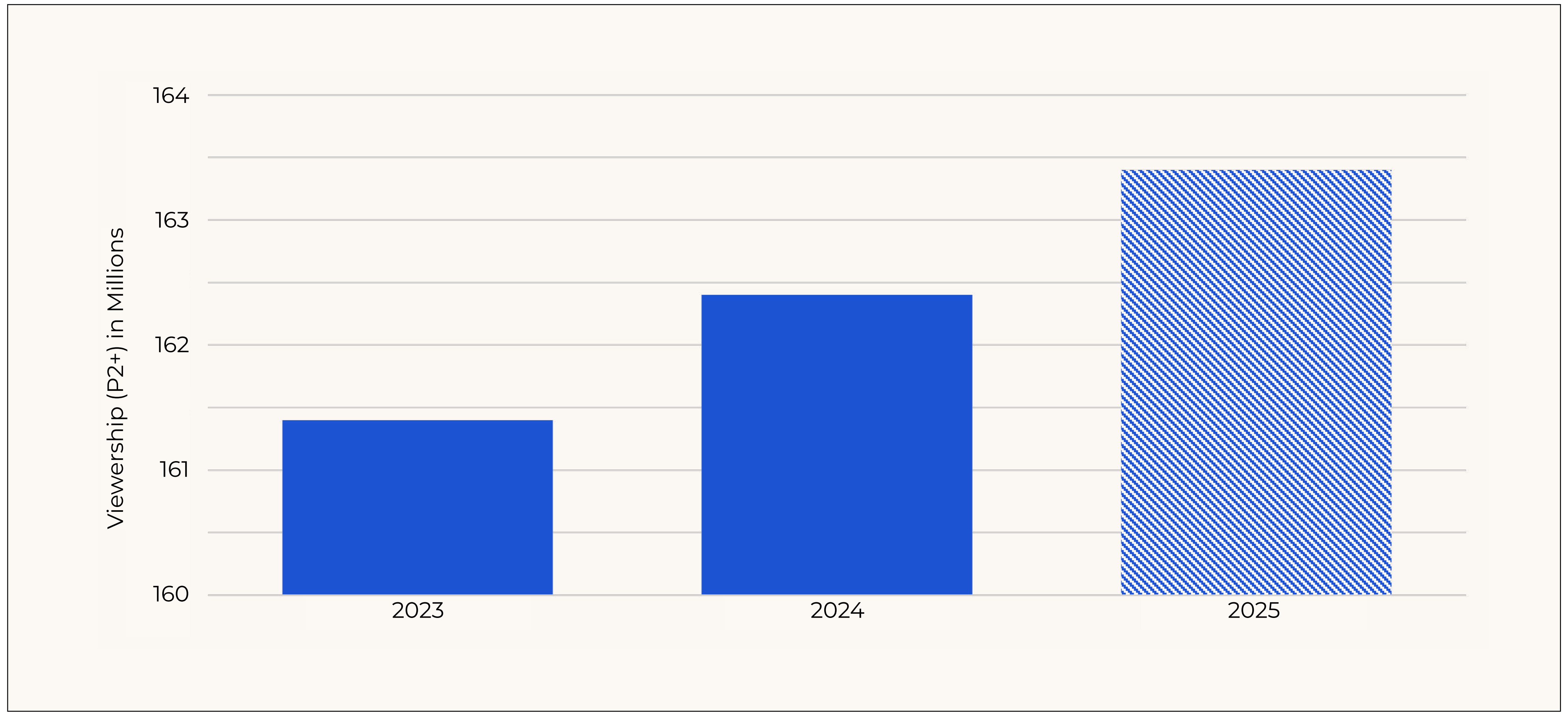
Asking these questions is also good because we have answers for you.

Don't count out traditional TV yet.
It remains an impactful channel for both consumers viewing content and advertisers pursuing business growth.

According to Nielsen, linear TV still commands more than half of total TV viewing time for people aged two and up, and 92% of TV households in the U.S. still watch some linear programming. Plus, some linear viewership, like live sports viewing, is even growing. Which makes sense, given that 73% of consumers say the ability to watch live TV is very important to them. That's compared to just 14% who say it's either not at all or not very important. Besides, linear viewing happens in more ways than you might think—the rise of linear streaming, where people watch linear content through digital pay TV services like YouTube TV is one example.

Live linear sports viewership is on the rise

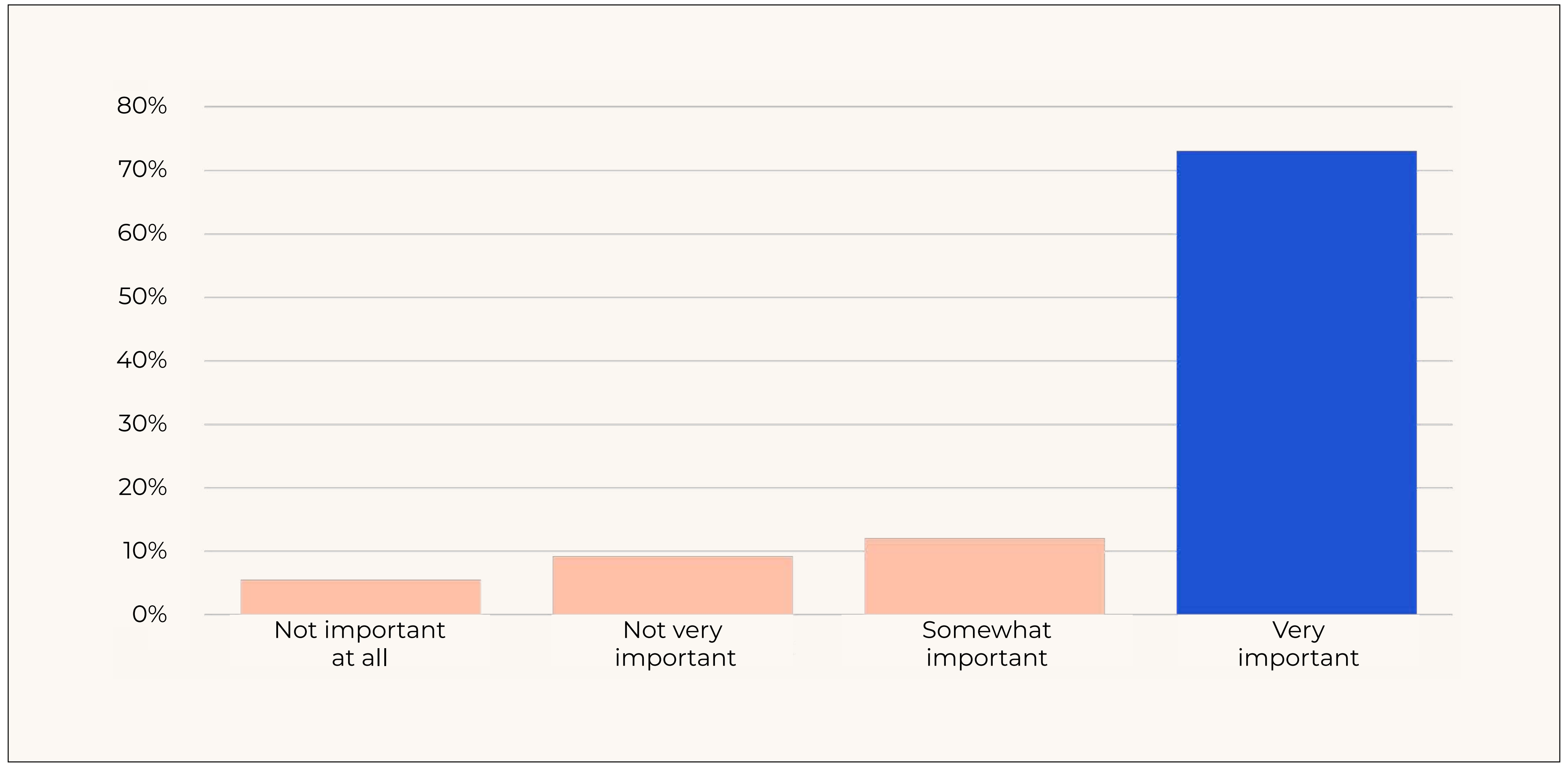
Live sports viewing is growing even as linear viewership declines.



eMarketer

Importance of being able to watch live TV

73% of consumers say being able to watch live TV is very important.



MRI-Simmons

Even more tellingly, advertisers continue to invest heavily in linear TV. It remains the second-largest marketing channel by ad spend, after digital. In 2023, linear TV ad spend in the U.S. reached $59 billion, compared to just $24 billion for CTV as reported by eMarketer. That spend is now declining while CTV investments grow, but projections estimate linear and CTV won't see similar spend levels until at least 2028. And interestingly, 73% of marketers see their linear TV investment holding steady or growing over the next two to three years according to survey findings.

This might be due to research proving linear's continued ability to drive both brand and sales results. WARC reports that TV generates the greatest sales impact of any video advertising medium, driving 44% more sales than when an ad is not seen at all. This outperforms YouTube (37% lift) and Facebook (21% lift).

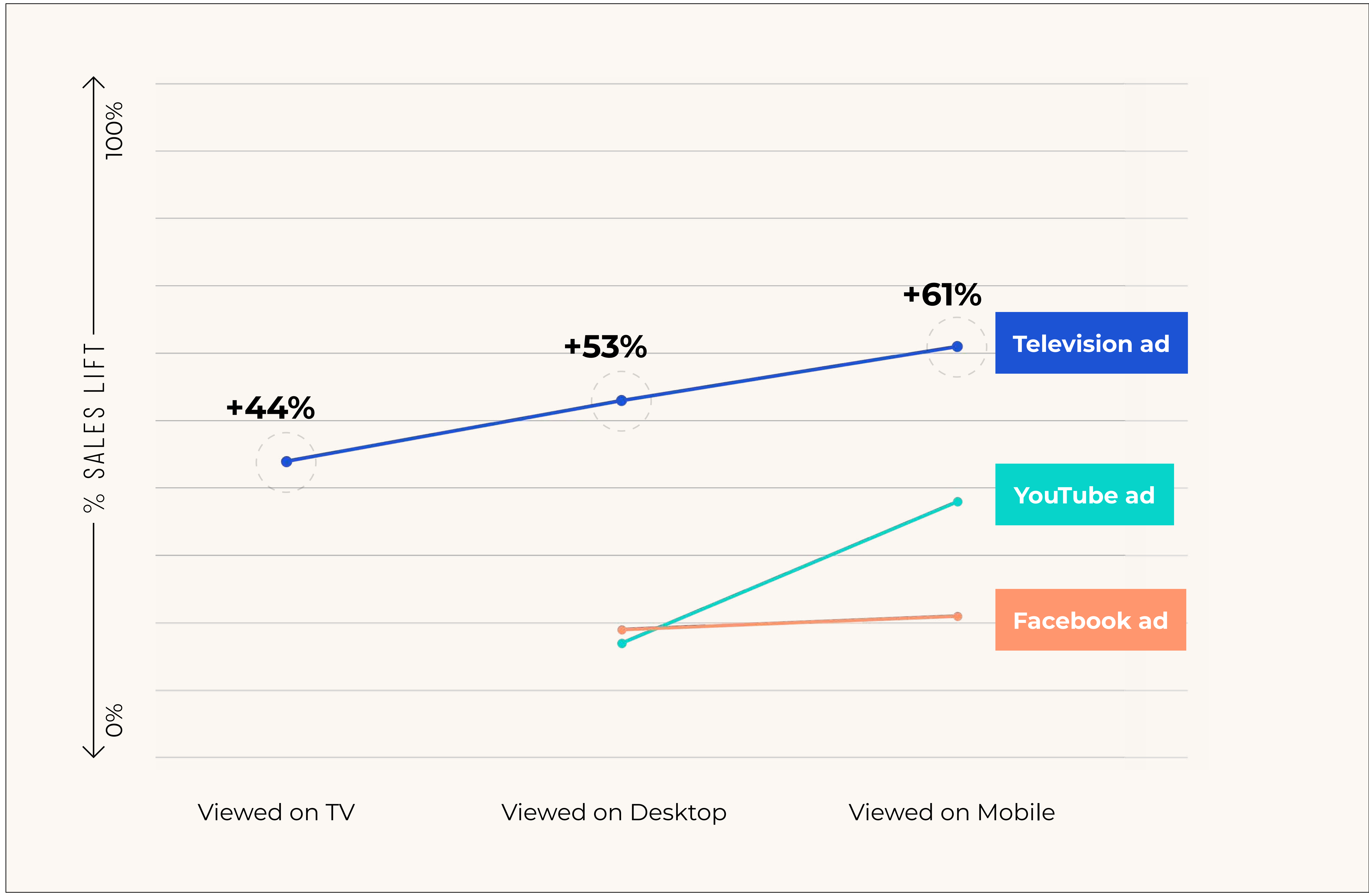
VAB's analysis of linear's potential to drive short-term business results shows 77% of app-driven brands see a direct correlation between their TV campaigns and mobile app traffic, and ecommerce brands can experience double and even triple-digit percentage revenue increases in the first year after launching TV.

Linear's also known as an established, [trustworthy channel](). Roughly twice as many people say TV advertising leaves a [positive impression]() compared to those who say the same of online banner ads or even social media ads. Mobile phone ads, podcast ads, and online pop-ups fare even worse.

TV's trustworthiness is partly due to its high barriers to entry. Extensive approvals from the advertiser, its agency, and the networks on which the ad airs mean there are multiple checkpoints during which misleading messaging is likely to be caught. Plus, TV's high costs imply that only a legitimate and vetted brand could afford to be on TV in the first place. And even in 2024, more than half of marketers agree linear TV offers greater brand credibility, prestige and reach compared to CTV. At Marketing Architects, we still see clients drive some of their greatest marketing results with linear TV.

TV generates greatest sales impact

TV beats YouTube and Facebook by driving the most sales lift.



WARC

The rise of a new form of TV

Traditional TV is far from dead. But streaming TV, especially Connected TV, is on the rise. While 73% of marketers say their linear TV investment will hold steady or grow in the near future, 83% say the same of CTV.

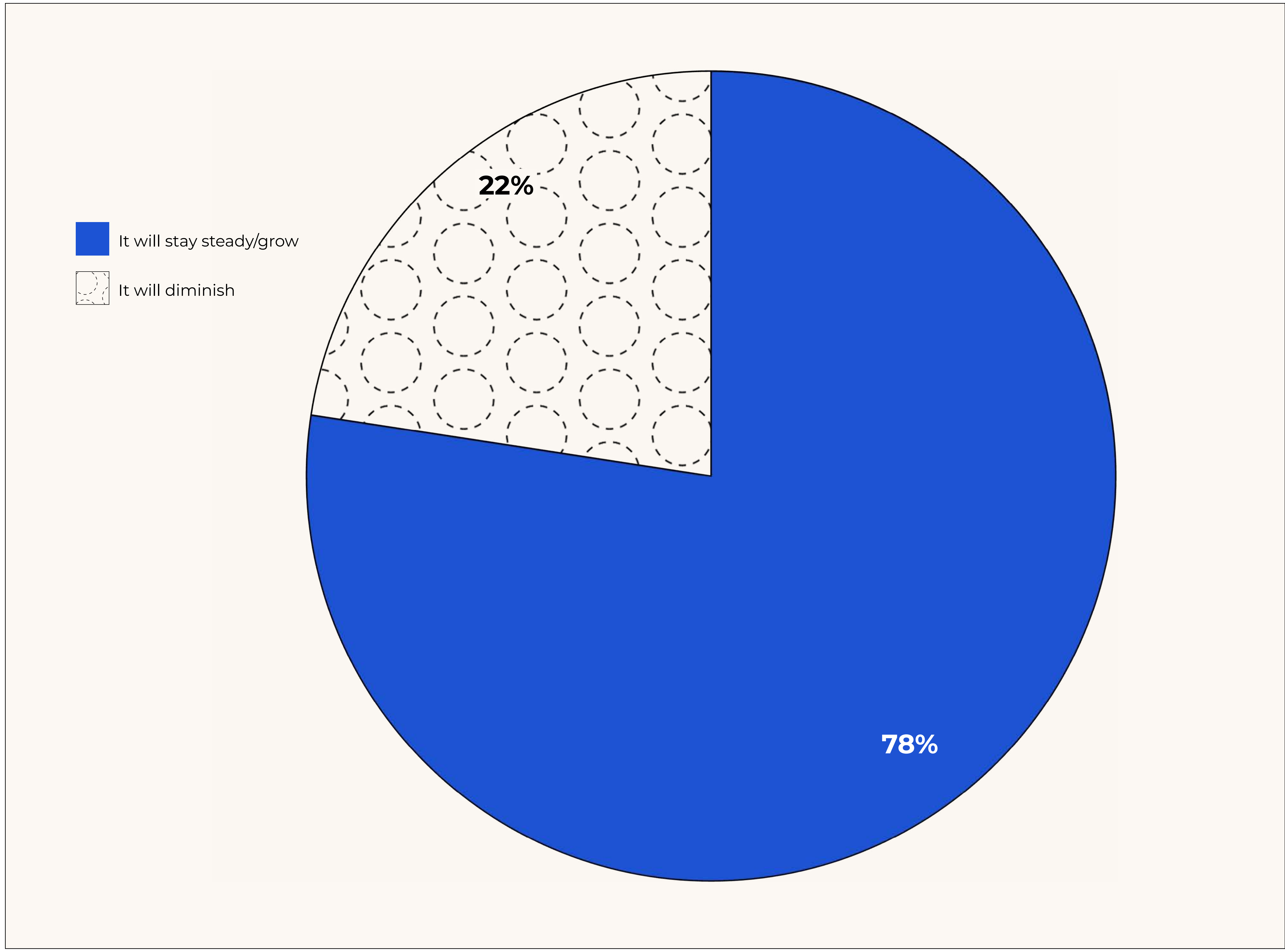
Streaming reimagines TV without boundaries, free from the constraints of schedules and cables. Content is available on-demand, accessible across multiple devices, and tailored to individual preferences. This lets people enjoy shows and movies whenever and wherever they want.

This flexibility has also sparked a content renaissance. Without the limitations of traditional broadcast schedules and rules, creators are pushing boundaries and experimenting with new formats. Limited series, interactive shows, and genre-defying content have gained popularity and niche content that might not have found a home on a traditional TV network has more opportunity for distribution. Algorithms and machine learning making personalized content recommendations based on viewing habits help streaming services connect this niche content to interested audiences.

Originally, streaming platforms were also seen as a lower-cost alternative to pricy cable packages. After all, would you rather pay $15 a month for Netflix or $100 a package including dozens of channels you don't watch anyway? As a result, streaming has become the 'default' for many viewers when watching video content according to VAB. Lower-income households are especially likely to replace traditional TV with streaming. However, higher-income households often use it to complement pre-existing pay TV packages.

78% say TVs effectiveness will hold steady or grow

Most marketers plan to increase their investment in Connected TV.



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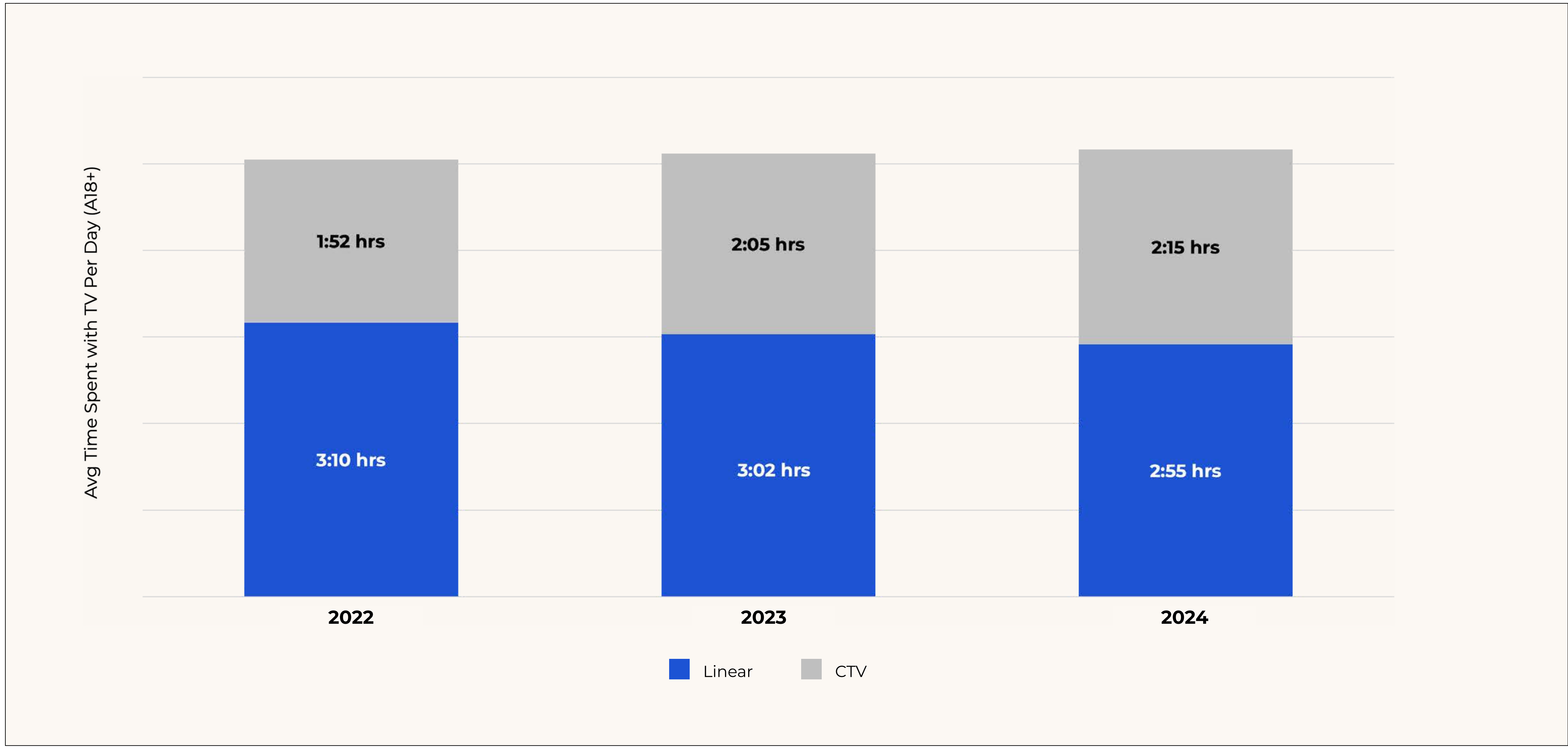
Nielsen reports that in just five years, the number of U.S. households accessing TV content via internet connection has increased by more than 210%. Today, more than [70% of homes] have a smart TV, and 83% of Americans are subscribed to a [video streaming service]. Time spent with TV is increasingly dedicated to CTV, too. In 2024, the five hours and ten minutes an average viewer spends with TV daily is split into 2 hours and 55 minutes of linear and a close-behind 2 hours and 15 minutes of streaming.

In a generational split, Millennials are most likely to say streaming has replaced traditional TV for them. Older generations, on the other hand, often view streaming as a complement to linear TV. Surprisingly, even Gen Z isn't as all-in on streaming as Millennials.

For marketers, the good news is ad-supported video-on-demand (AVOD) streaming is on the rise across all generations. Five years ago, there were just 84 million AVOD viewers. Today, there are more than 180 million according to eMarketer.

Time spent with linear and CTV daily

Consumers still spend more time with linear TV than CTV, but CTV hours are growing.



eMarketer

Supporting this trend, viewership of [FASTs (Free Ad-Supported TV)] has more than tripled since 2018. In the first half of 2023 alone, nearly one in five U.S. consumers replaced a paid subscription service with a FAST, opting to watch ads in exchange for free content.

Part of AVOD's growth is simply thanks to consumer preferences around cost. A survey of 3,000 U.S. consumers found most prefer to save money rather than opt out of ads on streaming. Even those who self-described as 'ad-intolerant' were open to ads if they could access the same content at a lower cost each month.

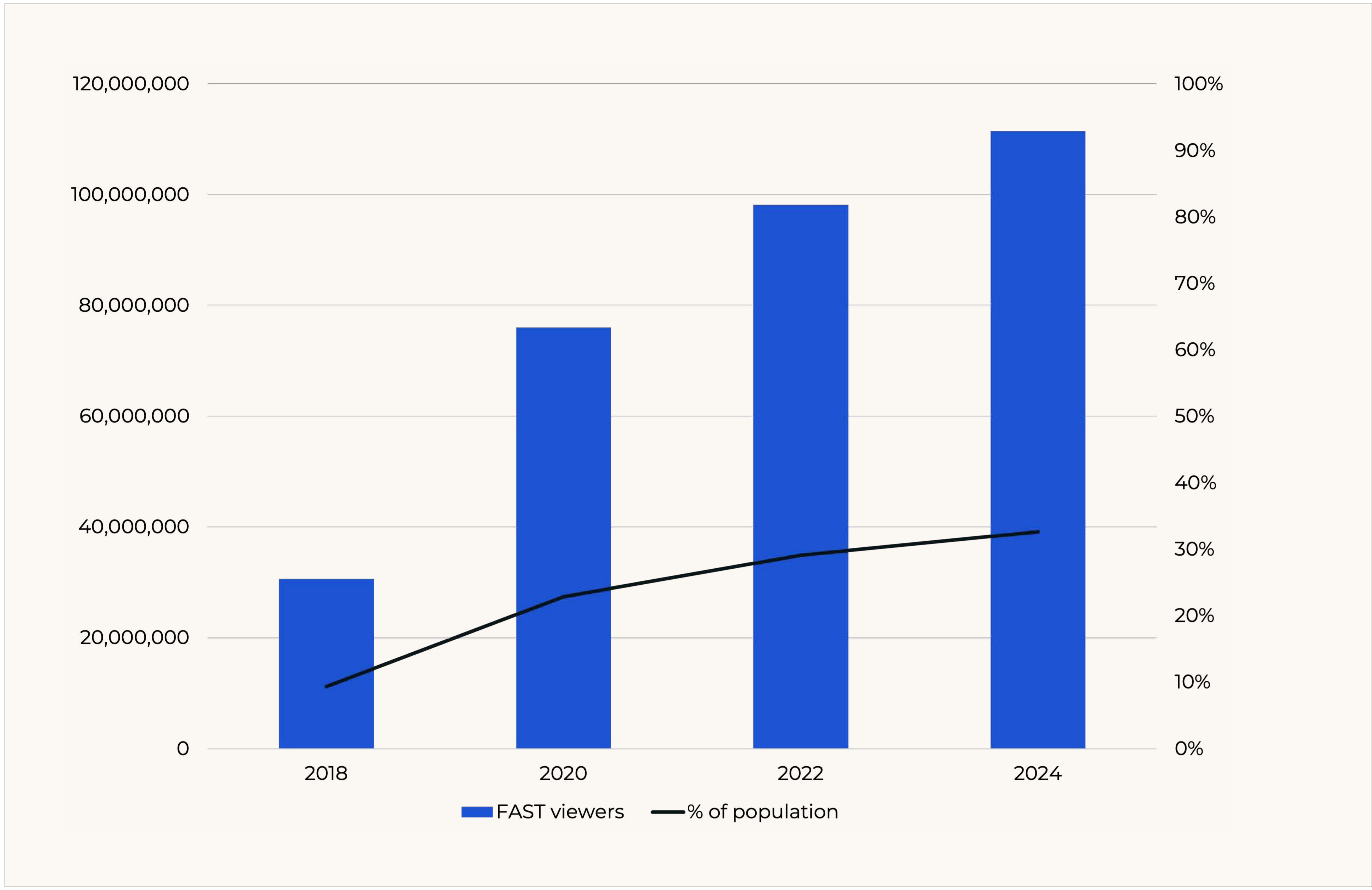
Streaming providers have certainly noticed this trend—and responded. While platforms like Hulu have always offered ad-supported tiers, ad-free subscription models were the default for most streaming services for years. But Max rolled out an ad tier in 2020. Netflix and Disney launched ad tiers at the end of 2022. And Amazon, one of the last major holdouts, joined the club this year, and has offered 'limited advertising' on Prime Video since January.

More providers offering ad tiers means more inventory options for brands. So not only does this let advertisers get in front of audiences while they watch their favorite content more easily, but streaming promises to combine the accountability of digital advertising with the prestige and visibility of traditional TV.

It's almost too good to be true.

FAST viewership is skyrocketing

FAST viewership has more than tripled since 2018.



eMarketer

CTV advertising is also packed with problems.

The reality of CTV, unfortunately, isn't quite as rosy as the media's made it out to be, especially for performance-first marketers. Which is a lot of us. According to the IAB, tangible sales metrics like sales, store/site visits, and leads are the most common top KPIs for CTV campaigns.

Streaming is an emerging marketplace and faces the typical challenges any new channel would. But that means delivering on CTV's promise of accountable, digital-like TV is harder than advertisers would like.

A Fragmented Marketplace

There are so many options that VAB reports viewers spend over six minutes searching for content to watch. This discovery process often includes searching multiple apps or services. Forbes reports that Americans pay for three streaming subscriptions on average each month. The Motley Fool's "State of Streaming 2024" puts that number even higher, at 4.1.

This fragmentation, the countless platforms, apps, devices, and operating systems that offer consumers flexibility, only provides advertisers complexity. Sorting through hundreds of buys to make sure you find the most cost-effective ways to engage your audience has never been harder. Which is why it makes sense that 40% of U.S. marketers cite viewership fragmentation as the top challenge facing converged TV, with another 28% citing publisher fragmentation.

Even among consumers, there are signs of too much choice. 58% of streaming viewers say they feel overwhelmed by all the content available.

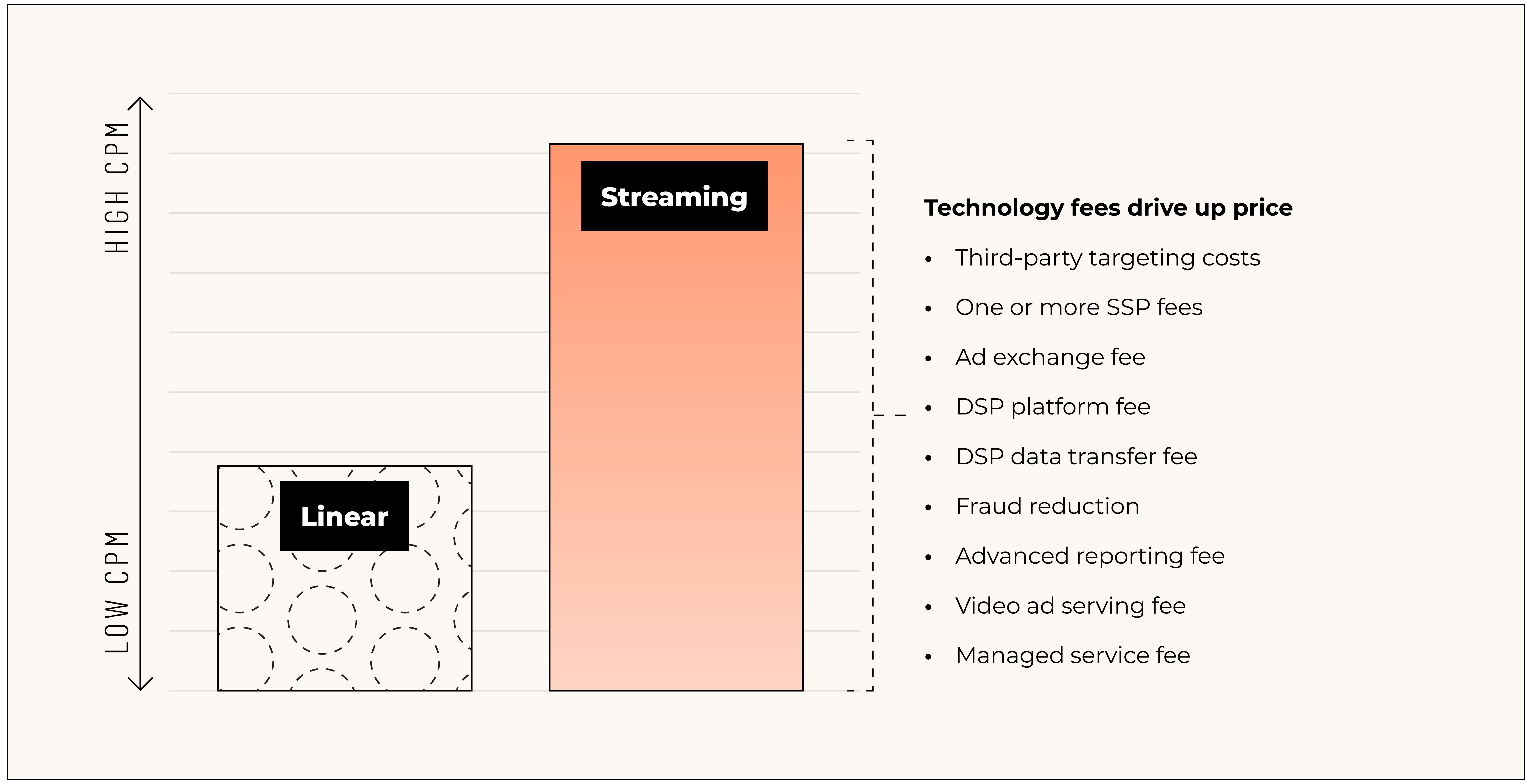
Deceptively High Costs

The biggest roadblock for marketers attempting to drive performance results through CTV is simply cost. While CTV is sometimes seen as linear's more accessible and cost-friendly successor, the truth is more complicated.

CTV campaigns can run with lower budgets than many linear TV tests require simply because you can target smaller audiences and (theoretically) measure performance similarly to digital, meaning advertisers don't have

Technology fees are built into streaming CPMs

These fees can make CTV significantly more expensive than linear.



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to worry about the campaign impact being substantial enough to analyze incremental lift.

But the return on each dollar you spend is another story. CPMs (Cost Per Thousand Impressions) are notably higher on streaming than what can be achieved with linear TV. Even as ad inventory gains accessibility, opportunities are still more limited than on linear and growing competition hasn't yet led to competitive pricing among streaming publishers.

Plus, high CPMs aren't all that makes streaming buys so pricey. Intertwined with the base cost of inventory are tech fees driving up the overall price brands pay for media.

Inaccurate Targeting

Some argue higher CPMs are worthwhile in streaming because you can target narrowly to reach only the most qualified audiences—those most likely to respond to your ad and drive up ROAS. In fact, according to survey results, 52% of marketers see advanced audience targeting as a key benefit of CTV over linear. But in practice, CTV targeting faces inaccuracies that make it difficult to achieve this type of return.

CTV advertising targets households rather than individuals. On average in the US, five people share a single streaming account. All five of those people may watch content, but only one is tied directly to the account—and the IP address.

So when a vacuum ad is targeted to an IP address, which has been mapped to a consumer profile for a 45-year-old man, it may reach his 10-year-old daughter instead. Or you reach his neighbor, friend, or child who lives at college, as many streaming viewers confess to sharing their account beyond their household—despite the public crackdown by streaming services like Netflix.

Just as frustrating, targeting by IP address alone means you won't hit some households in which one or more of the non-account holders are members of your ideal target audience. That means you fail to deliver impressions to potentially large numbers of key prospects.

Perhaps worst of all, the data used to target could simply be wrong. IP graphs change, and no one's confirmed exactly how regularly this happens. Not to mention that multiple types of IP address exist. Your CTV logs may have a newer or older version of IP to which website tracking pixels can't match. It makes sense that, according to Nielsen, only 23% of global marketers say they have the quality data needed to make the most of their media investments.

High Frequency Rates

We all know what it's like to see the same cat litter ad five times in an hour while watching CTV. It's not fun. Especially if you don't have a cat.

In 2021, streaming viewers cited frequency as the number one problem with watching CTV. More recently, Ad Age reported that 81% of consumers say they're irritated by seeing the same streaming ad too many times.

For advertisers, overexposure can deter the very consumers you're trying to attract. In a study by IPG and Nexxen, intent-to-purchase dropped 16% among viewers who saw the same ad six times. And even if a customer isn't annoyed by repeat ads, eventually each exposure produces diminishing returns.

Why is high frequency such a problem for CTV? Over-matching is one cause. For example, let's say three people who all live in the same home but have different email addresses all find themselves on the audience list. Even if you have a frequency cap set at five exposures per week, those exposures would be counted by individual if the IP is matched based on email address, so one household could see the same ad up to 15 times weekly.

The smaller sizes of hyper-targeted CTV audiences also lead to higher frequencies. If every impression costs $1, and you have $1000 to reach 500 people, you can hit everyone twice. But if you're trying to spend $100 across 100 people, you'll end up hitting everyone ten times. This is a common pain point for CTV advertisers that want to scale their TV investments but aren't sure how to access new audiences.

Unstandardized Measurement Practices

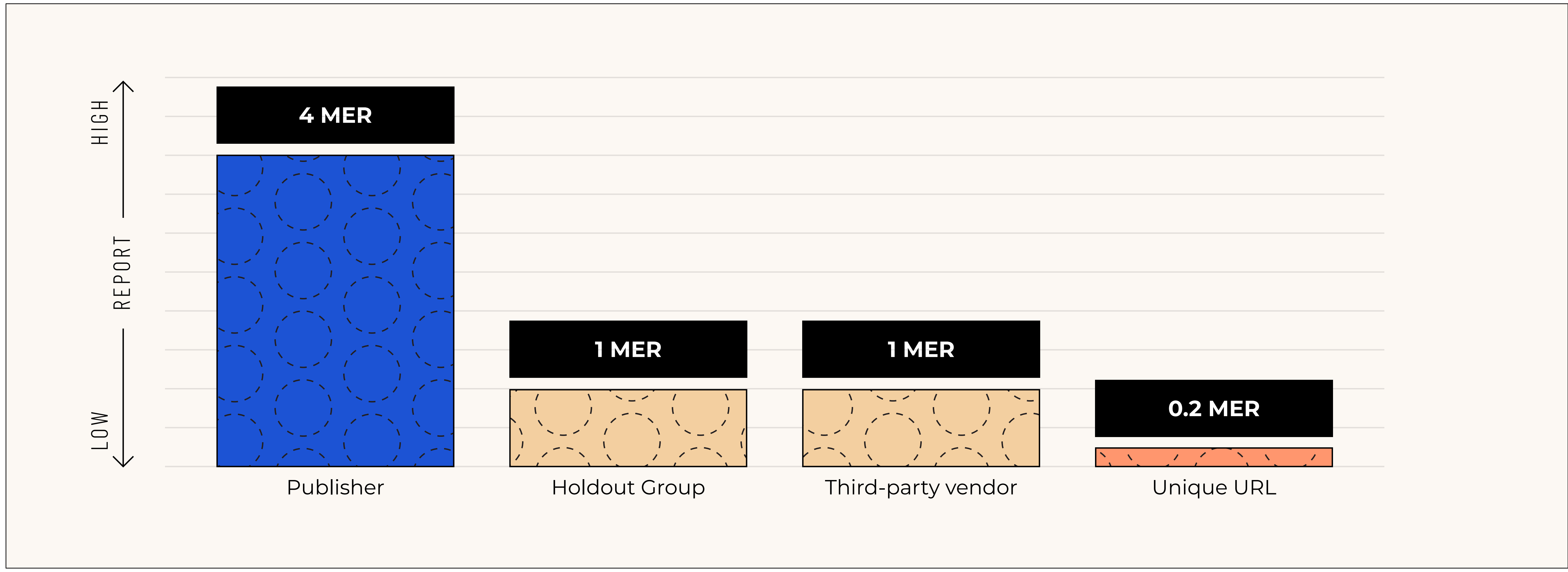
Each publisher uses their own methodology for tracking streaming impressions. So a marketer trying to review their campaign's reach on Hulu vs Pluto TV could be comparing apples to oranges. Even conversions between linear TV (person-based) and streaming (household-based) have no standard conversion rate.

One example of the industry's inconsistency comes from a client for whom we ran an early streaming TV test by going direct to a major publisher. At the end of the campaign, the publisher reported the client had achieved a 4.0 MER (media efficiency ratio), well over the client's goals. But a holdout group showed the campaign had an MER of only 1.0. We asked a TV measurement vendor to provide an additional opinion, and they also found MER around one. A final test using a unique URL to track results showed MER at just 0.2. Depending on the source of results, performance was roughly 20X apart. The same campaign was interpreted as successful and struggling.

The industry's lack of consistency obscures advertisers' understanding of campaign effectiveness, whether they're reaching the right people, or whether they're reaching anyone at all. After all, 8-10% of streaming impressions are delivered when a TV set is turned off. And publishers overcount impressions from 2.5%-15% across all CTV streaming activity.

CTV performance discrepancies between sources

Four different measurement models led to four different reported outcomes.



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TV'S FUTURE IS MUCH MORE THAN CONNECTED

IT'S TIME TO REDEFINE 'TV.'

It's time to redefine 'TV.'

"The once-crisp lines between linear and streaming have blurred... **TV isn't going anywhere, it's going everywhere**."

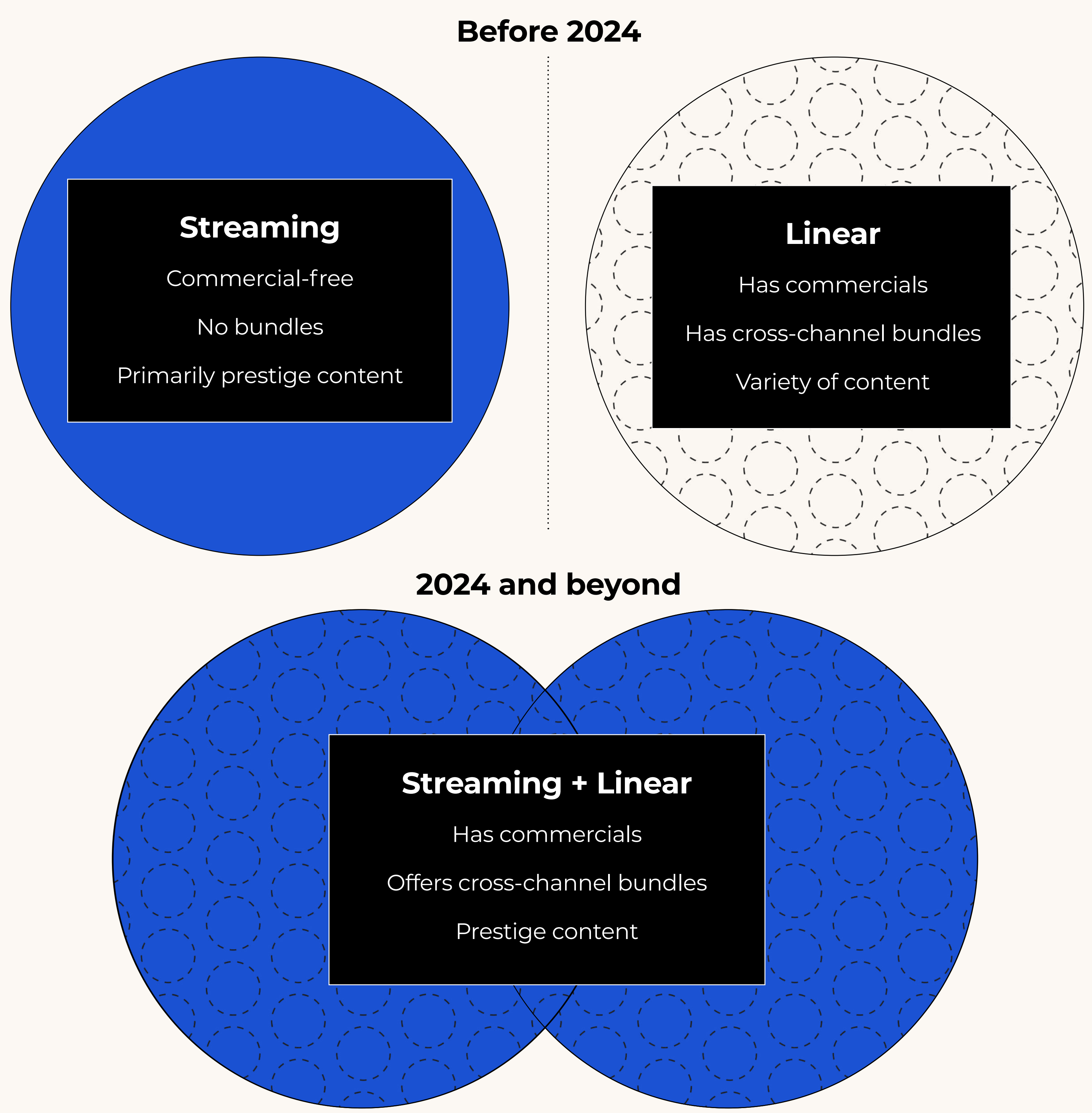
—Alison Gensheimer, SVP of Nielsen Global Marketing

As marketers, we must follow where the consumers go. And right now, they're flocking to Connected TV. So how do we make CTV work, even as the landscape continues to mature?

The answer might be as simple as tweaking the question. Instead of "How do I make CTV work?" Ask "How do I make TV work?"

Streaming and linear TV aren't as different as they used to be

Advertising expectations, the type of content shared, and how it's viewed is increasingly similar across linear and CTV.



Boundaries are fading faster than ever.

Consumers in the U.S. can now find content on more than 32,200 linear channels and 89 streaming video sources. And the lines between each source are blurring on multiple fronts.

Advertising, Bundles and Procedurals, Oh My!

The streaming industry is leaning into the same trends that have defined cable and broadcast TV for decades.

First, there's advertising. In streaming's early days, one of the key points of differentiation for platforms like Netflix was that viewers didn't have to sit through an ad break every eight minutes. But as the industry evolved, it became clear advertising is both necessary for a successful streaming business model (producing Rings of Power or Stranger Things isn't cheap) and widely accepted by consumers.

In 2024, only 13% of consumers say they're opposed to ads in streaming, down from 36% in 2022. And 70% of consumers say watching ads on streaming is just part of the typical viewing experience. 69% say they even prefer FASTs over ad-free subscriptions.

However, consumers do expect shorter ad breaks on streaming than linear. In 2023, eMarketer reported that most AVOD viewers believe two to three ad breaks, under 30 seconds each, per hour of TV is ideal.

Another trend reminiscent of cable is bundling. Netflix and Amazon's Prime Video attended the TV upfronts this year, mingling with the biggest traditional TV players like Fox, Disney, and NBCUniversal at Radio City Music Hall. There, Comcast announced 'Stream Saver', a discounted bundle including Peacock, Netflix, and Apple TV+. This announcement follows news of Disney partnering with Warner Bros. Discovery to offer Max, Disney+, and Hulu together. For anyone who had a cable bundle in the 90s or early 2000s, this should sound familiar.

Finally, even the type of content being featured by streaming platforms is now taking its cue from linear. Live events and sports viewing are getting more attention, despite streamers' 'prestige' shows being the focus for years.

In fact, some of the most watched shows on streaming right now were originally broadcast winners like Grey's Anatomy, The Office, and Suits. Long-running procedurals and sitcoms are viewed as a possible solution to subscriber churn.

The expensive, highly produced shows streamers are known for, with six or eight episodes per season, are often flashy enough to get someone to subscribe. But then what? You binge the show in a weekend and cancel the subscription at the end of the month. It's why churn rates have almost tripled since 2019. Multi-season, established shows could help capture more consistent viewing.

Some platforms have also started to release original content in multiple parts over the course of a couple months—like Netflix did this spring with their highly anticipated third season of Bridgerton—to make subscribers stick around longer. Suddenly, viewers must wait to watch. Sounds a bit like the anticipation you felt to watch the next episode of your favorite show every Thursday night as kid, doesn't it?

Content First, Delivery Second

According to Nielsen:

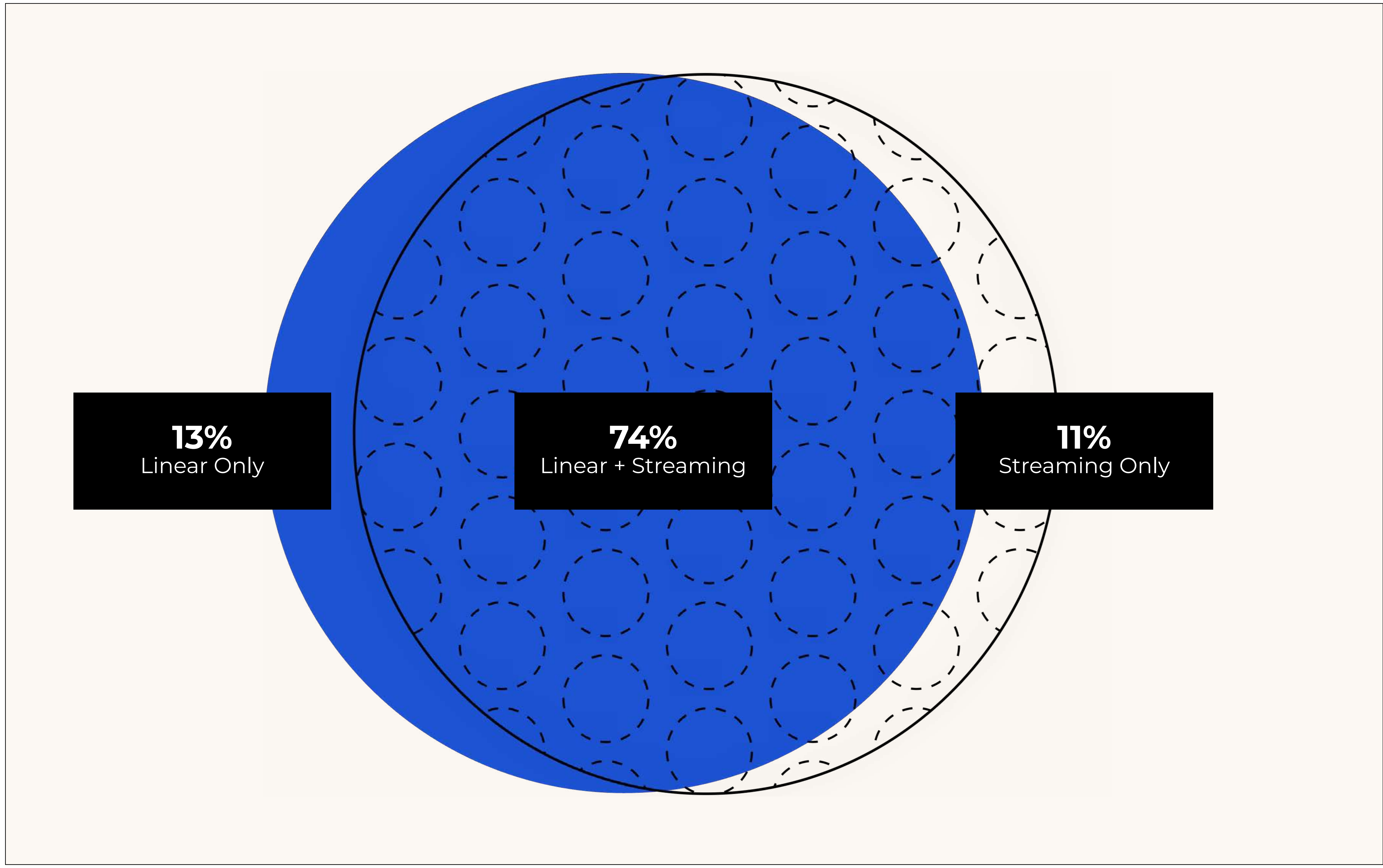
- 74% of TV households watch both streaming and linear programming in a month.
- Only 13% exclusively watch linear.
- Just 11% are streaming-only.

Since most households watch both linear and streaming TV, the natural question for advertisers might be around how consumers think of the differences between the two.

The answer? They don't.

74% of households watch both linear and streaming TV

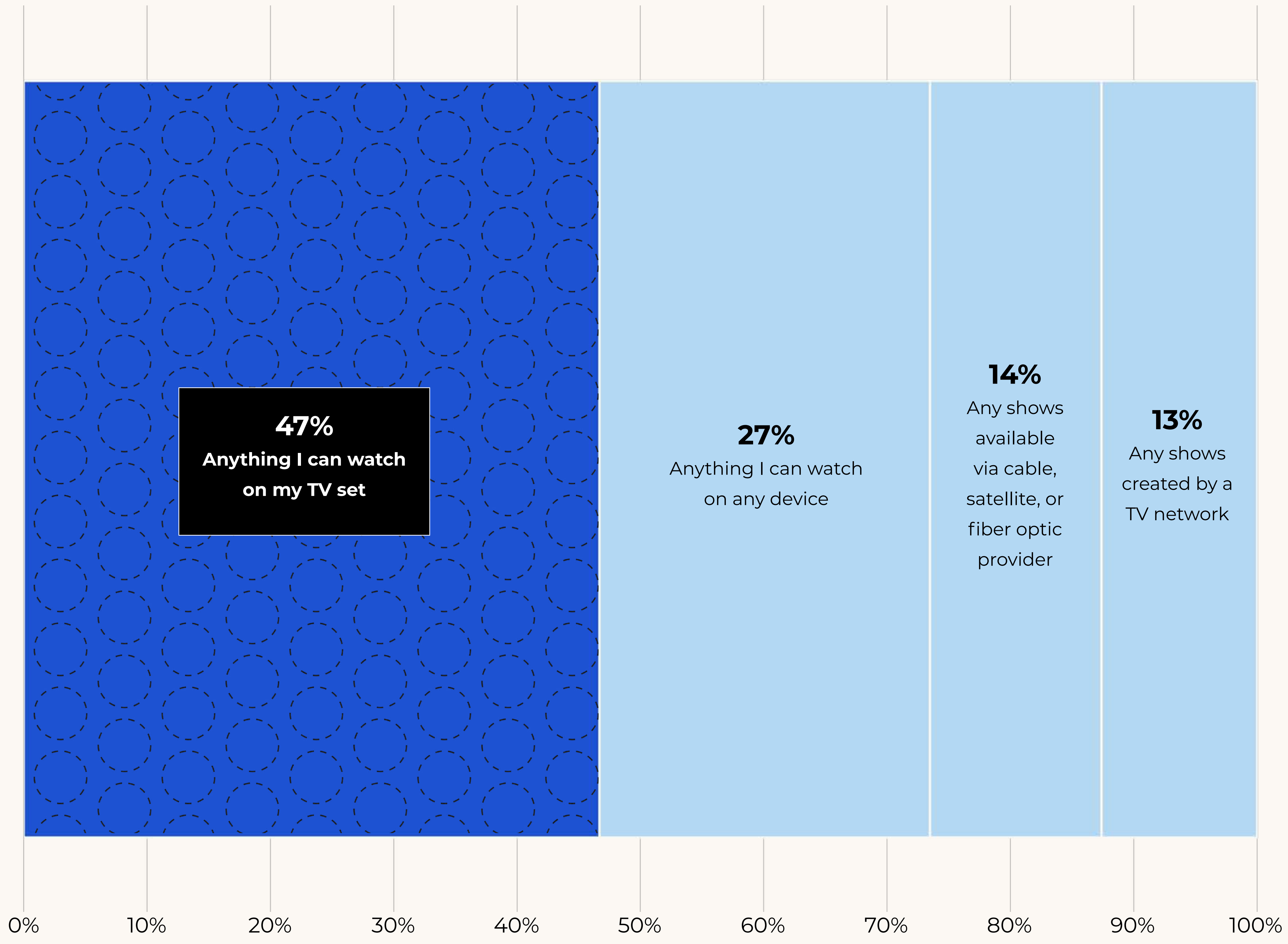
Just 13% watch only linear, and just 11% watch only streaming.



Nielsen

How consumers define TV

The top definition for TV encompasses both linear and Connected TV.



MRI-Simmons

Consumers turn on their TV set for entertaining or informative content. They don't particularly care about the way that content is delivered. They seamlessly switch between traditional broadcasts and on-demand streaming, often without giving that switch a second thought. They don't ask if the show they're watching is shared through a FAST or in which TV category YouTube TV fits. They just enjoy the show.

According to data from MRI-Simmons, the top definition for TV, with 47% of consumers agreeing, is 'anything I can watch on my TV set, whether it's via streaming or cable, satellite, or fiber optic provider.' That beats both linear-biased responses like 'any shows created by a TV network' (13%) and 'any shows available via cable, satellite or fiber optic provider' (14%) and even streaming-biased responses like 'anything I can watch on any device' (27%).

When breaking down results by income, higher-income households are especially likely to think of TV holistically. Households with income above $123,000 chose to define TV as 'anything I can watch on my TV set' more than any other option.

So if consumers aren't making a distinction between linear and streaming as long as it's on their TV set, why should advertisers?

The Technical Truth

There's a good reason why consumers don't spend much time thinking about the lines between linear and streaming. And that's because those lines are growing harder to distinguish, even on a technical front. Increasingly, consumers are watching "linear streaming," or live linear content through a streaming platform.

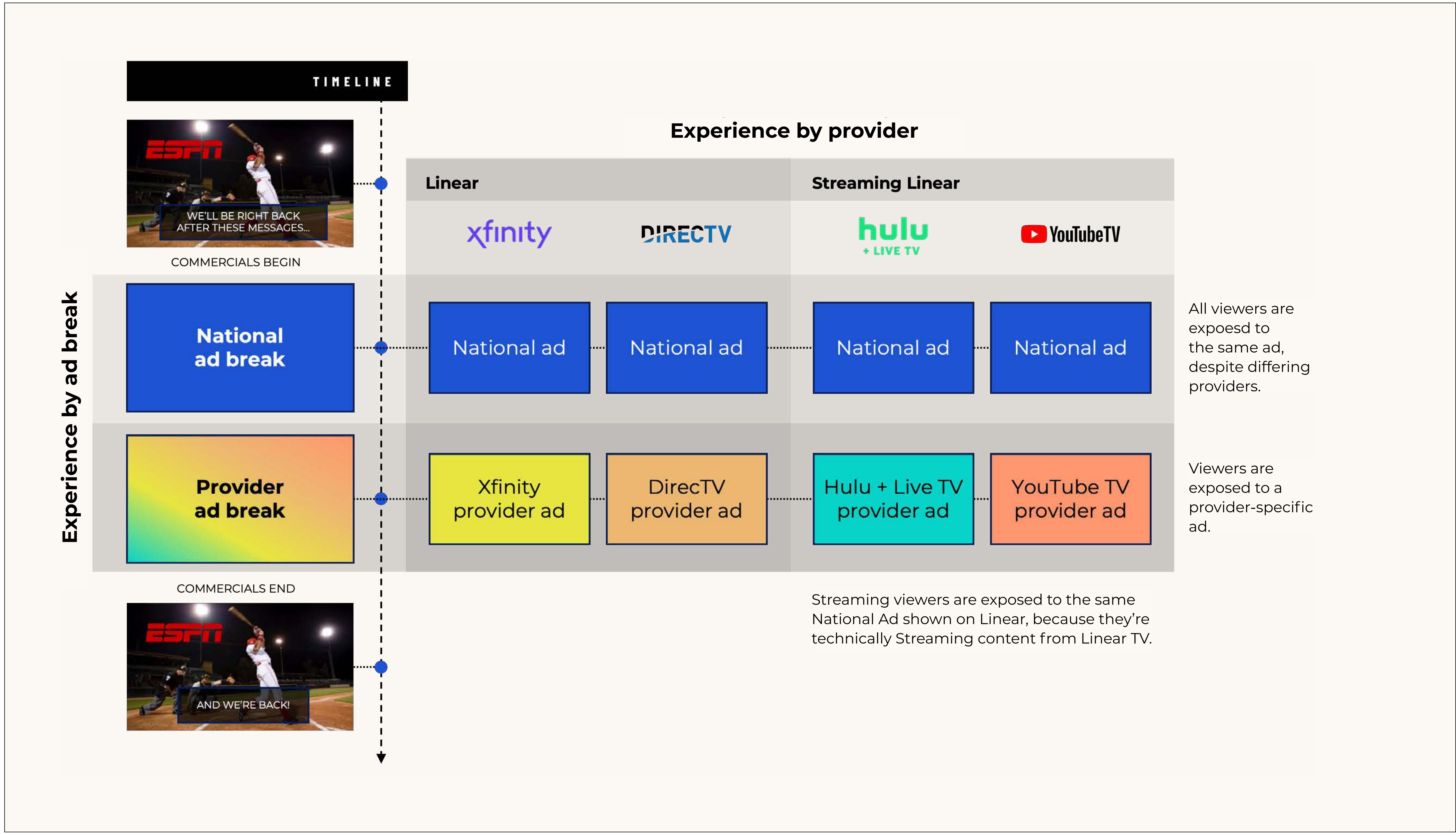
Let's say you're a basketball fan. But you only subscribe to streaming services. When March Madness comes around, you keep up by tuning into Hulu Live TV. You see the same exact programming—and national ad breaks—as linear viewers. Yes, even the commercials are the same. Which is why even advertisers who buy only linear media can reach streaming viewers. Nearly a third of everything streamed is linear content.

And while ad buying and measurement isn't nearly as unified as advertisers would like, the industry is headed this way. Calls for TV buying solutions that focus on how to get your brand message in front of your ideal audience [wherever they're watching] are growing. And [cross-channel, deduplicated data] is necessary for advertisers to understand their true reach and frequency across all forms of TV.

The future of TV will see the technical lines between linear and streaming blur even further. Fortunately, marketers are already starting to get on board. 73% agree that linear and CTV work better together to achieve their marketing goals.

How national linear ad time works

Network: ESPN National; Example of providers that carry ESPN: Xfinity, DirecTV, Hulu Live, YouTube TV.



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Behind the scenes of a powerful pairing.

Peanut butter and jelly. Movies and popcorn. Road trips with the windows down, music blasting. Some things are just better together.

Some things like linear and CTV advertising.

The benefits of combining the two forms of TV go far beyond keeping up with industry trends. By leveraging both linear and streaming, advertisers capitalize on the unique strengths of each medium. Like linear TV's broad reach and brand-building power. And streaming's enhanced targeting and engagement opportunities. Together, they comprise a comprehensive TV campaign that addresses the full spectrum of consumer viewing habits.

A Consistent Brand Journey

Keeping creative the same across both traditional and streaming TV only helps build recognition and trust. So whether your audience is watching live sports on ESPN or binge-watching a true crime series on Hulu, they experience the same message, strengthening brand recall and loyalty.

Including both also helps ensure consistency throughout the buyer journey. For example, you may use linear TV to build top-of-funnel awareness, then add in a CTV retargeting campaign to connect with website visitors. In both cases, the viewer could engage with similar creative.

But making sure your ad is viewed on a TV set is important regardless of whether that's through linear or streaming. Ads viewed on a TV have 2.2x greater recall than those viewed on mobile.

Wherever They Watch

Combining CTV and linear TV advertising means you can get in front of your audience regardless of how they're watching TV. Even better, you can reach your audience wherever it's most cost-effective.

As agency exec Rosser Reeves once said, "Advertising is the art of getting a unique selling proposition into the heads of the most people at the lowest possible cost." For Reeves, this quote was meant to popularize the USP. But the 'lowest cost' part of his statement is just as important.

We've seen it happen too often that advertisers pay steep targeting fees to reach niche audiences through CTV when those same audiences are reachable for less on linear. That's a bad investment, plain and simple.

When advertising across all forms of TV, you can fairly evaluate all opportunities to reach your audience and purchase the media that'll drive the best possible performance.

Capture Incremental Reach

If you want to reach all potential customers, using both linear and CTV is unavoidable.

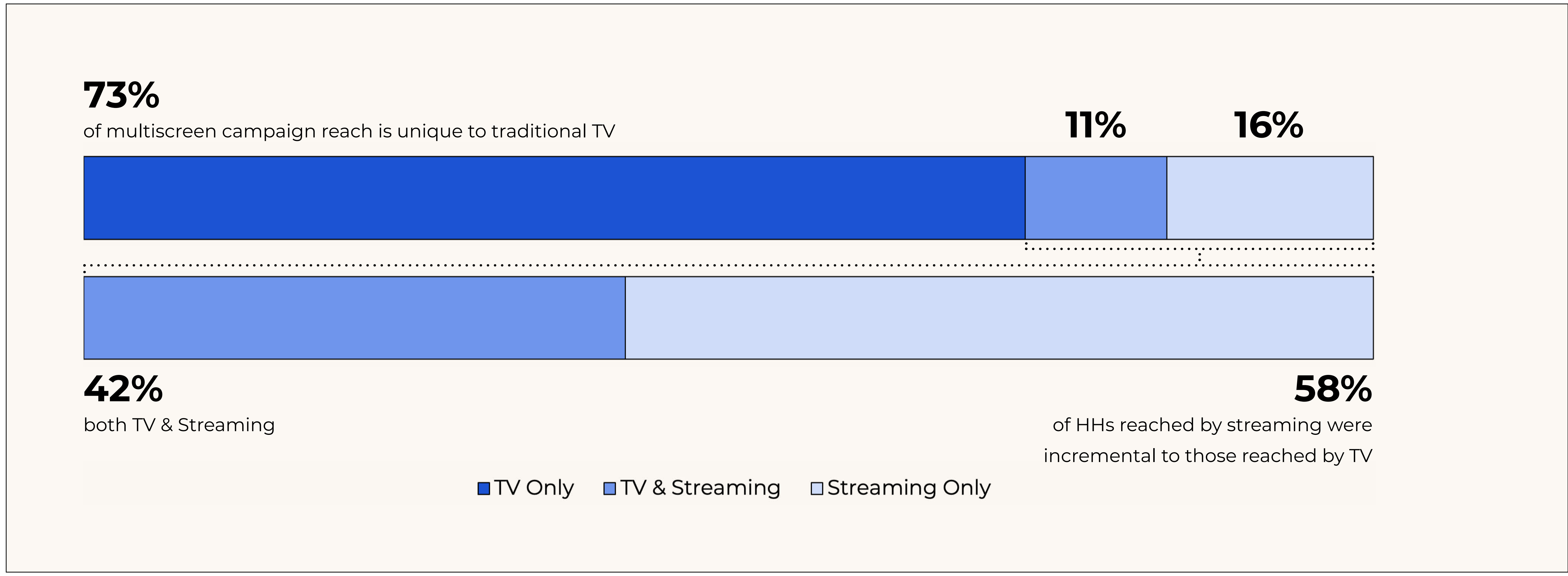
According to Effectv, 73% of multi-screen campaign reach comes from traditional TV. But streaming is better able to reach no-TV or light-viewing households. Only 14% of traditional TV impressions reach this group, compared to 39% for streaming impressions and 88% of FAST impressions. Research from Comcast supports Effectv's finding by noting that more than one-third of streaming impressions in their study of 20,000 TV campaigns went to households not reached or reached only lightly by linear TV.

According to Effectv's analysis of 150,000 multi-screen campaigns, reach is greatest when 20-30% of the TV budget is dedicated to streaming and the rest goes to linear. When more than 30% of budget is dedicated to streaming, campaigns tend to run into frequency challenges and begin sacrificing reach.

And while it's obvious the perfect ratio will be unique to each business, according to survey results, this type of budget split is surprisingly rare. 41% of TV advertisers weigh spend more heavily on Connected. Just 15% report a 75% linear/25% CTV split that'd align with Effectv's recommendation.

Campaign reach across linear and streaming TV

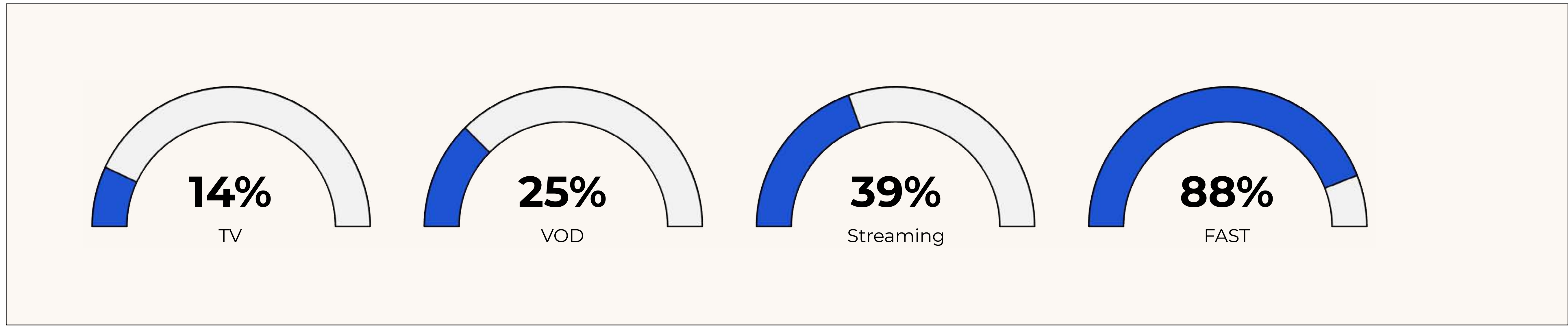
Most campaign reach comes from linear TV.



Effectv

Percentage of impressions delivered to light/no TV households

Streaming TV better reaches light TV viewers than linear.



Effectv

The Halo Effect
There's also reason to expect your linear TV advertising to actively improve the performance of your streaming ads.

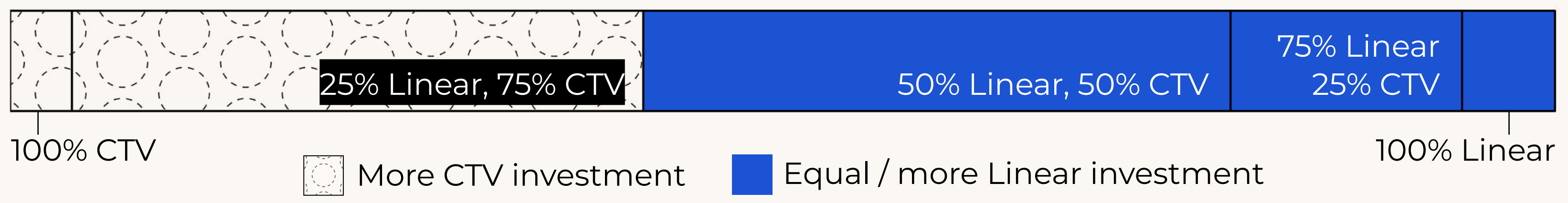
The "halo effect" occurs when viewers who are exposed to your brand on one channel and then encounter your ads through other marketing efforts, respond more positively as a result.

Traditional TV's halo effect is especially strong, with outsized impacts on channels ranging from out-of-home to direct mail. Our clients have experienced this effect first-hand. One financial services company, for example, found TV increased leads from other channels by 12%. By accounting for these additional TV-driven leads, their campaign achieved a 400% ROI. More examples from other TV advertisers are listed below.

According to Thinkbox, video-on-demand and online video specifically see a whopping 20% improvement when supported by linear TV. So by including both linear and streaming in your TV campaigns, you'll improve their overall effectiveness.

Budget splits between linear and Connected TV

41% of TV advertisers invest more in CTV than linear, even though research recommends prioritizing linear.



Marketing Architects Research

CASE STUDY

How a Billion-Dollar Brand Grew by Combining Linear and Streaming TV

Overview
A billion-dollar B2B company drove profitable growth through TV for years. Linear campaigns minimized their reliance on digital and print advertising—especially by reducing painful paid search costs. Plus, rising brand awareness established the company as the top solution in their category. But by 2022, reach and awareness started to plateau.

After years of expansion, the brand began to max out the reach possible with their current TV strategy. They'd already engaged many of their core buyers watching linear. As a result, incremental reach was increasingly expensive. Every new viewer cost more than the one before.

It was time for a strategic pivot.

Objective

The brand started by tackling their linear campaigns, adding buys in new media environments and testing fresh creative. Media budget focused on high impact placements to reach lighter TV viewers who only tuned in for major events.

The next step? Connected TV. Each year, more people cut the cord. Advertising on CTV would let the brand connect with new audiences. Plus, streaming's advanced targeting promised the ability to reach the right people at the right time. For a B2B brand targeting a range of titles and responsibilities across businesses of all sizes, it seemed like an opportunity too good to pass up.

But to make the most of it, they needed to reach fresh audiences instead of those already engaged through linear campaigns. And to reach them efficiently.

Results

Buying media through Marketing Architects' media-buying AI, Annika, removed platform tech fees that usually drive up streaming CPMs. And instead of costly third-party data, contextual targeting based on location, genre and daypart let the brand reach their audience without targeting fees. This resulted in a 43% lower CPM and a 44% more efficient cost-per-order than the brand's streaming campaigns bought through other industry-leading DSPs.

A new brand study showed their efforts paid off for awareness levels, too. Aided awareness improved 10% while unaided awareness grew an even more impressive 36%. But it made sense. Reach and frequency model TruReach confirmed the brand achieved some of their highest reach levels yet.

Best of all, overlap between the brand's linear and streaming viewers was limited. Most streaming spend reached new audiences, and more customers than ever reported learning about the brand through TV.

Today, TV remains a top channel for the brand, and it continues to connect with customers through both linear and streaming TV.

By combining linear and streaming, the brand saw:

10%	36%	50%
higher aided awareness	higher unaided awareness	more customers finding the brand through TV

TV'S FUTURE IS MUCH MORE THAN CONNECTED

ADOPTING AN ALL-INCLUSIVE TV STRATEGY

Adopting an All-Inclusive TV Strategy

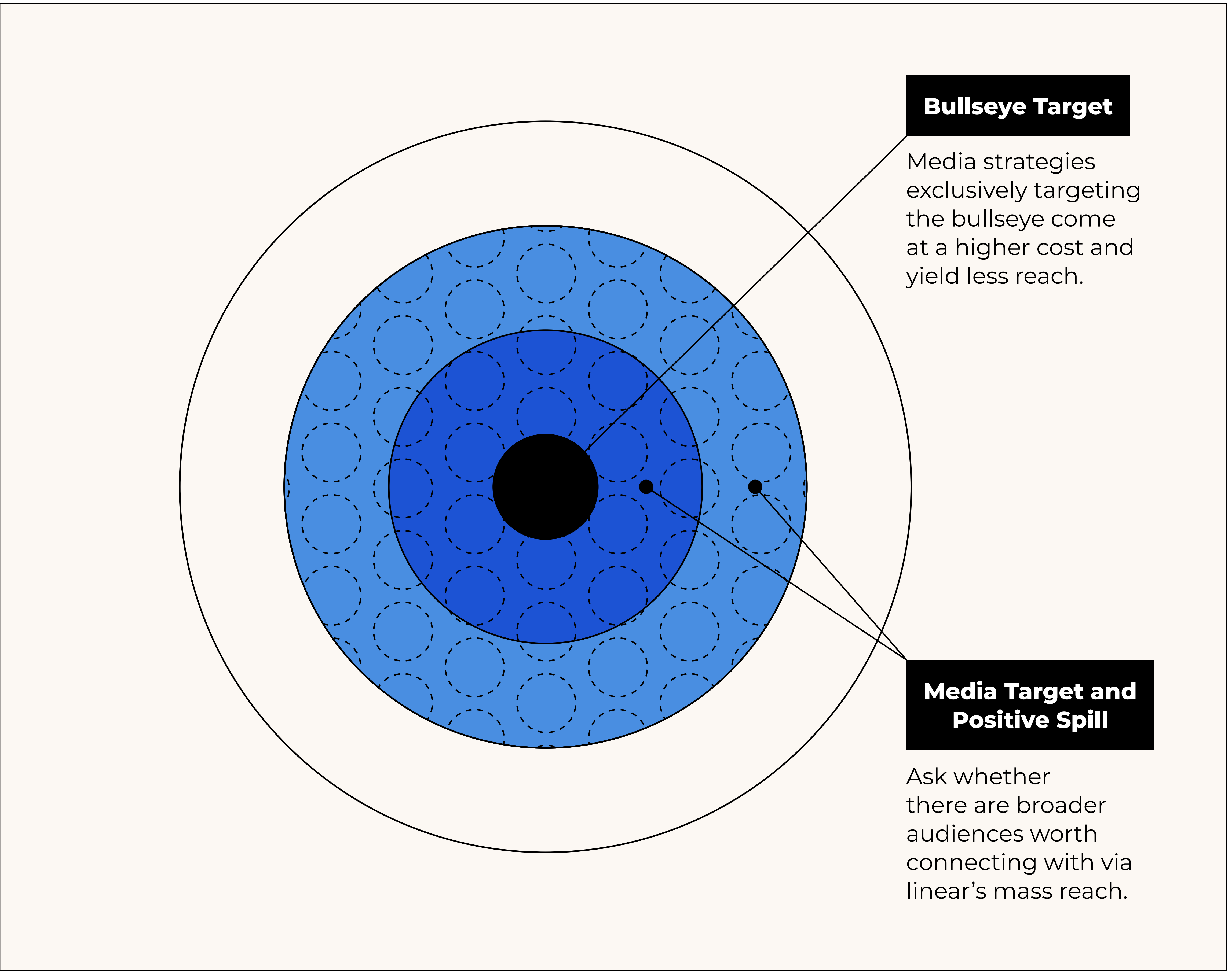
"Details create **the big picture**."

—Sanford I. Weill, former CEO at Citigroup

Including both linear and CTV in your campaigns helps get the most out of the channel. But it also creates new challenges. A truly holistic approach to TV will think carefully about the implications of buying linear and streaming throughout every stage of the campaign process—strategy, creative, media, and measurement.

Audience targeting tiers

Many brands have broader audiences than they think.



Thinkbox

Targeting and Strategy Development

Skipping the strategy stage of campaign development can doom a campaign well before it launches. To maximize TV's effectiveness—and give your campaign the best chance of success—start by defining your audience.

Who are you trying to reach?
Who is your "bullseye" target? This is your ideal customer, the one you're probably also targeting through digital ads. It's their need-states and mindsets that should drive creative and indicate consumer dimensions to define the range and scale of your potential market.

But TV's all about reach. Are there others who share similarities with your bullseye audience? Or a group that could be a good fit for your offering but isn't the first that comes to mind? Is there anyone who may act in an influencing role for this group? Even people who don't become customers can provide value—if they play a role in purchase decisions. After all, 89% of purchase decisions are discussed with others. And the bigger the purchase decision, the more likely there are multiple people weighing in. For example, the average B2B buying group is made up of six to ten people.

This absolutely doesn't mean targeting everyone. It's just a slight expansion of your bullseye target to ensure you don't miss important prospects or influencers.

How should you reach them?
Once your target audience is defined, the next step is deciding how you'll use TV to connect with them. This involves learning where your audience watches. Are they primarily linear viewers? Do they lean heavily into streaming? Or, like most audiences, do they consume a mix of both?

There's so much data available on viewership by age, race, income, and more, so there's no reason to rely on your gut to decide this. The reality of who's watching what might surprise you.

Next, explore targeting methods and their associated costs.

Demographic targeting. Target audiences based on age, gender, income, education, and more.

Cost: Low
Available on: Linear and streaming

Location-based targeting. With linear campaigns, buy local media to advertise in certain markets. With streaming, use geotargeting to target by zip code. Recommended for businesses with physical retail locations that want to drive foot traffic.

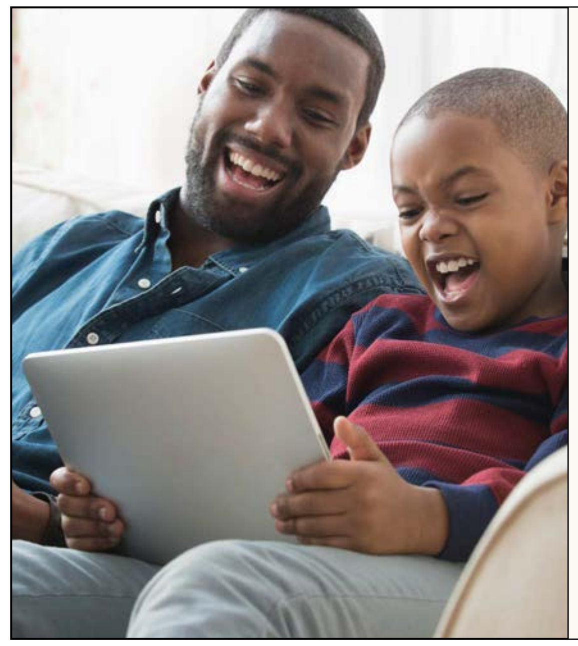
Cost: Variable
Available on: Linear and streaming

Retargeting. Engage viewers who previously interacted with your brand but didn't necessarily make a purchase. These tend to be among the highest performing CTV campaigns in terms of response rates, but only reach a very small subset of viewers.

Cost: Medium
Available on: Streaming

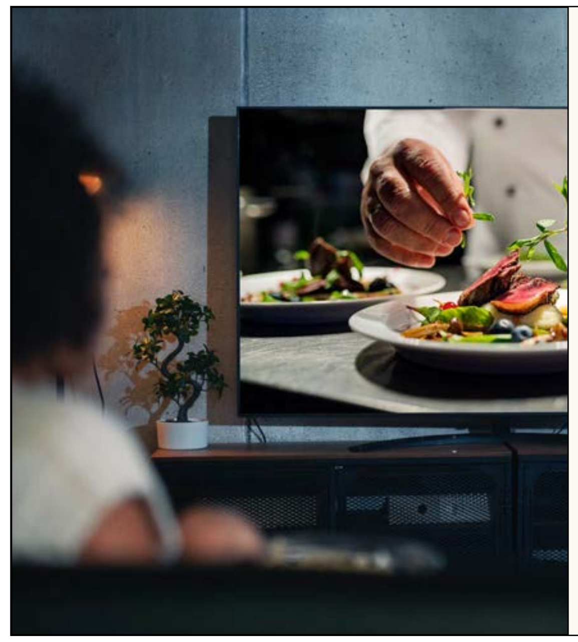
First-party and look-alike audiences. Data collected directly from a brand's customers is used to build look-alike audiences, or groups that resemble a brand's existing customers.

Cost: Medium
Available on: Linear and streaming



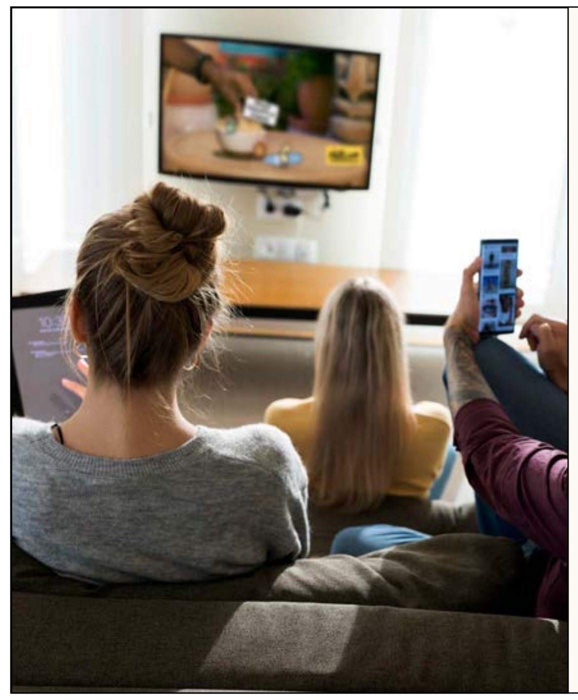
Third-party audience targeting. Use data collected by external organizations to target viewers based on interests, behaviors and purchase history. Option to get as granular as targeting by IP address. While this method can reach niche groups, high costs and data inaccuracies are common.

Cost: High
Available on: Streaming



Contextual targeting. Place ads in content related to the product or service being advertised. A sports drink ad may be shown during a football game. A new line of kitchenware might play during a popular cooking show. This way, ads are viewed in a relevant setting, increasing viewer engagement.

Cost: Medium
Available on: Linear and streaming



Algorithm-based buying. Machine learning identifies profitable media inventory based on the factors identified as being most predictive of viewer engagement. This lets brands reach look-alike audiences without paying to target specific user profiles.

Cost: Low
Available on: Streaming

With a campaign planned across both linear and streaming, it's recommended to use a blend of multiple targeting options and to actively test different targeting lines to find what's most profitable for your brand and audience.

What should you say?
Finally, use consumer research to hone your message. Your brand's story should be clear regardless of whether it's viewed on linear or CTV. Because none of this work will matter if your campaign doesn't:

1. Reach the right people.
2. Resonate with those people.

The following story shows how consumer research was able to help reposition a brand to make sure it resonated deeply with their audience on TV.

STRATEGY CASE STUDY

How Nuts.com Built Its Name in a New Category

Overview

Founded as the Newark Nut Company in 1929, family-owned Nuts.com has sold premium nuts, fruits and snacks for three generations. Decades later, Nuts.com was ready to build its name and customer base through TV.

Strategies

Just weeks after launching TV, Nuts.com's national aided awareness had risen more than 100% while driving a positive return on ad spend. New customers increased 166%, setting a company growth record. But even more opportunities lay ahead. Nuts.com had long positioned itself as an online grocery company. But we suspected Nuts.com was an even more noteworthy name in the snacking category.

Results

Conducting a brand study, our strategy team found that when Nuts.com repositioned as an online snack brand, contextual awareness skyrocketed 136%. Shifting messaging to focus on snacking also improved relevance, especially among younger consumers. TV was the perfect place to broadcast the company's new positioning. The channel communicated the shift with creative highlighting Nuts.com's range of snack options—from milk chocolate gummy bears to bourbon pecans.

After repositioning as an online snack brand, Nuts.com saw:

136%
increase in contextual brand saliency

192%
greater ad recognition

5%
unaided awareness for the first time

Creative Development

What's your favorite commercial?

Maybe it's a Super Bowl ad that went big on humor and celebrity. Maybe you love characters like Progressive's Flo or the Geico Gecko.

All the best TV commercials capture attention and drive action.

But today, more ways to watch content means more demand on your audience's eyeballs. This makes it more important than ever to create narratives that hold viewers' attention through compelling and creative stories.

Easier said than done, right?

Pretest creative to ensure relevance.
One way to make sure your commercial grabs the attention it needs to succeed is creative testing. Although the strategy stage of campaign planning should identify messaging that resonates with your core customer, it's during the creative development stage that you should find which execution of that message performs best.

Because it'd be a shame to invest in a big campaign including both linear and streaming only for it to bomb. The good news? Advertisers have several options for testing.

- **In-market testing.** This is what most digital advertisers do, after all. But A/B testing a couple of digital ads isn't nearly as expensive as testing actual TV commercials. Plus, while in-market testing can identify which creative drove the most response and was worth focusing efforts on moving forward, it would be too late to prevent brand missteps such as appearing tone-deaf with an irrelevant or potentially offensive ad. (We can all think of examples of these ads securing unflattering headlines in the news.)

- **In-person focus groups.** This classic approach brings together members of your audience and asks them their opinion on different creative routes. Groups may judge fully produced spots or commercials presented through moving storyboards called animatics. However, this option can take months to organize and requires an experienced research team to conduct the study in a way that won't bias participants.

- **Online surveys.** A faster and proven alternative to in-person focus groups, online surveys run during pre-production and use animatics to share visions for the commercial with your audience. Results are typically available in a matter of weeks.

- **AI pretesting.** Academic research shows agreement rates between humans and datasets generated by Large Language Models (LLMs) exceed 75%. And that number's only improving as AI evolves. New tools for consumer research and testing take advantage of this to test commercials against synthetic audiences based on scripts alone. While this method is new to the industry, early signs show it can, in fact, accurately predict performance in minutes.

Regardless of testing method, you should consider both brand and response aspects when evaluating a commercial's overall performance.

Consider second screeners.

TV is a visual medium. That means you should absolutely use striking imagery, dynamic motion, and engaging characters to bring your brand to life.

But audio is just as important. Maybe even more important.

An [eye-tracking study] in 2019 found 60% of commercials are heard and not seen. Some of that's due to your customer walking to their kitchen for a snack during an ad break. But much of it's the result of scrolling through Facebook or responding to a text instead of watching the big screen. That number's likely even higher today since [78% of TV viewers now say they use a mobile device] while watching TV.

The solve? Include a voiceover in your creative to engage those looking at a second screen. Ads that only use music miss a crucial opportunity to engage as many people as possible. And with new cost- and time-efficient options for AI audio, there's no excuse for skipping this part of your commercial.

Test, optimize, test.
While you'll want to test as much as you can before launching anything in-market, there are some things you won't learn until your ad is let loose in the world.

Including spot lengths and response methods. Test frequently to find what works best across both types of TV. A 30-second spot might perform well on linear, while a 15-second version could be more effective on CTV. The classic marketing answer is true here... it all depends!

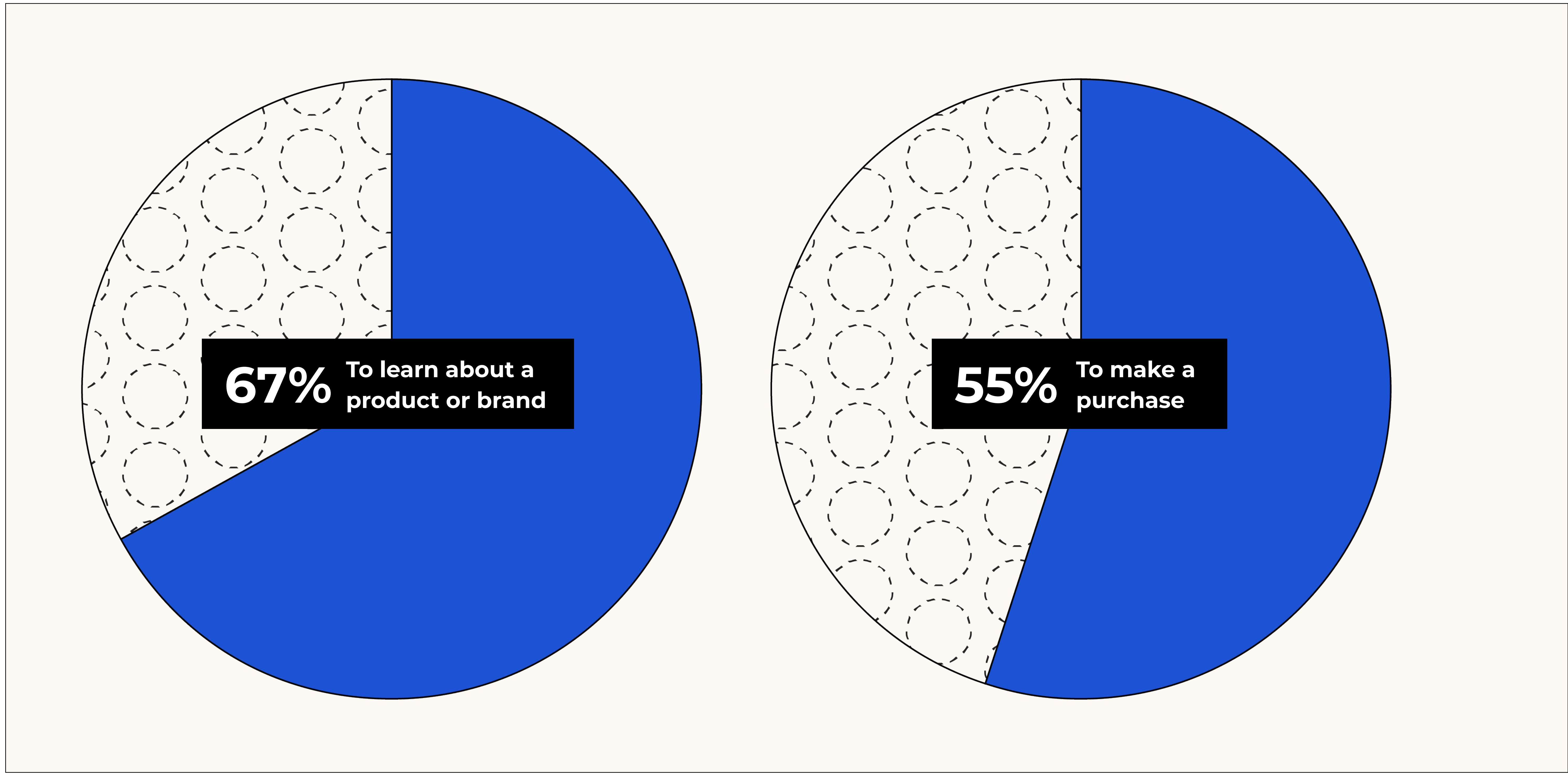
You may also want to try different calls-to-action. While linear viewers may like to respond to your ad by visiting a website or texting a chatbot, tech-savvy streaming viewers might prefer to scan a QR code. Since the mass adoption of QR codes in 2020, they've become an increasingly popular response mechanism for TV advertisers, letting brands connect directly with their audience and simplifying campaign attribution.

CTV also offers options for shoppable ads—interactive commercials that let users start the buying process directly in the commercial. While this ad format is new, it shows promise. 70% of viewers who've engaged with a shoppable ad proceeded to make a purchase.

The good news is that viewers of all types of TV are increasingly comfortable responding to a commercial through their phones. Those 78% of people who watch TV with their phone in-hand? 32% say they've used that mobile device to research or purchase products, and 33% have bought a product after seeing it on TV. Evan Moore of NBCU was quoted in 2023 as predicting "buying from a TV screen will be ubiquitous" in the next few years.

Reasons to scan a QR code

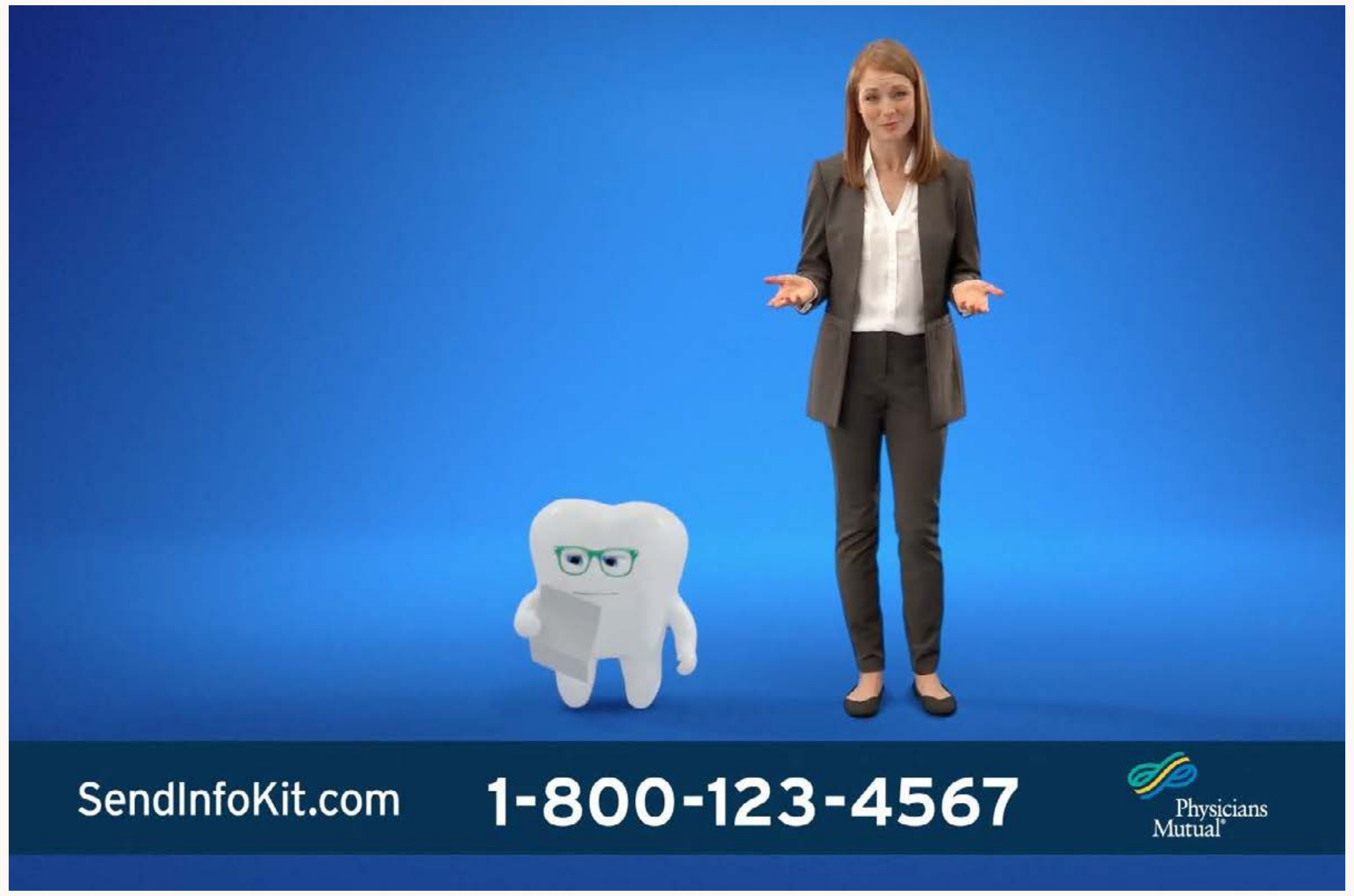
Most people say they're open to scanning a QR code to learn more about or buy from a brand.

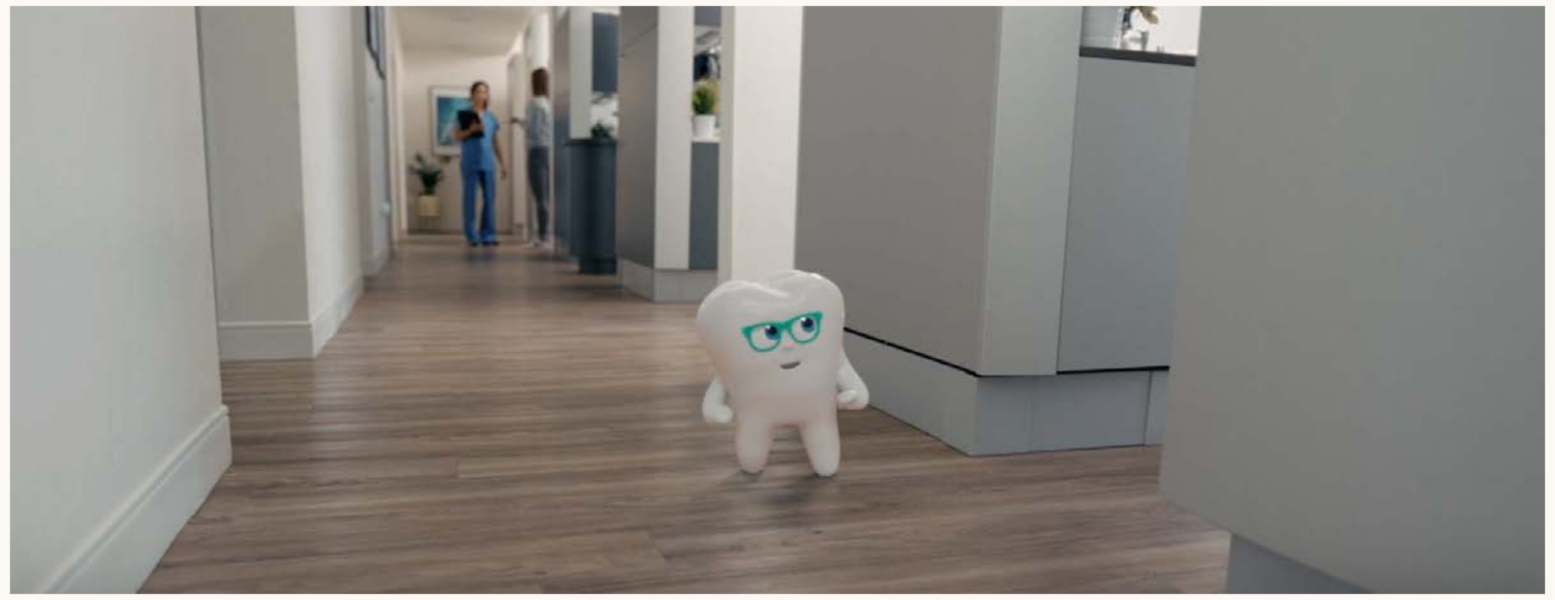


Marketing Architects Research

CREATIVE CASE STUDY

How Physicians Mutual Connected with Customers Through TV





Overview

Physicians Mutual has successfully offered insurance services for more than a century because they're willing to go the extra mile. But entering the digital age, Physicians Mutual experienced declining response in its marketing efforts, especially TV advertising.

Strategies

The insurance provider needed creative that'd encourage viewers to respond and support their long-standing, trusted brand. Creative ideas ranged from a "scared" wallet running from massive dental bills to a CGI dancing tooth named Benny and illustrated relatable experiences for Physician Mutual's audience while alleviating fears about dental expenses. As a finishing touch, the team rolled out spots with a texting call-to-action, using AI to power the campaigns.

Results

The result was highly effective TV campaigns that helped Physicians Mutual stand out in a competitive market. And by encouraging viewers to respond via text, Physicians Mutual gained first-party data to learn even more about their customer journey. Today, they're staying one step ahead of ever-evolving consumer trends. In fact, they're now driving commercial viewers directly to their website, with equally strong conversion rates.

On TV, Physicians Mutual achieved:

32%
decrease of cost-per-call

Positive
ROAS

Rise
in brand awareness

Media Buying and Optimization

Even on its own, linear TV buying is complicated.

Let's say you're a home goods brand wanting to advertise on HGTV. You can participate in traditional media-buying opportunities like the upfronts, purchasing directly from HGTV. It'll likely mean overpaying. Because of HGTV's premium status, airings can be expensive. And when it comes to snagging airtime, you're battling direct competitors trying to reach the same audience.

But that's not your only option for getting on HGTV. You could also buy on the scatter market. That would provide more flexibility, but costs could be even higher. Ideally, you'd find the inventory on an opportunistic basis—at a much lower price. Besides, why are you so tied to HGTV? Your potential customers watch dozens of networks besides HGTV, all of which offer media at different price points.

Now add streaming into the mix—dozens more publishers and hundreds more ways to buy. Yes, it gets messy.

To get the most out of both linear and streaming, you must be able to buy efficiently and with clarity on who you're reaching and how often across all forms of TV. This is typically easiest when working with a single, specialized TV vendor.

Use the same partner to buy linear and streaming.
Using a single partner for all TV buying allows for a cohesive media strategy across platforms, if they have access to the full TV landscape. This should include national broadcast networks, cable channels, regional and local stations, and streaming platforms. A partner like this can:

- Develop a holistic view of your audience's viewing habits.
- Ensure consistent messaging and healthy frequency across all TV touchpoints.
- Allocate budget efficiently between linear and streaming.

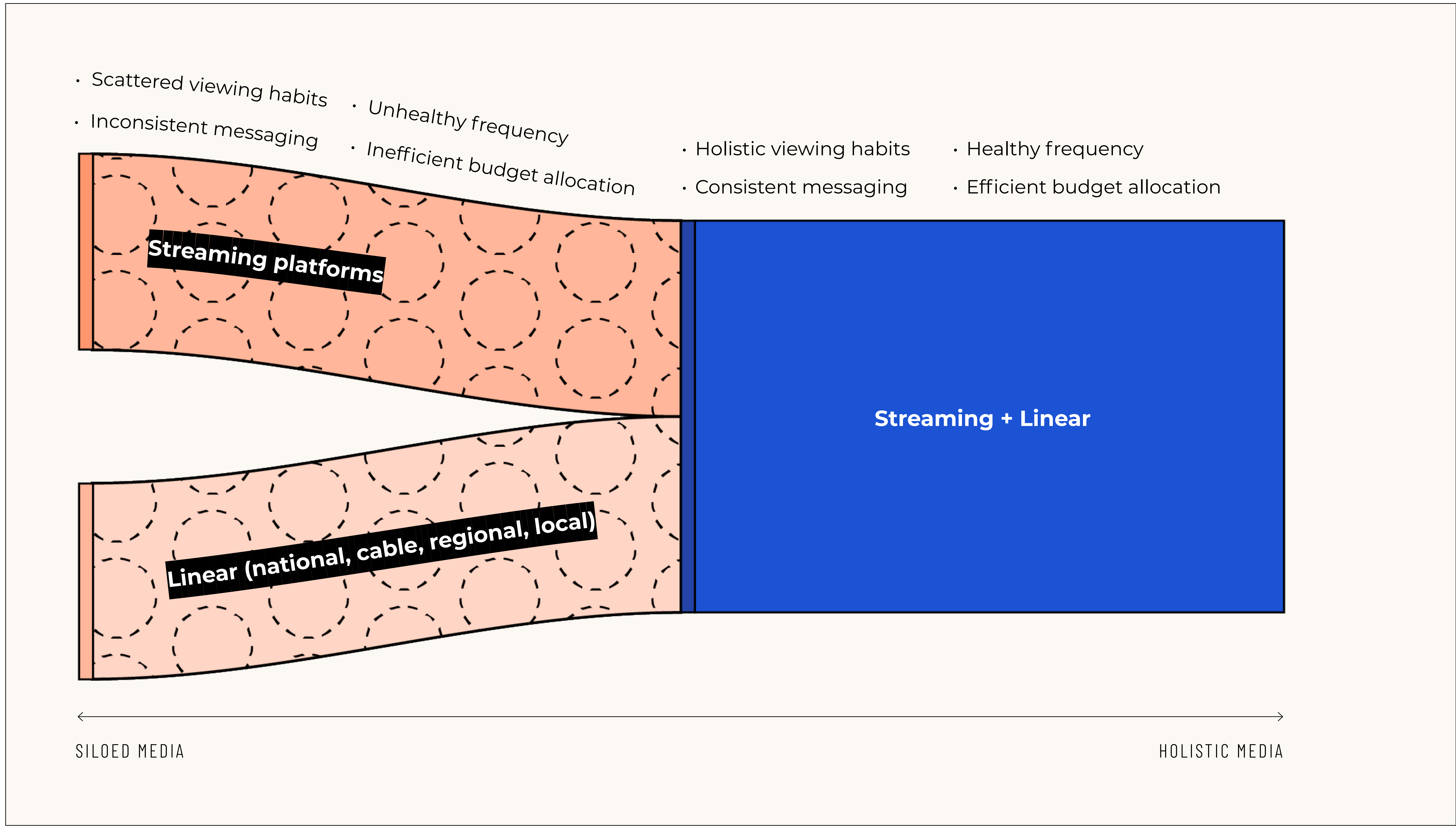
For example, they might discover your target audience watches news programming on linear TV in the mornings, but streams comedies in the evenings. This insight allows for strategic placement of your ads to maximize reach and impact.

One of the biggest challenges in multi-platform TV advertising is managing frequency. Over-exposure can lead to audience fatigue, while under-exposure might not deliver the desired impact. A unified buying approach helps set appropriate frequency caps across all TV forms, preventing wasteful ad spend by repeatedly hitting the same viewers.

A single solution for all your TV initiatives also allows you to efficiently evaluate opportunities across platforms, reduce administrative costs associated with managing multiple vendors, and optimize spend in real time based on performance across all TV forms.

Siloed TV approach vs Holistic TV approach

Running both linear and streaming TV with different partners can lead to performance-hindering challenges.



Lean into technology.
To truly optimize your all-inclusive TV strategy, lean into technology that can find your audience across both linear and streaming. AI-driven tech is a great place to start.

Advanced AI can analyze billions of data points including demographic data, viewership habits and preferences, time-of-day patterns, and more to identify where your core audience is most likely to be watching.

AI can also forecast performance of different media buys based on historical performance data, current market trends, pricing fluctuations, and audience engagement metrics. This lets you make more informed buy decisions and invest your budget where it will be most impactful.

Remember, the goal is to reach your audience with the right message, at the right time, on the right platform, at the right cost—whether that's on linear, streaming, or a combination of both.

According to a media audit based on data by technology company Samba TV, our own clients have achieved similar reach as some of the biggest brands on TV (think Walmart, Home Depot and IBM) at 40-60% of the cost when using AI-driven media buying.

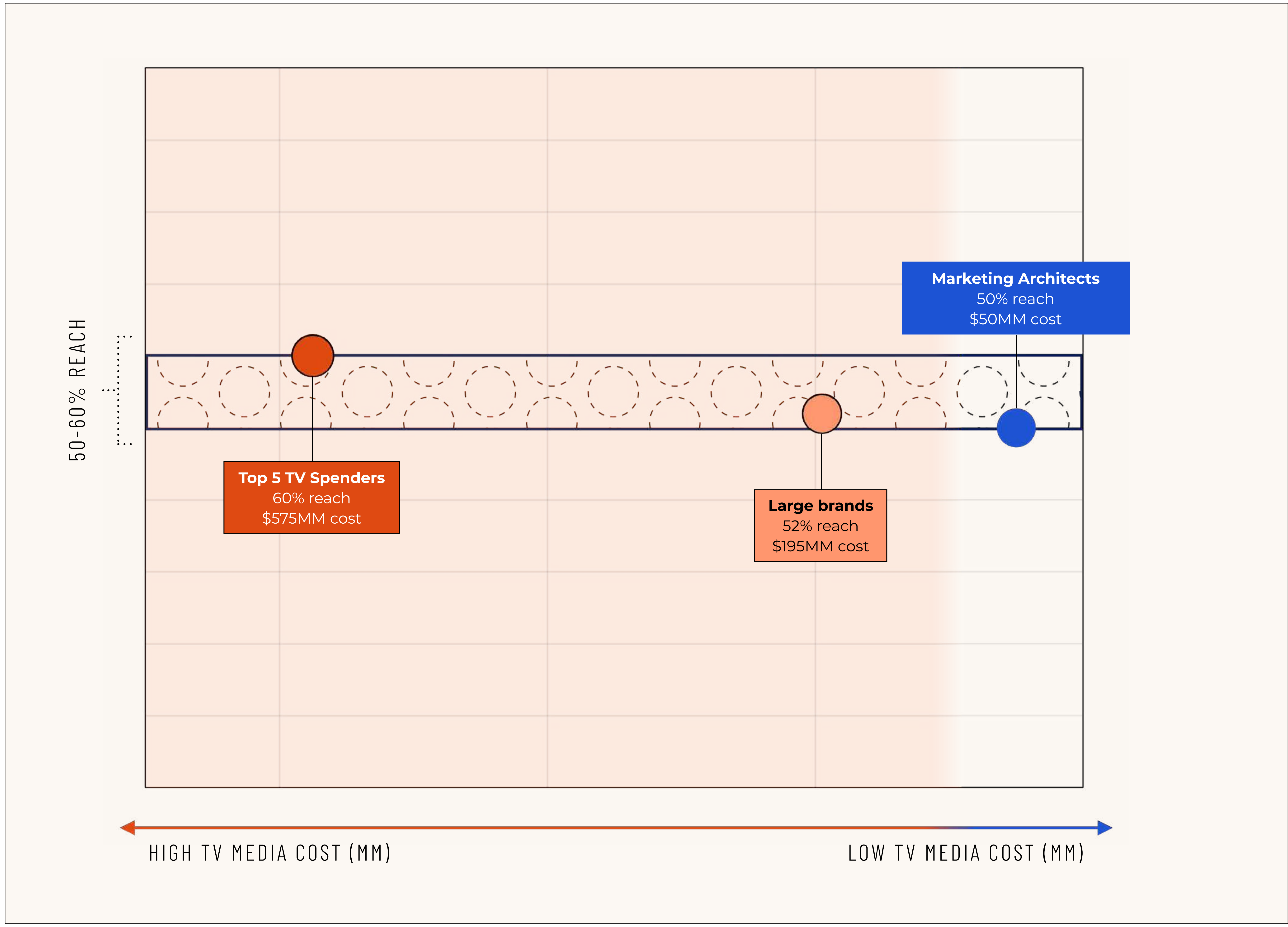
Cost should be a big consideration.
Reach has insane value. If it gets you in front of the right people. And if the price is right.

While streaming inventory is often more expensive than linear, the additional cost may be worth gaining incremental reach with cord-cutters or to engage high-intent buyers through a retargeting campaign... Or it may not.

Either way, you need a partner that can crunch the numbers to predict where performance lies. And that probably doesn't look like buying exactly like your competitors.

Lower media cost for similar reach levels using AI

Marketing Architects clients have achieved similar reach levels as the biggest spenders on TV for half the cost.



Marketing Architects Research, Samba

MEDIA CASE STUDY

How Joybird Exceeded ROAS Goals on TV

Overview

Furniture retailer and manufacturer Joybird historically focused marketing efforts on social and digital. But now they were ready to expand offline and let new audiences know about their bold colors, unique styles and 18,000 customization options.

Strategies

Joybird launched both streaming and linear television to connect their brand with as many potential customers as possible. With the help of AI, they drafted a media plan resulting in only 4% overlap between linear and streaming audiences, maximizing Joybird's reach. Next, they prepared one campaign to drive sales during the busy holiday season and a second to support peak seasonality at the start of the year.

Results

To understand TV's full impact, it was important to isolate TV's direct impacts while recognizing its halo effect on other channels, including digital. Still, it all came down to achieving a 4X return on ad spend. Within weeks of the launch, TV's impact was clear. And within a year, Joybird reached a ROAS of 7-10 across both linear and CTV—more than double the original goal.

In their first year on TV, Joybird saw:

700,000+
web visits driven by TV

16,000+
TV-attributable orders

7-10X
ROAS

TV Measurement

Data might not lie. But it does get twisted. When evaluating TV performance, it gets twisted a lot.

Linear TV is notoriously hard to measure. It's why 63% of TV advertisers doubt their ability to measure TV's impact.

In streaming's early days, CTV's digital-like capabilities were presented as the solution. It was supposed to be an offline channel with the accountability of online. But that's not quite how things played out.

Today, linear and CTV are two of the top three hardest marketing channels to measure, according to a survey of marketers.

And TV's impact can be especially difficult to determine if a campaign includes both linear and CTV. Here's how to get to the truth of your results.

Address inconsistencies.
Linear TV traditionally measures impressions by individuals. This makes sure advertisers get a clear picture of who's watching, even when people co-view content together.

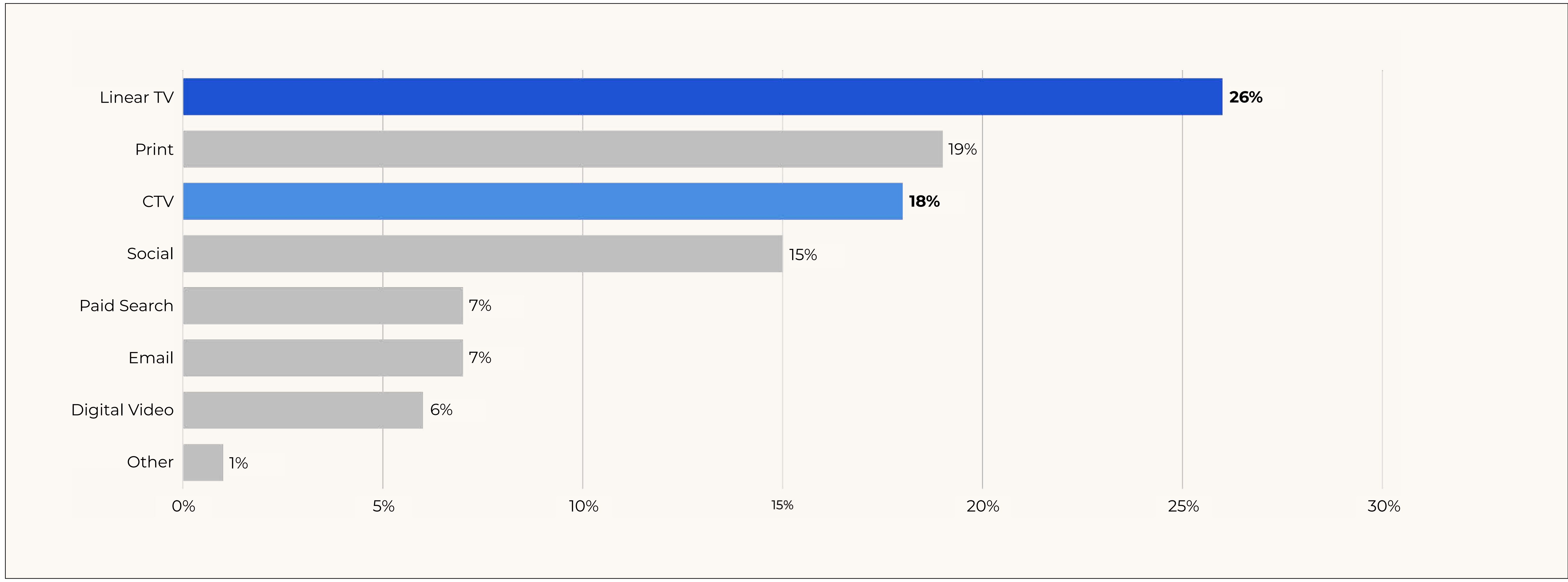
But, like digital channels, CTV measures impressions by household. So a family of four seeing your ad for a meal-delivery service would show up as just one impression. Same goes for the six 30-something best friends watching your ad together during a break in the football game.

This fundamental difference requires a proactive approach to evaluating performance. To get a clear picture of reach and frequency, you need access to deduplicated reach across linear and streaming. So if a viewer sees your ad on both linear TV and a streaming platform, it should only be counted once in your reach calculations. And twice for frequency numbers.

You'll also need to implement cross-platform attribution and use multiple models to verify results. For example, if you're using IP tracking to track consumer behavior from ad exposure to conversion, avoid being misled by over-generous device graphs by also running incrementality testing. Together, multiple models can account for the limitations of each on their own.

What is the hardest marketing channel to measure?

Both linear and Connected TV are listed among the hardest channels to measure.



Marketing Architects Research

Evaluate TV's full impact.
Finally, a holistic, full-picture approach to TV should extend to how you think about TV's impacts. Going beyond 'brand' or 'sales' results will help clarify how to think about the role the channel plays in your marketing mix—and the true performance of both linear and CTV. To evaluate both forms of TV, think about measurement in three buckets: micro, macro and business impacts.

- **Micro Impacts.** This is the immediate response your TV ad receives. Data on TV's short-term results should get as granular as evaluating the response within minutes after each airing. Review in-market creative performance by tracking response through calls, text or web lift immediately following the campaign launch. Such definitive numbers provide an early gauge for how people view and receive your ad. However, they're only one view into performance.

    - Suggested measurement models: Micro attribution

- **Macro Impacts.** Now, we're examining the broader effects of TV, including shifts in web traffic composition, conversion rates, and brand effects. How do you account for someone who sees your ad today but won't place an order for a couple weeks? They're still influenced by your TV campaign but won't show up in your micro analysis following the campaign launch.

    Depending on your budget and measurement strategy, advertisers start to see broader effects within a few weeks to a couple of months after launching. New customers may increase, driven to your brand by TV's broad reach. Web traffic composition will likely also shift to more direct and organic sources as TV drives consumers to search for your brand. And adding a survey to your website asking visitors how they learned about your company can provide another data point on TV's role.

    - Suggested measurement models: Automatic content recognition (ACR), on-site surveys, macro lift analysis, and local heavy ups

- **Business Impacts.** How did TV affect your bottom line? Even the macro impacts of TV are relatively short-term when considering everything the channel can accomplish. At a certain point, TV's impact begins to move beyond performance and into lasting brand and business effects.

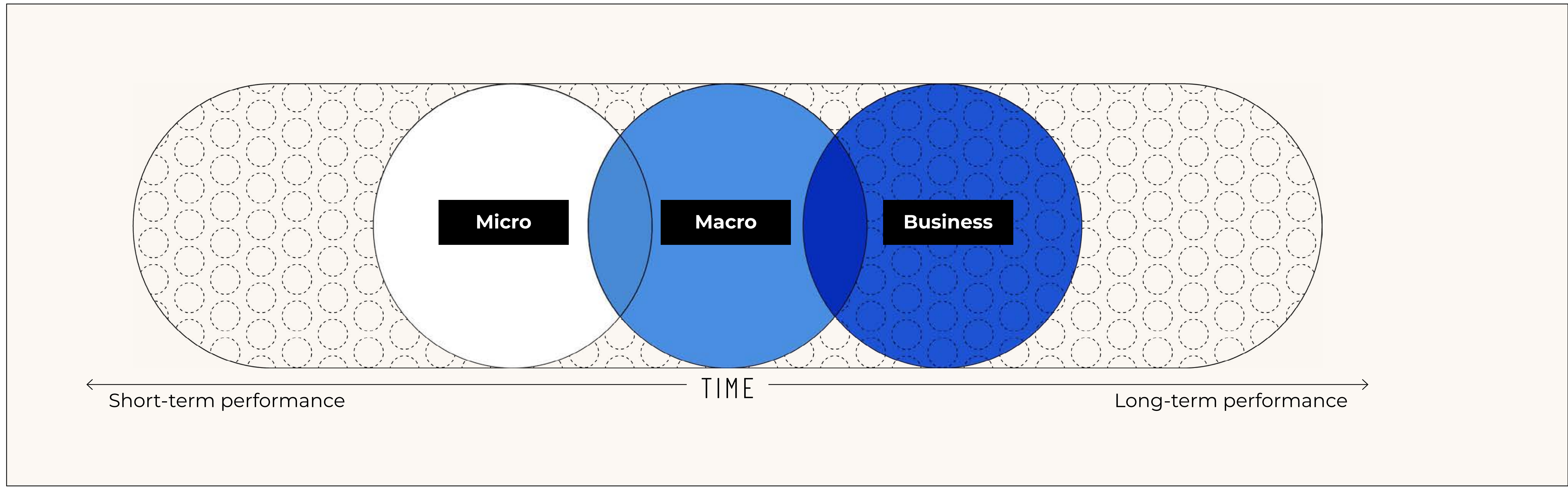
    Conduct surveys to look for changes in recall or brand perception. Increased pricing power or greater opportunities for partnerships also point towards TV's big-picture impacts. And, of course, revenue growth is the greatest indicator of success. On average, our clients see revenue grow 39% during their first year on TV.

    Finally, there are the truly transformative outcomes. Clients have experienced results ranging from TV making them number one in their category to burgeoning stock prices.

    - Suggested measurement models: Media Mix Modeling (MMM), Brand studies, unique reach analysis, and reviewing cross-channel effects

Measuring TV's impact across the funnel

TV advertising drives micro, macro and business results.



ATTRIBUTION CASE STUDY

How SmartAsset Drove New Leads Through TV

Overview

Online financial information destination SmartAsset was ready to expand marketing beyond digital to reach more potential customers. So they launched a pilot campaign to test TV's potential before scaling the channel.

Strategies

An initial read on performance evaluated micro results like CPM, cost-per-session, and findings from an on-site survey. But that was just one view into TV's impact. Next, we calculated cost-per-lead using a trend model comparing forecasted vs actual results and reviewed TV's impact on the rest of SmartAsset's marketing mix. Finally, we established an econometric model and implemented media mix modeling (MMM). This helped SmartAsset analyze every marketing channels' impact on their bottom line and set them up to quantify long-term effects.

Results

With a lower cost-per-lead than anticipated, TV's ROI exceeded SmartAsset's goal by 30 points. This meant TV was attracting leads at a cost competitive with digital channels—while presenting SmartAsset's brand to a larger audience than digital allowed. Today, SmartAsset's business shows stronger profitability than ever while TV gains share in their marketing mix.

In 2023, SmartAsset achieved:

2 billion+
impressions

20%
better cost-per-lead than goal

30 points
better ROI than goal

TV'S FUTURE IS MUCH MORE THAN CONNECTED

CONCLUSION

Conclusion

"Every time effectiveness researchers look at the effectiveness of media channels, they find that TV remains (in most cases by far) the most effective channel.**Be wary of those telling you that TV is dead**. Or that it'll be dead soon. They've been promising that for over two decades."

—James Hurman, ad effectiveness expert

What is TV? The Merriam-Webster Dictionary has multiple definitions, including:

- "A medium of communication."
- "Programming distributed over the internet that is designed to be viewed in the same format as broadcast television."

According to former CBS News president Fred Friendly, it's simply "the most powerful educational force known to man."

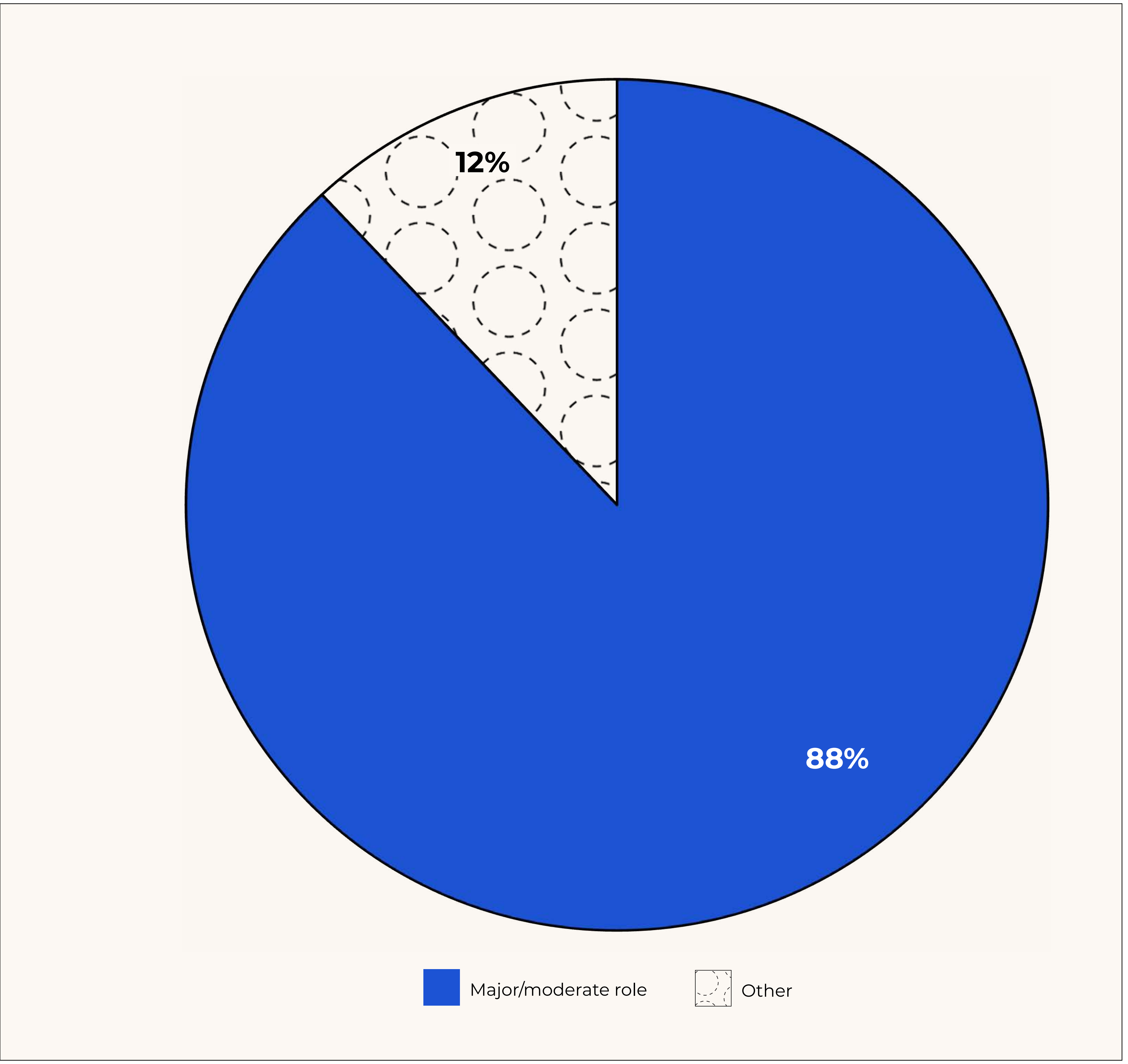
And a reminder that to consumers, TV is anything on a TV set.

If these are our definitions, both linear and streaming seem to fit just fine in the 'TV' category. Which is good news. Because while the future of TV isn't linear, it's also not CTV. Or even ad-supported video-on-demand.

It's just... TV.

TV advertising's role in future marketing strategies

88% of marketers believe TV will play a major or moderate role in their future marketing mix.



Marketing Architects Research

Looking ahead, 88% of marketers believe TV will play a major or moderate role in their marketing mix. A mere 1% say it'll play no role.

Senior marketers and C-suite executives are especially optimistic about both TV's future in their marketing efforts and the channel's growing effectiveness. More than half believe TV will only grow more effective with time.

But for that vision of the future to become reality, for us to unlock TV's next golden era, marketers need an all-inclusive approach that integrates both linear and CTV. An approach that harnesses the strengths of both forms of the channel to create more effective, efficient campaigns. Start by:

1. Understanding the truth about linear and CTV effectiveness.
2. Adopting a holistic view of TV, just like your customers do.
3. Planning for success across all forms of TV.

Welcome to TV's next golden era—where the magic of television continues to captivate, inspire and transform. We can't wait for what's next.

About Marketing Architects

TV advertising is a powerful channel. Done right, it can become an essential growth driver for your business. At Marketing Architects, we use an All-Inclusive approach to TV to help advertisers make the most of their TV investment. Connect with us at **marketingarchitects.com** to learn more.