

CTV as Part of Omnichannel Marketing

CTV adoption among consumers is expected to reach more than **242 million users** by 2026

CTV ad spending is expected to continually increase, reaching nearly **\$44 billion** in the U.S. in 2026

HOW CAN YOUR BUSINESS MAKE THE MOST OF CTV?

Add CTV to your omnichannel marketing strategy



Pair your current advertising media mix with CTV to increase the reach of your campaigns. Drive key accounts through the sales funnel with efficiency and speed by building brand recognition across multiple touchpoints throughout the customer's campaign journey.

Harness the power of transparent analytics to enhance your omnichannel campaigns



AdDaptive's programmatic CTV offering includes one of the industry's most robust analytics reports, giving your agency the insights necessary to adjust your strategy in real-time for the most optimal results. Gain up-to-the-minute insights into how your key accounts are engaging with your media mix, including CTV, and adjust your strategy accordingly at any step of the campaign journey.



Strategy:
Align business strategy, KPIs, and audience development



Campaign deployment:
display, native, video, CTV, audio



Robust analytics reports [e.g. explore Campaign Analytics after CTV deployment for unique audience insights]



Efficiently push warmed leads through the sales funnel to purchase

Target your key accounts across multiple devices with an omnichannel marketing approach that includes CTV, display, native, and video. With the addition of AdDaptive's CTV solution, you have the power to reach your key accounts across multiple touchpoints with accuracy based upon insights provided by AdDaptive's powerful analytics reports throughout the course of the campaign.

Source: Integral Ad Science. "The Future of CTV Investment." eMarketer. 16 March, 2023.