

# MAKING SPIRITS BRIGHT — WITH TV

FROM FIRST SPARK TO FINAL PURCHASE, TV LIGHTS UP THE HOLIDAY PATH TO PURCHASE.

## TV SPARKS INSPIRATION

**NEARLY 60%** OF SHOPPERS GET HOLIDAY GIFT IDEAS FROM THE TV ADS THEY SEE.

\*STREAMING, TRADITIONAL OR TV HOME SCREEN ADS



## CTV DRIVES CONNECTION & FAVORABILITY



**64%**

OF CTV VIEWERS AGREE THAT **STREAMING TV ADS ARE RELEVANT TO THEM** FOR HOLIDAY SHOPPING INFORMATION



**81%**

OF HOLIDAY SHOPPERS WATCH **FREE AD-SUPPORTED STREAMING SERVICES**

AND OF THOSE HOLIDAY SHOPPERS



**59%**

FEEL **MORE FAVORABLE TOWARDS BRANDS THAT ADVERTISE ON FREE, AD-SUPPORTED STREAMING TV**

## TV POWERS ACTION

% OF VIEWERS OPEN TO PURCHASING VIA THESE TV METHODS



**70%**

**SAVE PRODUCTS TO A WISH LIST** DIRECTLY ON THE TV

**67%**

**SEND A TEXT** FOR MORE INFORMATION OR DISCOUNT CODE



**62%**

**SCAN A QR CODE** TO CHECKOUT ON A MOBILE DEVICE

**62%**

**USE A VOICE TO ADD TO CART** VIA HOME SMART SPEAKER OR TV



**60%**

**SAVE SHIPPING / PAYMENT** DETAILS FOR QUICK CHECKOUT ON TV

**54%**

**ALLOW AI ASSISTANT TO CONTACT** THEM VIA EMAIL, TEXT OR SOCIAL MEDIA

EXPLORE MORE INSIGHTS AT [THEVAB.COM](https://www.thevab.com)

SOURCE: LG AD SOLUTIONS, SEASON'S STREAMING, JUNE 2025; SHOPPABLE TV REPORT 2025, MARCH 2025.

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