

Fast Facts



What you need to know about new & emerging trends, platforms or technology

The Rise of Shoppable TV Bringing Commerce and Premium Video Content Together





Understanding TV's evolving ability as a shopping platform

As the video ecosystem continues to evolve, marketers are increasingly leaning into shoppable TV ads to meet consumers where they are, drive brand engagement and ultimately shorten their path to purchase.

Shoppable TV's use and acceptance by audiences is growing rapidly, driven by an increase in consumer readiness and their desire for convenient shopping experiences.

Enhancements in data and technology are also fueling the rise of Shoppable TV, which enables brands to create innovative and interactive ads that not only engage audiences but are fully measurable as well.

With consumer behavior and technology converging, shoppable TV is a powerful way for marketers to unite the power of premium video content and direct commerce.

Brand opportunities are growing as more media publishers and brands are partnering to introduce shoppable TV ads across platforms

ADWEEK 10/17/23

Shoppable Ads Are Paying Off for Smart TV Owners

DIGIDAY 10/16/24

Future of TV Briefing: Why interactive ads occupy the streaming ad market's mid-funnel

AdAge 12/16/24

THE PATH TO PURCHASE RUNS THROUGH SHOPPABLE TV

ADWEEK 2/3/25

Tubi Brings Shoppable to the Super Bowl

PYMNTS TV 3/11/24

Shoppable TV Shortens the Path to Purchase for Digital Merchants

INNOV8 7/8/24

Streaming Is a Part of Everyday Life, and So Is Shoppable CTV Advertising

MARKETING BREW 6/17/24

Streamers keep leaning in on shoppable ads. Who will get it right?

itg 12/22/24

Watch & Shop: How Shoppable CTV Ads are Transforming Viewer Engagement

adexchanger 2/20/25

Walmart's Ad Business Cleared \$4 Billion In 2024 And Is Only Getting Started

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Shoppable Ads: Transforming the Customer Experience

ADWEEK 1/26/25

Paramount Brings Live Shoppable Ads to the NFL Playoffs

10 Things You Need To Know About The Rise of Shoppable TV

1

Shoppable media is now a mainstream consumer activity

2

Brands are aligning with consumers by increasing their focus on shoppable ads

3

Shoppable TV inspires consumers to buy directly on the biggest screen

4

Consumers are open to innovative shopping methods enabled by their TV

5

Shoppable TV ignites consumer curiosity and consideration

6

Shoppable TV ads drive full-funnel conversion opportunities

7

Relevant and engaging ads drive more outcomes for advertisers using shoppable TV

8

Publishers, platforms and technology partners are creating more shoppable TV opportunities

9

Enhancements in data and technology are unlocking new shoppable TV capabilities for marketers

10

AI, CTV and frictionless UX are critical to the future of shoppable TV

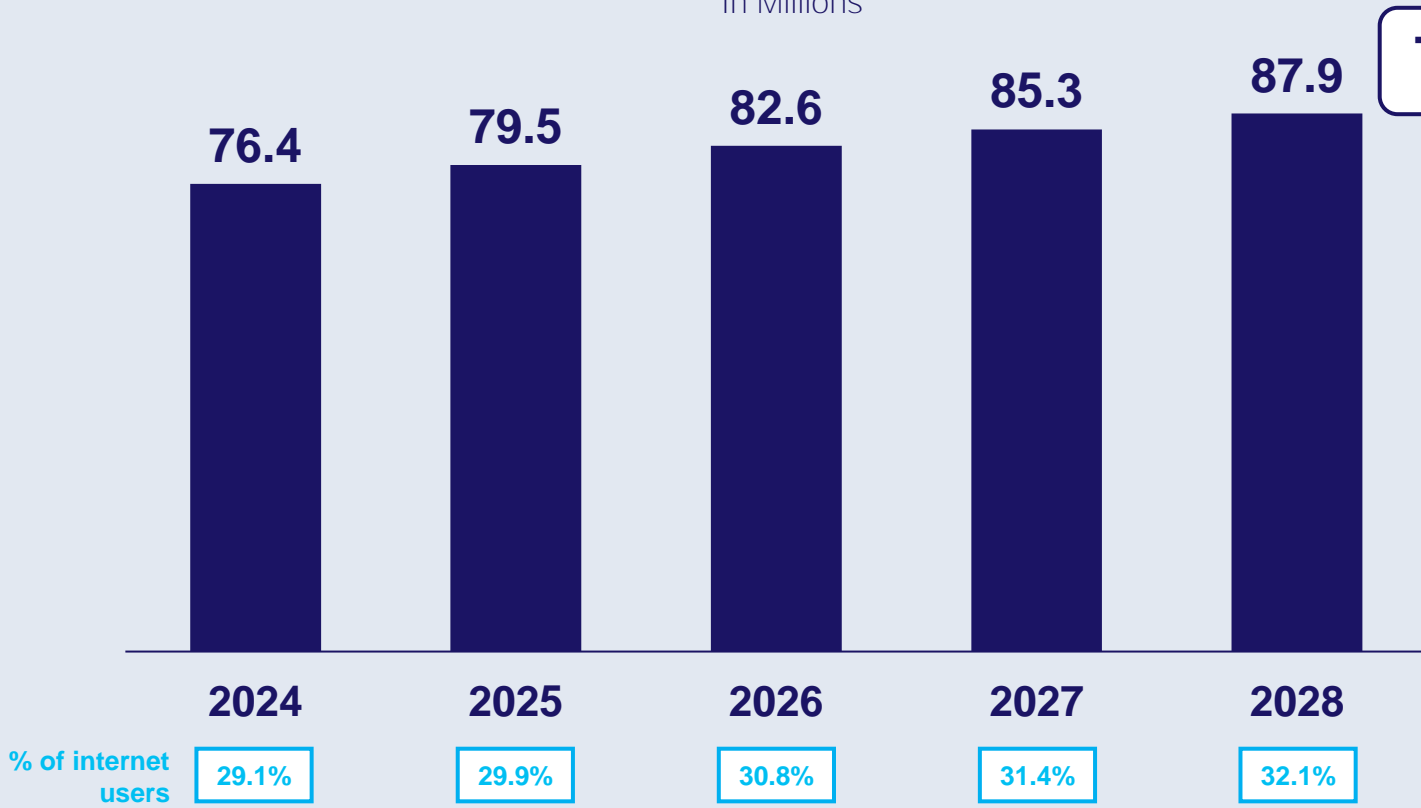
1

With 88 million buyers projected by 2028, shoppable media represents a growing opportunity for brands to directly engage with consumers

U.S. Shoppable Media Universe: Consumer Purchasers

In Millions

+15%
vs 2024



Source: eMarketer, Shoppable Media Buyers, October 2024; ages 14+ digital buyers who have made at least one purchase during the calendar year after consuming online media content (including video, text and images) with an immediate purchase option embedded in or adjacent to the content; excludes search ads and product listings).

2

Brand adoption is increasing as more than one-third of all advertisers are planning to increase their focus on shoppable ads this year



nearly
1 in **4**

advertisers are **already using shoppable ads**



38%

of advertisers are **planning to increase their focus on shoppable ads** in 2025

Source: eMarketer, Shoppable Media 2025, February 2025

3

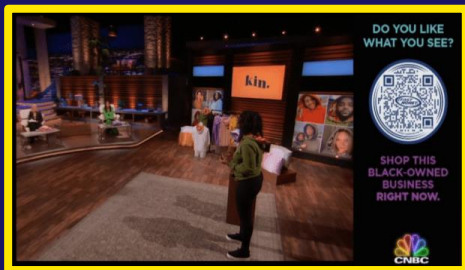
Shoppable TV, a form of shoppable media, inspires consumers to buy directly from an ad on the biggest screen at home

Shoppable TV ads are **interactive ad formats** that are designed to **inspire viewers to engage** directly with a brand using elements like **scannable QR codes**, **'send to phone' notifications**, **'click for more information' CTAs** and **more**. They can also allow viewers to **make a purchase** directly from an ad on their TV.

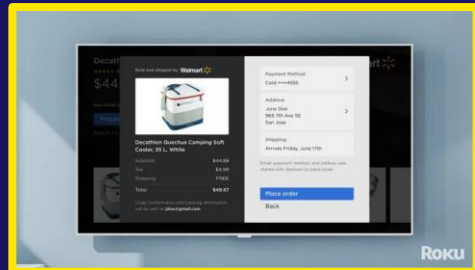
These ads can appear during regularly scheduled ad breaks or can be overlaid in a program as it airs or is paused.

Viewers can engage with these types of ads on their TV set using their remote or internet-connected device.*

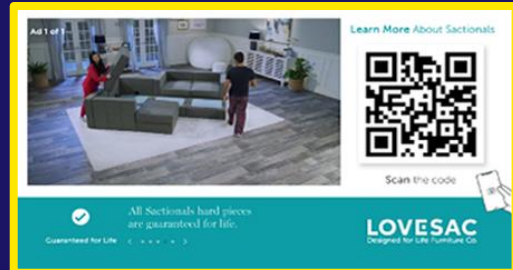
Examples of Shoppable TV ads



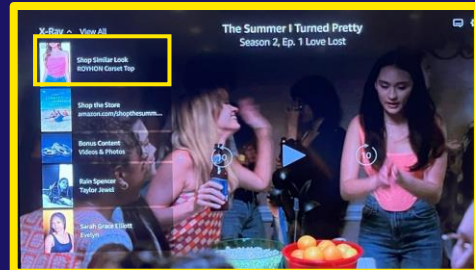
A shoppable TV moment enabled by **QR code** on NBCU's Shark Tank**



The **checkout "page"** in Walmart's Roku integration*



Innovid **QR code** ad viewers can scan to learn more about a product***



Amazon **pause ad** that allows viewers to **buy products seen in the show**

Source: *Internet-connected device includes smartphones, tablets, smart speakers, etc. **Retail TouchPoints, *Has the Age of Shoppable TV Finally Arrived? NBCU is Banking on it*, 7/6/2023. ***Innovid, *Interactive CTV Drives QR Code Engagements for LOVESAC*, 11/5/20.

4

Consumers are open to interacting with brands on TV through multiple devices including their remotes, phones and smart speakers

% of viewers who are open to using the following methods for purchasing products or services via TV



70%

Saving products to a wish list directly on the TV



67%

Sending a text for more information or discount code



62%

Scanning a QR code to checkout on a mobile device



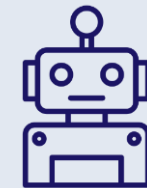
62%

Using a **voice to add to cart** via home smart speaker or TV



60%

Saving shipping / payment details for quick checkout on TV



54%

AI assistant contacting them via email, text or social media

Source: LG Ad Solutions, 'Shoppable TV Report 2025', March 2025.

5

Shoppable TV ignites consumer curiosity, with roughly half of viewers wanting to see a variety of buying options offered within programming

Value for Viewers

Shoppable ads allow viewers to easily access more information about a product or service, redeem a special offer or even make a purchase using their remote or internet-connected device.

Viewers can also benefit from a **more immersive** and **engaging viewing experience** that can be tailored to their preferences and needs.

Consumer Perception of Shoppable TV

56%

wish they could **see store / brand inventory** on their TV

45%

wish all TV ads had a **quick option to buy the product**

43%

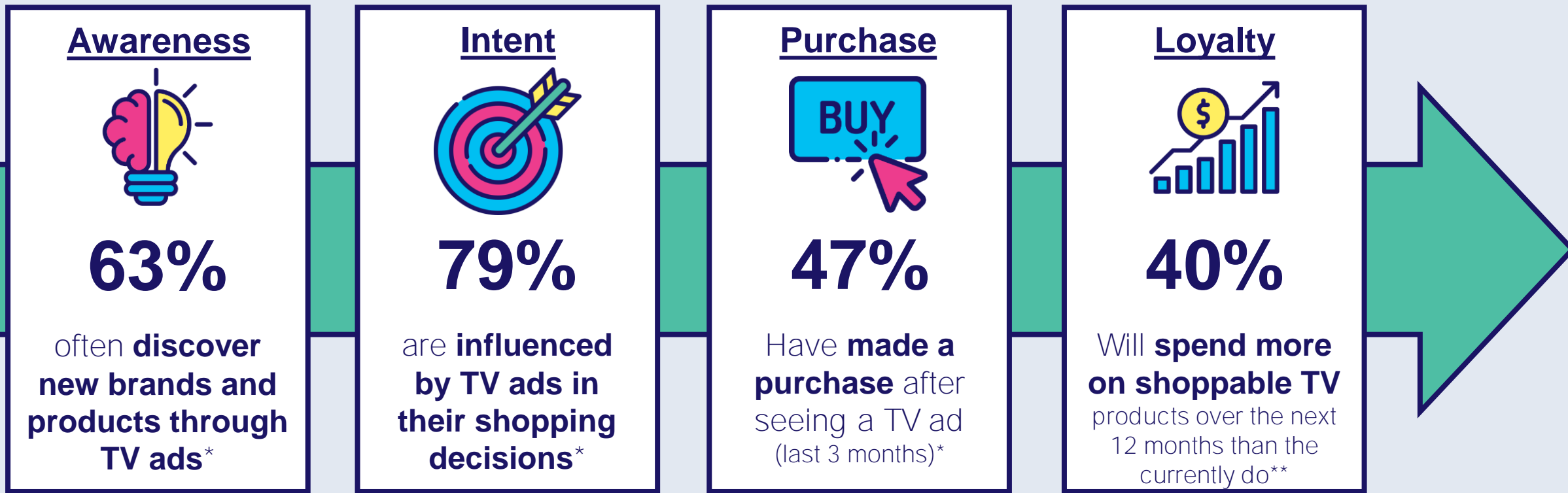
wish they could **shop online directly through their TV**

Source: LG Ad Solutions, 'Shoppable TV Report 2025', March 2025.

6

Shoppable TV ads provide marketers with full funnel conversion opportunities, creating a seamless and user-friendly path to purchase

How Shoppable TV Impacts the Purchase Funnel



Source: *LG Ad Solutions, 'Shoppable TV Report 2025', March 2025. **eMarketer | Shopsense, 'Turning TV into a Retail Powerhouse', Sept 2024 (33% will spend the same amount over the next 12 months).

7 Relevant ads highlighting special offers and 'learn more' extensions can enhance a brand's ability to drive greater attention and engagement

Discounts & Promotions

57%

of viewers are **most influenced by TV ads that offer discounts and promotions**

Click to Learn

1 in 4

of viewers are influenced by the ability to **click to a page to learn more**

Relevancy

76%

of viewers chose not to scan a QR code due to disinterest, **underscoring the importance of relevant messaging**

Source: LG Ad Solutions, 'Shoppable TV Report 2025', March 2025

The shoppable TV ecosystem continues to expand across an ever-growing set of publishers, platforms and technology partners

Publishers & Platforms

Role in the Ecosystem

Produce and publish shoppable video content as well as shoppable ad formats



Technology Partners

Role in the Ecosystem

Partner with retailers and media platforms on ecommerce integration and media products



Source: eMarketer Shoppable Media Explainer 2024: Will the Success of Social Commerce Spread to Other Channels? February 2024. The above represents a sampling of publishers, platforms and tech partners within the shoppable TV ecosystem.

CTV enhancements in data and technology are unlocking new capabilities for marketers to target and measure consumers

Three Ways Data & Technology are Enhancing Shoppable TV



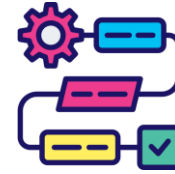
First Party Collaboration

Increased **partnerships between Retail Media Networks, publishers and ad tech** creates opportunities for powerful audience targeting through the sharing and alignment of first party data.



AI Enabled Creative

Emerging versions of shoppable TV use AI to **match in-show items with similar or exact products** that are available from sponsors, retail partners or a **store nearby a viewer's location**.



Closed Loop Measurement

Shoppable TV can deliver closed loop measurement enabling marketers to **understand audience behaviors from ad exposure to purchase** allowing for more informed campaign decisions and optimizations.

AI integration, the strength of CTV and a frictionless consumer experience are critical to the present and future of Shoppable TV



Influence of AI

“We’re seeing AI influence some of the shoppable formats that are out there. When you think about the intersection of commerce and streaming TV, there’s really an **opportunity to build brands and drive frictionless commerce**. We’re now in some ways one engagement away from a direct add to cart option.”

-Aaron Sobol, Head of Media Investment & Partnerships, Unilever



Power of CTV

“Shoppable ads aren’t just going mainstream – they’re already here. As CTV, social, and digital video continue to converge, the gap between creativity and commerce is disappearing...**engaging with interactive video on the biggest screen in the house is normalizing more and more each day.**”

-Dan Mouradian, SVP, Global Client Solutions, Innovid



Consumer Experience

“While secondary screens like mobile devices remain integral to shopping and the broader advertising ecosystem, its clear consumers want more when it comes to TV. **Emerging technologies are set to drive this next wave of innovation** – eliminating friction and paving the way for a more seamless, intuitive shoppable TV experience.”

-Monica Longoria, Head of Marketing Insights, LG Ad Solutions

Source: Beet.TV, *Unilever's Sobol Switches On To AI-Driven TV Ads, Shoppable TV*, 2/15/24; TVREV, *Hot Takes: the Future of Shoppable TV*, 3/3/25; Business Wire, *The Shoppable TV Report: 2025 and Beyond – How Consumers Are Driving the Next Wave of Shoppable TV Innovation*, 3/11/25.

Key Marketer Takeaways

- ▶ As shoppable TV ads become more common, audiences will grow more accustomed to engaging and purchasing through interactive and innovative ad formats
- ▶ Advertiser adoption of shoppable TV is poised for further growth as the evolution of technology continues to reduce friction around the consumer experience while it enhances targeting and measurement capabilities
- ▶ From branding to performance, shoppable TV ads create full funnel opportunities for brands to grow **their businesses by combining premium video's** ability to engage audiences with seamless and direct buying experiences

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25 Streaming Trends That Are Impacting
Marketing Plans in 2025



What Is CTV?
Defining and Understanding the
Connected TV Advertising Ecosystem



Shortening the Path to Purchase
How New Opportunities in Shoppable TV
Are Igniting Viewer Engagement and Brand Performance



Breaking Through
How New Advertisers Are Using TV to Ignite
Interest & Turn Consumers Into Customers

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VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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