

## Marketer's Guide

Innovative thinking to make a lasting impact on your business growth.

# Shortening the Path to Purchase

How new opportunities in Shoppable TV are igniting viewer engagement and brand performance





## Shoppable ads can shorten consumers' path to purchase and further strengthen TV as a high-performance channel

As advertisers look for new and innovative ways to engage their target audiences, more TV platforms are introducing modern ad formats featuring shoppable experiences to connect consumers directly to brands and stimulate conversions and sales.

These interactive, shoppable ad formats further enhance TV as a high-performance channel that ignites full-funnel outcomes while also providing marketers with innovative ways to increase engagement with customer prospects.

This guide explores the different shoppable TV ad formats that are gaining greater traction, the current levels of awareness and engagement among viewers and the brand outcomes that are being achieved.

# What are 'shoppable' TV ads?

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

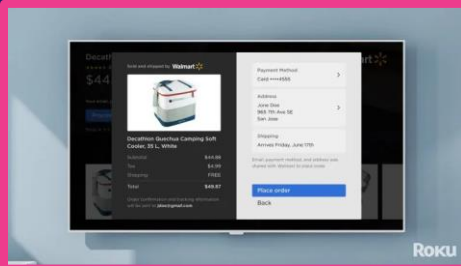
These ads can appear during regularly scheduled ad breaks or can be overlaid in a program as it airs or is paused.

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

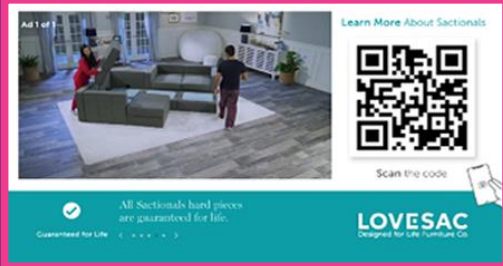
## Visual examples of shoppable TV ads



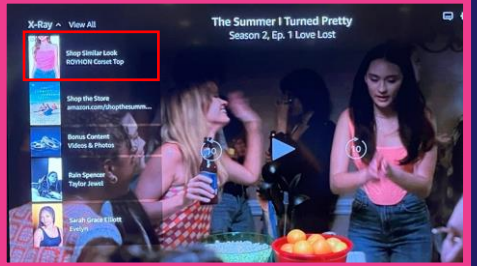
A shoppable TV moment enabled by QR code on NBCU's Shark Tank\*\*



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

See pages 15-17 for more examples of shoppable TV ads

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.

# How can shoppable ads simplify both the viewing experience and purchase journey?



## Value for Viewers

Shoppable ads allow viewers to easily access more information about a product or service, get a coupon for a discounted 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.



## Value for Marketers

Shoppable TV ad formats have the power to revolutionize the way brands engage with consumers by speeding up the path to purchase with the click of a button.

This convenience eliminates barriers to the purchase journey and can encourage deeper engagement with brands beyond the ad itself.

# To assess the opportunity of shoppable TV ads, it is important to first understand how related consumer behaviors have shaped the marketplace

- ▶ Factors like more widespread internet usage, increased adoption of digital wallets and growing interest in shoppable videos have created a nurturing environment in which consumers are comfortable with, and even enthusiastic about, the idea of making purchases through TV ads

## Ubiquitous Internet Connectivity



Almost all people in the U.S. **use the internet** today\*  
(92%)

## Ecommerce and Growing Use of Digital Wallets



Over half of the U.S. population will **use a digital wallet** in 2023\*\*  
(53%)

## Rising Interest in Shopping Videos



Nearly half of U.S. adults have **used livestreamed / video ecommerce** or are interested in using it\*\*\*  
(46%)


Source: Retail TouchPoints, *Has the Age of Shoppable TV Finally Arrived? NBCU is Banking on it*, 7/6/2023. \*Statista, United States Internet Penetration 2000-2023, January 2023. \*\*eMarketer Insider Intelligence, *Apple may create the first US super app and other predictions about mobile wallet use*, 5/24/23. \*\*\*eMarketer Insider Intelligence, *The Insider Intelligence Ecommerce Survey*, conducted by Bizrate Insights in October 2022. Note: Livestreamed / video ecommerce refers to buying a product by clicking on a link directly within or next to a video.

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# Why the Time is Here for Shoppable TV Ads

Increased comfortability with ecommerce and growth of ad-supported streaming





**“Now is the time, and this time is actually different...Almost 40 years after the first shoppable television system was introduced, this is the moment when it is going to become a reality. Huge leaps in innovation are rarely the result of a single new technology being developed. Think of things like the car or the smartphone — there is a convergence of multiple technology innovations, of market forces and changing consumer behaviors and expectations.”**

Evan Moore, SVP of Commerce Partnerships, NBCUniversal  
Retail Innovation Conference and Expo, June 2023

# Consumers have grown increasingly comfortable with online purchases, signaling a willingness to buy products through new digital technologies

► By 2027, ecommerce will account for over **20%** of total retail sales, nearly doubling it's share over just eight years



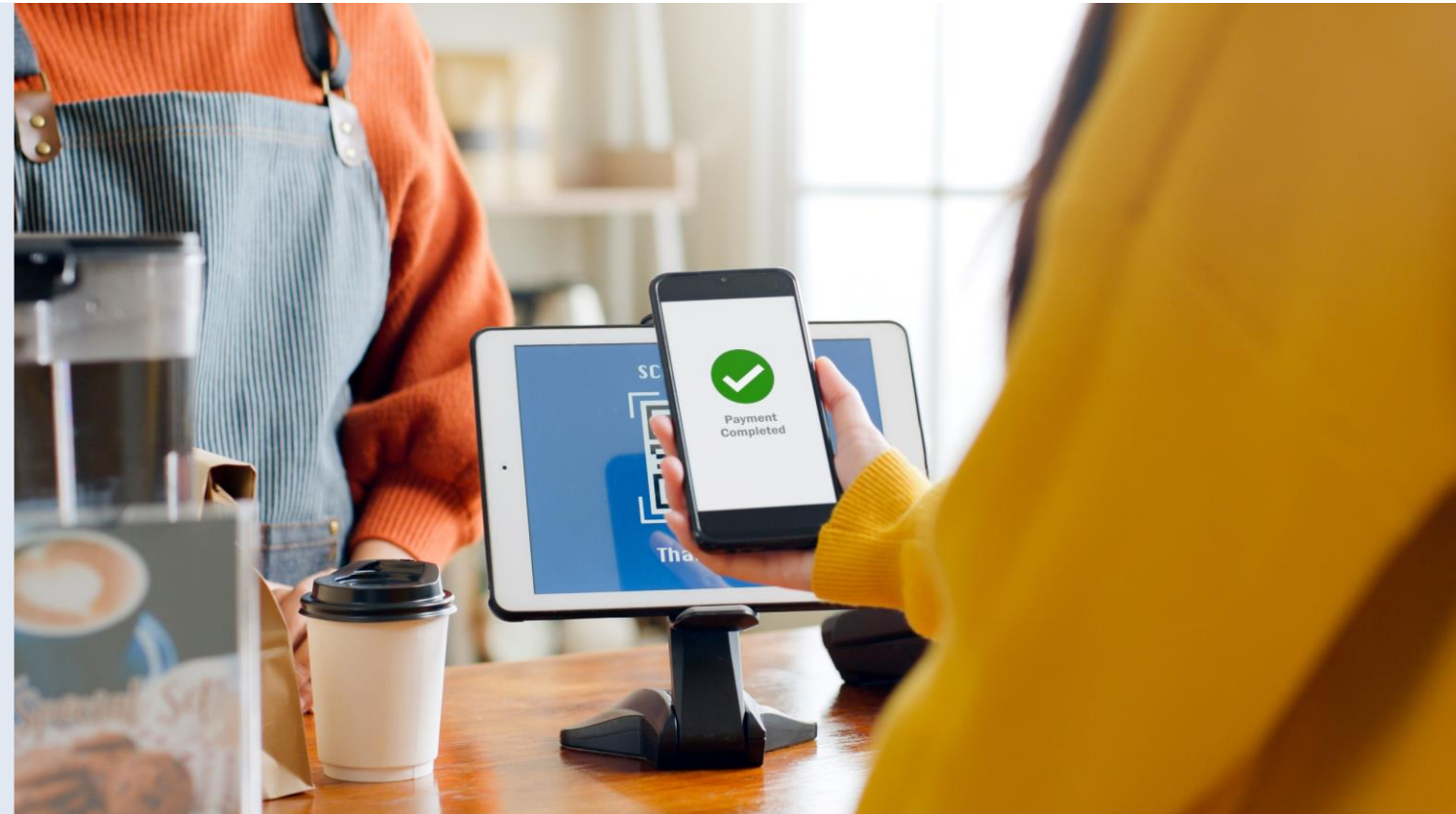
Source: eMarketer Insider Intelligence, U.S. Retail Ecommerce Sales and Percentage of Total Retail Sales, 2018-2027, June 2023.

# Growing adoption of digital payment methods has made it even easier for consumers to buy products using mobile devices like their smartphone

## Over half

of the U.S. population will use a digital wallet in 2023 (**53%**)

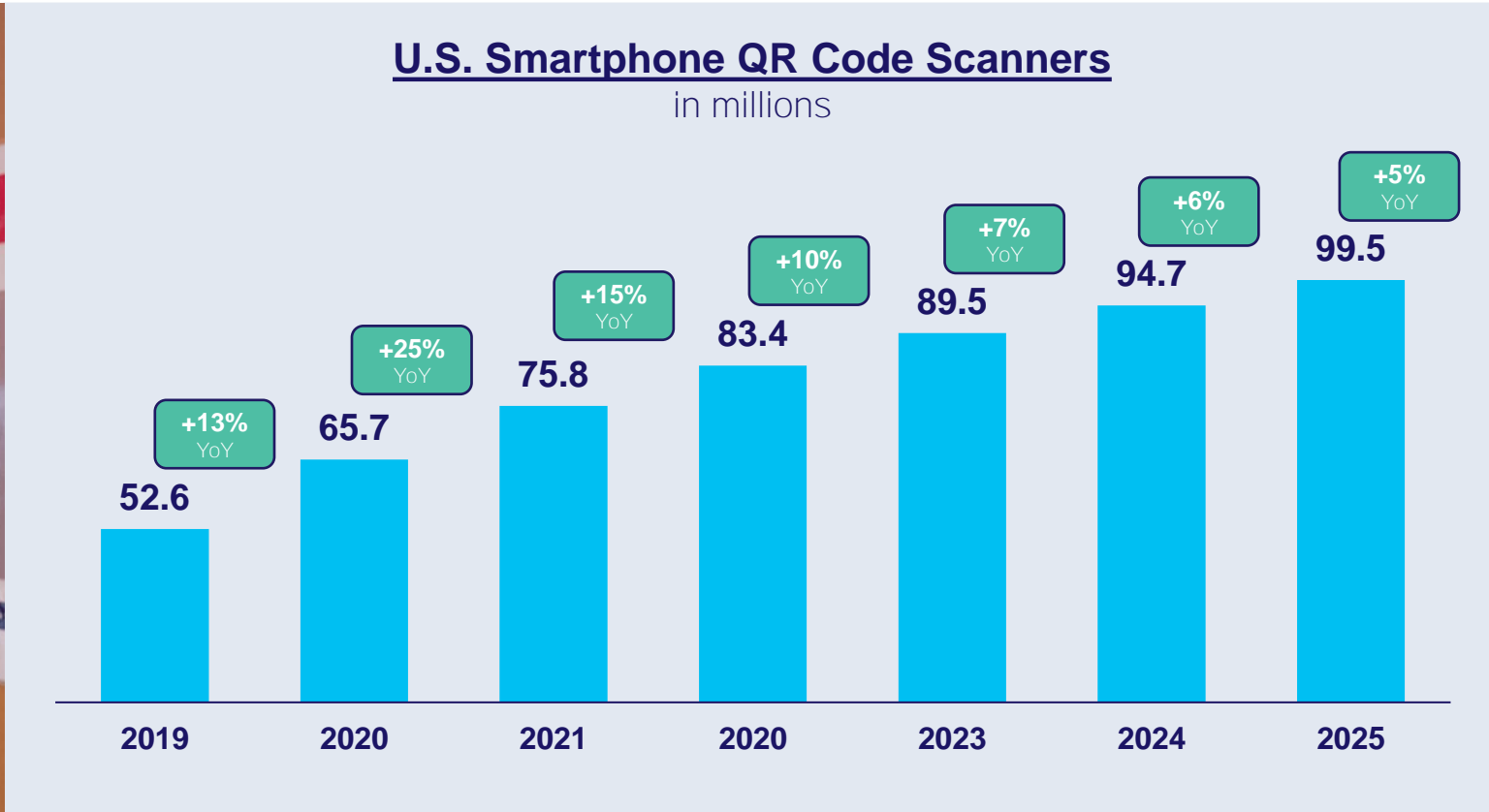
By 2027, over **187 million** people will use a digital wallet in the U.S., or **65%** of the population



Source: eMarketer Insider Intelligence, *Apple may create the first US super app and other predictions about mobile wallet use*, 5/24/23.

# Usage of QR code scanners has seen a significant increase, aided by the surge in contactless solutions that became popular during the pandemic

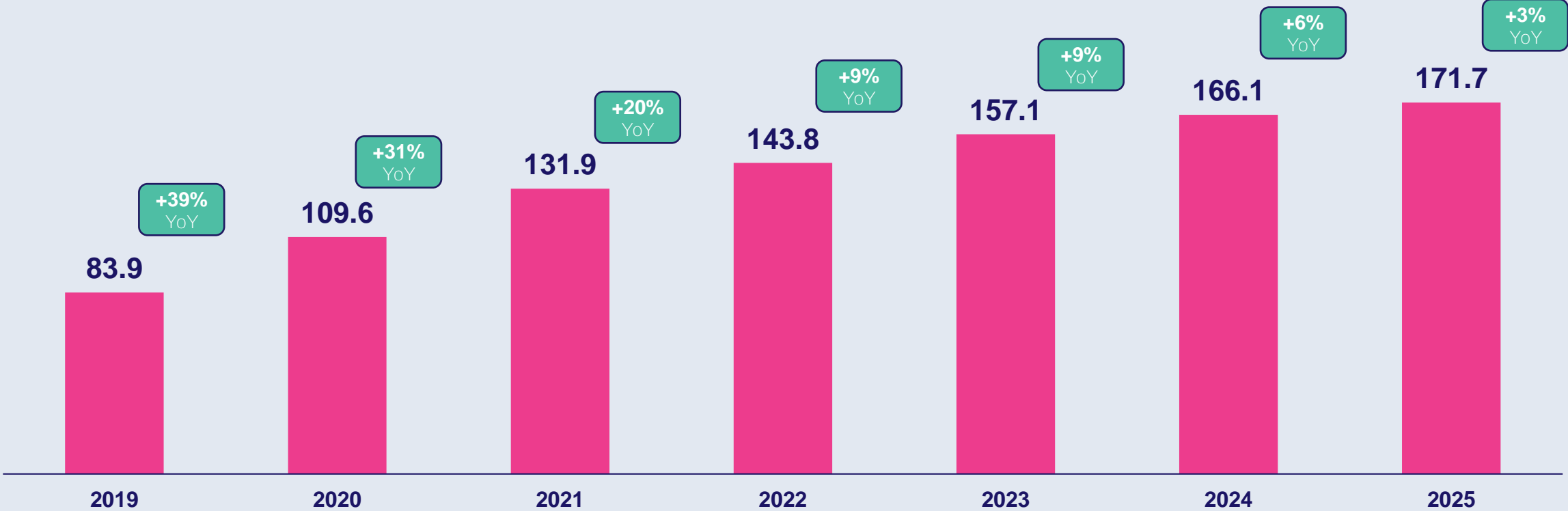
► Leveraging this familiarity, QR codes are often a popular choice by brands making forays into shoppable ads



Source: eMarketer Insider Intelligence, *QR Codes Forecast & Trends 2022*. Note: ages 18+; smartphone users who scan a QR code at least once during the calendar year.

# More consumers are streaming video through ad-supported services, which has expanded how and where brands can reach them online

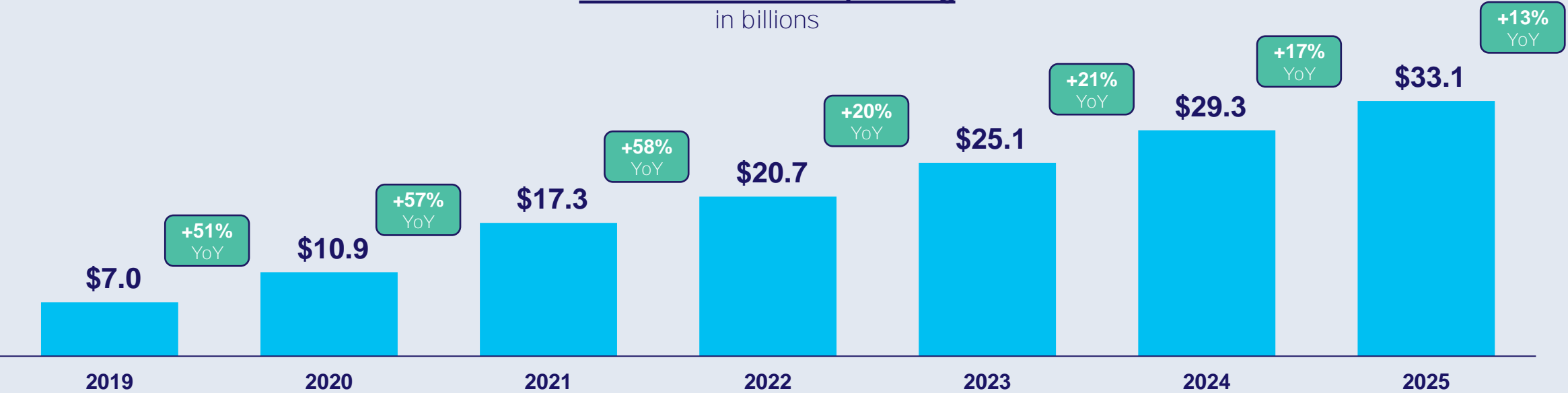
U.S. Ad-Supported Video-on-Demand (AVOD) Viewers  
in millions



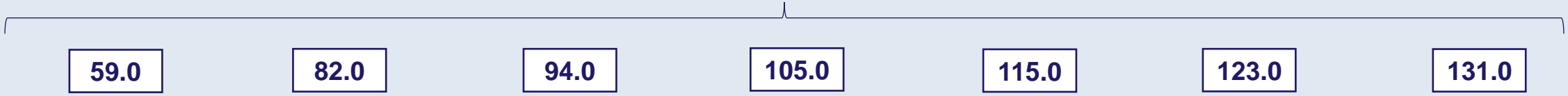
Source: eMarketer Insider Intelligence, *U.S. AVOD Viewers and Penetration*, February 2023.

# Connected TV is achieving similar growth to ecommerce as audience scale and engagement continues to increase

**Connected TV Ad Spending**  
in billions



**Average Daily Time Spent with Connected TV\***  
in minutes



Source: eMarketer Insider Intelligence, *Connected TV Ad Spending*, 2019-2027, April 2023. \*eMarketer Insider Intelligence, *Average Time Spent per Day with Connected TV, A18+*, June 2023.

Most viewers are already ‘second screening’ while watching TV, which enables people to use either their remote or connected device for purchases

## U.S. Simultaneous Internet and TV Users

**201.3 MM**

Users

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**76%**

of population



Source: eMarketer Insider Intelligence, *Simultaneous Internet and TV Users*, January 2023.

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## Examples of Shoppable TV Ads

Getting to know the ad formats available to marketers



# The emergence of shoppable TV ads can shorten the path to purchase by putting a brand's digital platform directly in front of viewers


## Three different categories of shoppable ad experiences

### Shoppable commercials

### Direct-selling segments

### Shoppable television shows

Video ads that air during traditional ad breaks which **include a method, such as a scannable QR code, for viewers to engage with** to get more information or to purchase a product




The image shows a commercial for Autotrader. A man in a blue jacket is standing in front of a car. A large QR code is overlaid on the bottom right of the frame. Text on the screen includes "Autotrader", "Finally, it's easy", and "SCAN TO SHOP CARS BASED ON YOUR BUDGET".

Interactive ads that are **integrated into traditional programming to direct viewers towards specific products**, such as cookware being promoted during a cooking segment



The image shows a cooking segment from the show "The Insider Shop". A man and a woman are standing behind a table with various dishes. A "Shop Now!" button with a QR code is overlaid at the bottom of the frame.

The ability to purchase is **seamlessly woven into programming by integrating products into shows** and then letting viewers know how they can purchase them



The image shows a "MustShop TV" overlay. It features a shopping cart icon and the text "Presented by ANOLON", "Get the kitchen's favorites", and "Shop your wishlist during the credits". Three product cards are displayed: "3.5-Quart Cookware Set", "3.5-Quart Stockpot with Lid", and "3.5-Quart Stockpot with Lid". A "Shop Now!" button is at the bottom right.

Source: Retail TouchPoints, *Has the Age of Shoppable TV Finally Arrived? NBCU is Banking on it*, 7/6/2023.

# QR codes are currently a popular choice among brands across a range of categories that are adopting shoppable ad creative

▶ Ads using QR codes to entice viewers to engage directly with brands have proven to be attention-grabbing, like Coinbase’s stripped-down campaign which [immediately gained viral popularity](#) when it aired during Super Bowl LVI in 2022

## Examples of Ads Using QR Codes

**Fanatics**  
**Apparel, Footwear & Accessories**  
 (TV spot first aired: 6/21/2023)

**Ford**  
**Automotive**  
 (TV spot first aired: 6/8/2023)

**UnitedHealthcare**  
**Insurance**  
 (TV spot first aired: 10/17/2022)

**coinbase**  
**Investment Services**  
 (TV spot first aired: 2/13/2022 during Super Bowl LVI)

**Avocados from Mexico**  
**Food & Beverage**  
 (TV spot first aired: 2/8/2022)

**HONEST**  
**Health & Beauty**  
 (TV spot first aired: 1/18/2021)

**HBOmax**  
**Streaming Services**  
 (TV spot first aired: 12/30/2020)

**BURGER KING**  
**Quick Serve Restaurants**  
 (TV spot first aired: 4/23/2020)

Source: Creative from iSpot.tv, time period of airing 4/23/20 – 6/21/23. [Click above images to watch TV spots.](#)

# As technology evolves and more brands pursue new ad formats, other types of interactive shoppable ads are becoming more common

## Examples of different types of interactive shoppable ads

### Ads with a scannable QR code

Allows viewer to scan a QR code on the screen in order to learn more about a product or service, or to visit a brand's website



### 'Click to buy' ads

(via methods like NBCU Checkout, Roku Pay, etc.)

Ability to make a purchase directly from an ad on a TV set using already-enabled digital payment methods



### Click to receive information to email / device

Button on screen can be clicked using remote to have information or a coupon sent directly to the viewers email or mobile device



### Promos with a tune-in reminder or 'add to watch list' button

Button on screen can be clicked using remote to watch a program, or branded content, being advertised or save it to a watchlist for later



### Explorable ads with option to browse video clips, product types, or other info

Viewers can toggle through different related video clips, product offerings or deals using their remote



### Pause Ads

Ads that appear overlaid over the content while a program is paused



Source: Retail TouchPoints, *Has the Age of Shoppable TV Finally Arrived? NBCU is Banking on it*, 7/6/2023. Paramount Pause Ad Spec Sheet. Advanced Television, *Report: Open programmatic ad spend up 41% YoY*, 3/8/2023. Business Insider, *NBCUniversal expanded its shoppable ad offerings with Checkout*, 4/24/20.

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# Viewers' Familiarity with Shoppable TV Ads

Understanding audiences' knowledge  
of interactive ad formats





“Today’s consumers **demand innovative and interactive experiences** to engage with. In fact, a third of U.S. adults would like to click an ad on TV to make a purchase. This is even more prevalent with Gen Z and Millennials, who have almost \$3 trillion in buying power combined. **Advertisers, take note. It’s imperative to invest in and deploy creative that offer interactive and shoppable experiences** to truly engage these audiences. If you don’t, your competitors will.”

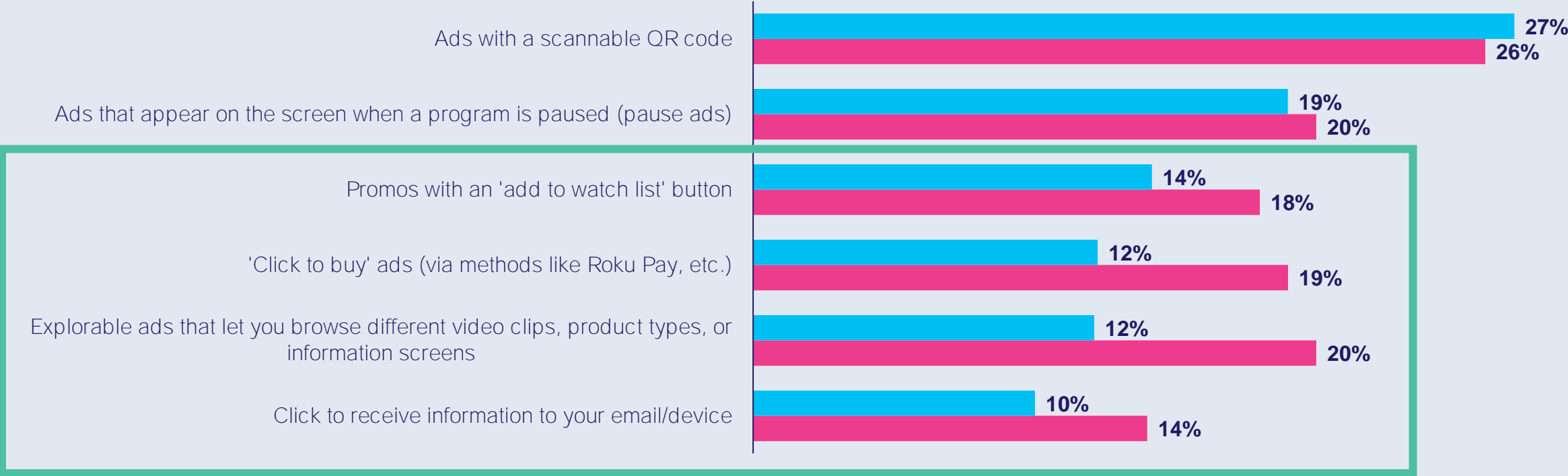
Meredith Brace, CMO, Samba TV

# Younger audiences are more likely to recall seeing shoppable ads, which provides marketers an opportunity to connect with this valuable segment

## % of A16+ who recall seeing different types of interactive ad formats when watching TV

% of total respondents

■ P16+ ■ P16-34



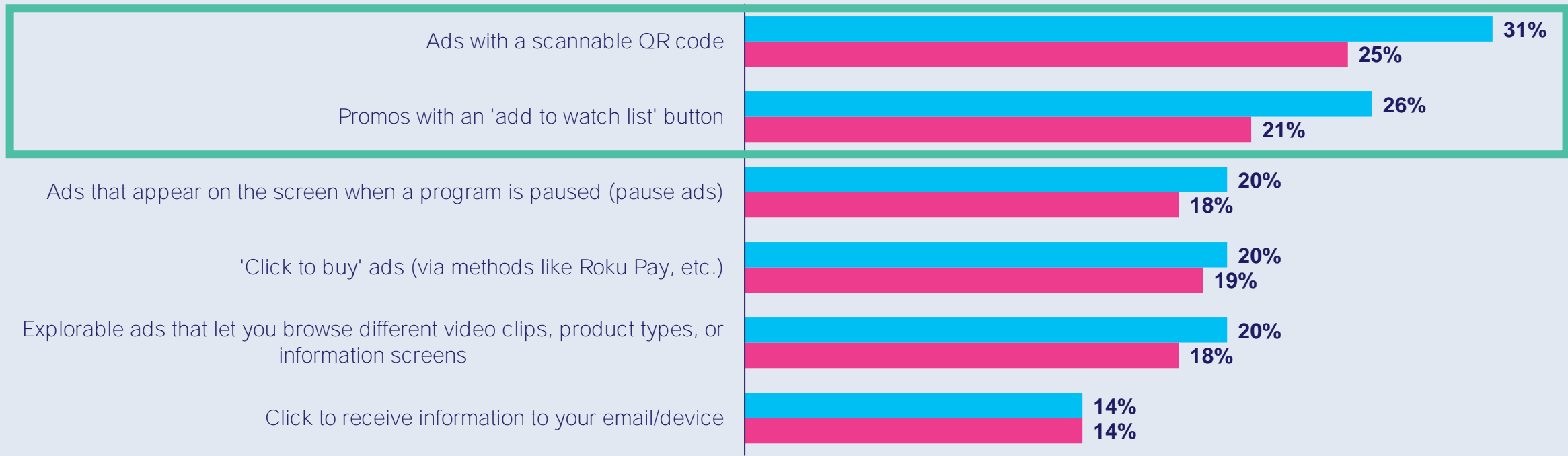
Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Monetization of Video* report. Data sourced from Hub's survey of 1,602 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. Data collected June 2023. Q2: Which of the following types of ad formats do you recall seeing when watching TV (including: TV and streaming)?

# Additionally, HHs with teens are more likely to recall seeing shoppable ads, which highlights the opportunity for marketers to engage families as well

## % of A16+ who recall seeing different types of interactive ad formats when watching TV

% of total respondents

■ Kids ages 13-17 in HH   ■ No Kids in HH



Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Monetization of Video* report. Data sourced from Hub's survey of 1,602 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. Data collected June 2023. Q2: Which of the following types of ad formats do you recall seeing when watching TV (including: TV and streaming)?

# Interactive ads are the preferred ad format for a sizeable segment of video streamers

## Preferred Ad Formats Among AVOD & SVOD Streamers



30%

of AVOD & SVOD streamers  
**prefer watching interactive ad formats**

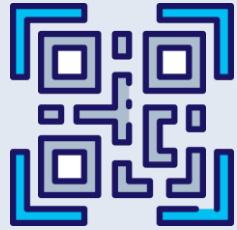


24%

of AVOD & SVOD streamers **prefer**  
**watching ads that include QR codes**

Source: Tubi + FOX, 2023 Audience Insights for Brands, 2/14/23.

# Consumers show a clear interest in making purchases through shoppable ads on their TV set, indicating a ripe opportunity for brands



1 in 5

Adults has **made a purchase through a QR code** shown on a TV ad



58%

of Millennials say they would be *more likely* to purchase a product if they saw a **TV ad with a QR code offering a discount** on a product



Over 1 in 3

U.S. adults say they would be likely to **use a function on their TV where they could easily click on an ad** to make a direct purchase

# As of now, more consumers prefer to use their mobile device over a TV remote to interact with shoppable ads



46%

of consumers prefer to **use their mobile device** to transact while they're watching TV



26%

of consumers want to **use their remote** to interact on screen

Source: Aluma Insights, Aluma: 70% of Online Adults Who Have Engaged Shoppable TV Ads Purchased a Featured Product, 1/3/22.

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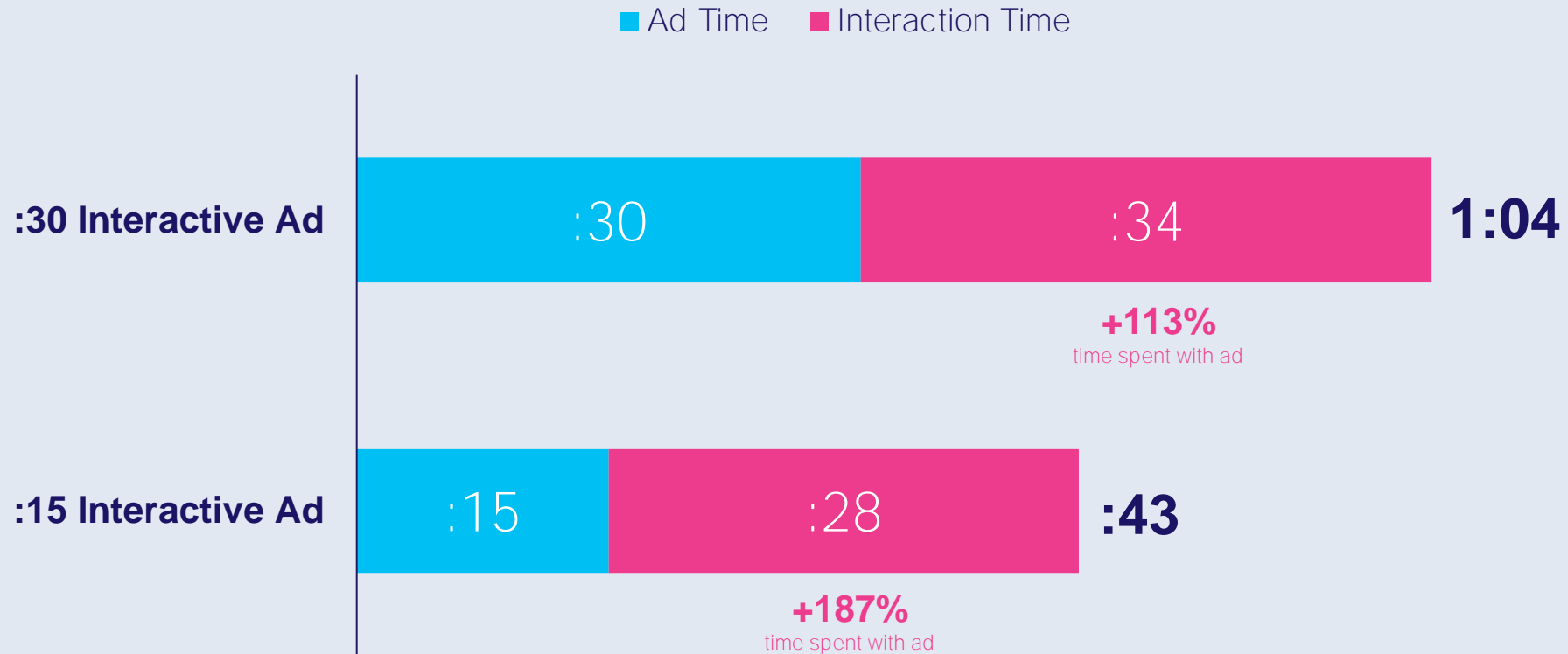
# Brand Impact of Shoppable TV Ads

Exploring how interactive formats ignite outcomes for advertisers



# The time viewers spend with interactive shoppable ads extends the average brand engagement by two to three times the length of the ad itself

## Ad Length Plus Additional Time Gained During Interaction in minutes and seconds

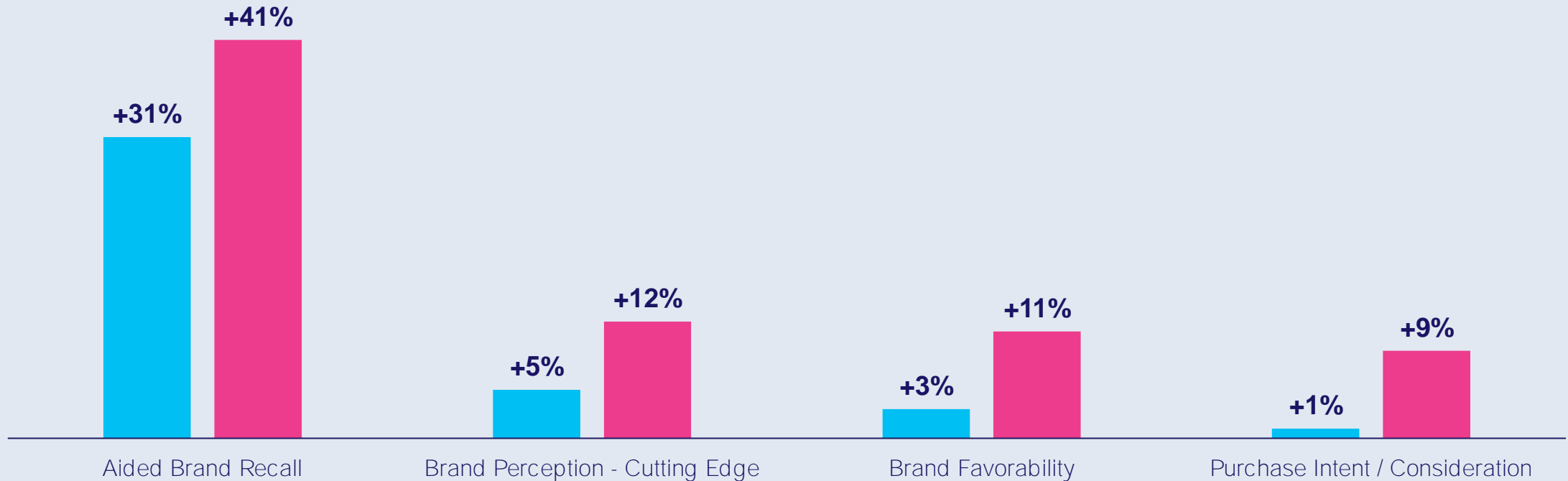


Source: Magna Global, *Media Economy Report, Vol. 15 - The Medium is the Message: How Data and Technology Are Informing The Creative Process*, June 2019.

# Due to their increased level of engagement, interactive shoppable ads are more likely to drive greater brand health KPIs across the purchase funnel

## Lift in Brand KPIs by Ad Type

■ Non-Interactive Ads    ■ Interactive Ads



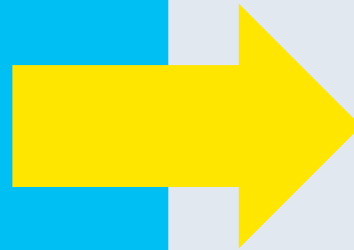
Source: Magna Global, Media Economy Report, Vol. 15, The Medium is the Message: How Data and Technology Are Informing the Creative Process, June 2019.

# Viewers who interact with a shoppable ad are inherently more likely to then make a purchase



**39%**

of U.S. adults who have viewed shoppable ads have **engaged directly with them**



**70%**







of that group have **made a purchase**

Source: Aluma Insights, Aluma: 70% of Online Adults Who Have Engaged Shoppable TV Ads Purchased a Featured Product, 1/3/22.

# Outside of purchases, viewers interact with different shoppable ad formats in various ways to further engage with, or learn about, brands and products

% of P16+ who have taken the following actions after seeing a specific type of interactive shoppable ad

% of respondents Total (rank 1-3)

Click to Receive Info to Your Email / Device 	Explorable Ads* 	'Click to Buy' Ads 	Pause Ads 	Promos with an 'add to watch list' Button 	QR Codes 
<b>67%</b> Have interacted	<b>62%</b> Have interacted	<b>58%</b> Have interacted	<b>51%</b> Have interacted	<b>58%</b> Have interacted	<b>36%</b> Have interacted
<b>27%</b> Used a search engine to look up more information	<b>28%</b> Used a search engine to look up more information	<b>18%</b> Used a search engine to look up more information	<b>22%</b> Used a search engine to look up more information	<b>21%</b> Saved information for future reference	<b>13%</b> Visited a website for a product/service to learn more
<b>24%</b> Visited a website for a product/service to learn more	<b>26%</b> Saved information for future reference	<b>17%</b> Purchased a product they saw advertised	<b>19%</b> Visited a website for a product/service to learn more	<b>20%</b> Used a search engine to look up more information	<b>13%</b> Downloaded an app they saw on screen
<b>23%</b> Used a coupon or offer they received from the ad	<b>22%</b> Visited a website for a product/service to learn more	<b>17%</b> Visited a brands social media page to learn more	<b>18%</b> Talked to friends/family about the product/service	<b>18%</b> Talked to friends/family about the product/service	<b>12%</b> Used a search engine to look up more information


Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Monetization of Video* report. Data sourced from Hub's survey of 1,602 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. Data collected June 2023. Q3: Which of the following actions have you taken after seeing the following types of ads? \*Ads that let you browse different video clips, product types, or information screens.

# Younger audiences show even stronger levels of interest, with over half having interacted with a shoppable ad in some way

% of P16-34 who have taken the following actions after seeing a specific type of interactive shoppable ad  
% of respondents (rank 1-3)

Explorable Ads*	Click to Receive Info to Your Email / Device	'Click to Buy' Ads	Pause Ads	Promos with an 'add to watch list' Button	QR Codes
<b>65%</b> Have interacted	<b>63%</b> Have interacted	<b>56%</b> Have interacted	<b>60%</b> Have interacted	<b>59%</b> Have interacted	<b>51%</b> Have interacted
<b>28%</b> Saved information for future reference	<b>24%</b> Downloaded an app they saw on screen	<b>20%</b> Purchased a product they saw advertised	<b>22%</b> Used a search engine to look up more information	<b>26%</b> Saved information for future reference	<b>20%</b> Downloaded an app they saw on screen
<b>25%</b> Used a search engine to look up more information	<b>24%</b> Used a search engine to look up more information	<b>18%</b> Saved information for future reference	<b>21%</b> Talked to friends/family about the product/service	<b>25%</b> Used a search engine to look up more information	<b>19%</b> Talked to friends/family about the product/service
<b>21%</b> Used a coupon or offer they received from the ad	<b>24%</b> Visited a website for a product/service to learn more	<b>18%</b> Used a search engine to look up more information	<b>19%</b> Saved information for future reference	<b>19%</b> Talked to friends/family about the product/service	<b>18%</b> Used a search engine to look up more information

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Monetization of Video* report. Data sourced from Hub's survey of 1,602 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. Data collected June 2023. Q3: Which of the following actions have you taken after seeing the following types of ads? \*Ads that let you browse different video clips, product types, or information screens.



“[Brightline] data shows **interactive ads drive greater lifts in brand metrics** than a traditional, passive 30-second spot. This means **more value for viewers** and **more meaningful engagements** for advertisers.”

Adam Bergman, Group VP of Advertising & Data Sales, Vizio

*Fierce Video, 12/21/2022*

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

 eMarketer

**Roku expands shoppable advertising with Shopify partnership**

7/12/23

 MediaPost

**NBCU's One Platform Strikes Wells Fargo Credit Card Deal For Shoppable TV Products**

6/14/23

 StreamTV

**Roku partners with DoorDash on shoppable ads, free perks**

2/27/23

 tvtech

**NBCU Partners with Walmart to Test Retail Impact of Ads**

6/15/23

 Progressive  
GROCER

**Kroger Makes a Big Retail Media Deal With Disney**

Grocer to share first-party shopper data for targeting streaming audiences on Hulu

4/19/23

 CISION  
PR Newswire

**Innovid Brings Data-Driven Personalization to Walmart's Demand-Side Platform's CTV Advertising Capabilities**

3/21/23

Examples of video platforms using interactive ad products



Examples of measurement vendors that monitor interactive ad campaigns



*Click through the logos above to be brought directly to the corresponding company's website*

# What's next for the future of shoppable TV advertising?

## Will 'shoppable' ad opportunity spread to more platforms?

*Shoppable ads are being adopted by top streaming platforms.*

“As the media economy shifts, **everyone is looking for new paths to monetization.**

Being able to buy directly from a TV commercial is a great way to enable this.”

– Alan Wolk, TVREV *Week in Review*, 7/14/2023



**WBD's Max To Offer Interactive Ads, Exclusive Content Sponsorships**

5/17/23

**AdAge**

**NBCU LAUNCHES SHOPPABLE ADS ON PEACOCK, DISCUSSES NEW AD FORMATS AND IN-GAME ADS**

\*Must ShopTV\* will log payment information for immediate purchase through TV remotes

2/8/23

## Are advertisers prioritizing adopting shoppable ad formats?\*

*There is significant interest in ad formats that enable brands to directly engage with consumers and shorten the path to purchase.*

**Nearly half of media buyers plan to focus more on shoppable ads in 2023 (43%)**

Shoppable ads ranked higher than areas like **attention metrics** (36%), **retail media network ads** (30%), **data clean rooms** (29%) and **augmented reality ads** (18%) in terms of their focus



**Wendy's first to test Roku, DoorDash deal around shoppable TV ads**

2/7/23



**Expedia Group launches 'shoppable' platform with inspirational travel content**

4/20/23

## What kind of impact will AI have on shoppable advertising?

*AI could enable an even more seamless purchase experience.*

**Disney Ad Sales President Rita Ferro** has said **AI could remove the need for QR codes** by scanning visuals for products and offering ways to buy them directly from the streaming interface

**Ad Age's 2023 State of TV Advertising Conference**  
(eMarketer, 5/31/23)



**KERV Interactive Announces First OEM Partnership with Samsung Ads to Offer Automated Interactive Advertising Solutions across CTV**

5/2/23



**How Pinterest plans to use AI, shoppable media to become a 'digital bazaar'**

4/18/23

Source: Interactive Advertising Bureau via eMarketer Insider Intelligence, 2023 Outlook Survey, 11/17/22. Q: Do you expect to focus more, less, or the same amount of time and/or resources in 2023 (vs. 2022) on the following? Based on respondents who answered 'focus significantly more' or 'focus somewhat more'.

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# Shoppable TV Ad Case Studies

Real-world examples of how brands are achieving results through the purchase funnel





A campaign featuring scannable QR codes drove an **8.9x lift** in awareness and an **8.8x lift** in conversions

**Challenge**

- ▶ The agency of a mobile-first financial platform wanted to drive awareness and acquire new customers

**Solution**

- ▶ Roku's scannable videos were used to generate top-of-funnel awareness and drive new account creation
- ▶ OneView, Roku's streaming ad buying platform was leveraged to re-engage streamers across devices and optimize the campaign in-flight

**Target Segment**

- ▶ Middle bracket earners
- ▶ Adults 25-44

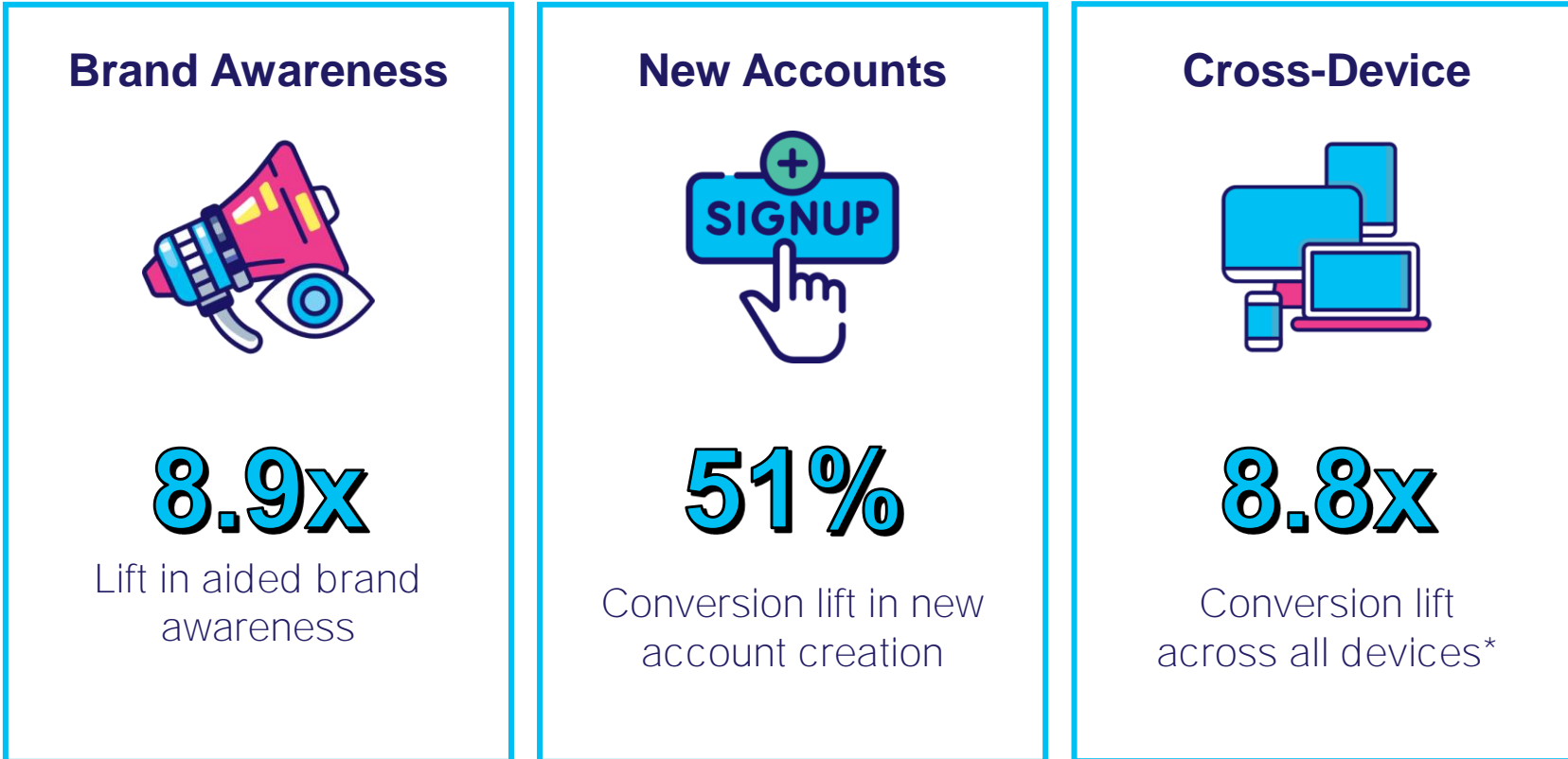
**Results**

- ▶ The financial platform saw increased brand awareness and a lift in new account creation with the help of scannable videos and machine learning capabilities

**Company / Interactive Ad Type**

- ▶ Roku / Scannable videos on Roku, display ads

**Campaign Results**



Source: Roku Advertising case study, Q1 2022. Peasant Media Inc. cashes in on TV streaming ads and a cross-device strategy with Roku, 8/18/2022. Note: Brand awareness and new account lift compared to control group, cross-device lift from a direct comparison to conversion rates. \*Across both site visits and account creation events.



Audiences exposed to interactive ad units saw **3x lift in purchase rate** for a QSR brand's cross-screen campaign

Challenge

- ▶ A QSR brand looked to drive sales through personalized messages prompting user engagement

Solution

- ▶ Hulu delivered selected audiences GatewayGo ads. These interactive units allow viewers to engage through personalized message prompting users to open a push notification, email or scan a QR code
- ▶ Campaign was delivered & measured in collaboration with Hulu, a credit card transaction partner and a data connectivity platform

Target Segment

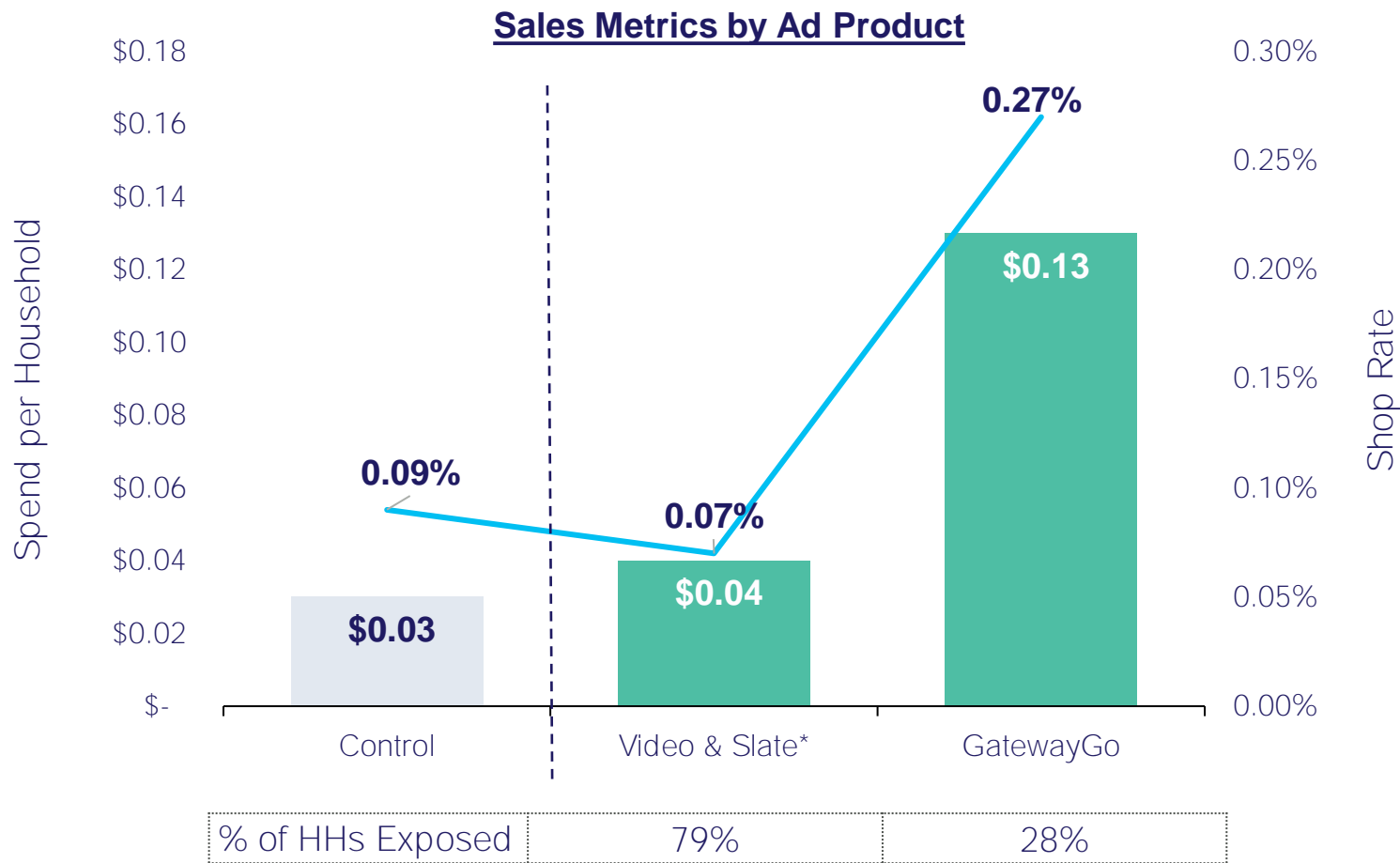
- ▶ Adults 18-49 across 5 DMAs

Results

- ▶ Hulu viewers exposed to the GatewayGo unit showed heightened responsiveness to campaign and drove a **0.27%** shop rate and a high average household spend of **\$0.13**

Company / Interactive Ad Type

- ▶ Hulu / Personalized Messaging, QR Code



Source: Hulu, GatewayGo Case Study, Q2 2020. Campaign length: 2 months. \*A slate is a branded title card that appears before video creative.



# Key Takeaways For Marketers on Shoppable TV Advertising



Consumer behaviors like increased comfortability with both online shopping and technology like QR codes, combined with growing usage of ad-based streaming platforms, is priming the industry for wider adoption of shoppable TV ad formats



Audiences today are looking for a more engaging ad experience that better meets their needs while removing barriers to purchase – shoppable TV ads can ignite consumer action **whether they're using their mobile device or TV remote**



Interactive shoppable TV ads boost brand health metrics like awareness, recall and consideration while shortening the consumer path to purchase **by delivering a brand's digital platform directly to the viewer**



The shoppable TV ad opportunity continues to grow as more video platforms enter the space and develop interactive ad formats as well as innovative retail partnership and solutions to create seamless shopping experiences

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The Latest on Connected TV Consumer Behaviors



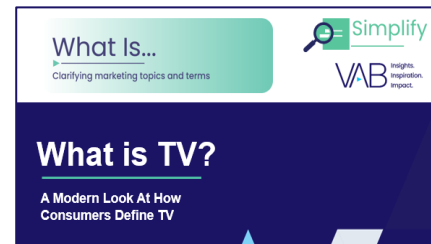
**Setting the Stage**  
15 Streaming Trends That Will Impact Marketing Plans in 2023



**The Odyssey of Content Discovery**  
How TV Advertising Builds Streaming Audiences and Creates Engagement Opportunities



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