

Impact in Action

Practical guidance from real-world marketing examples

Welcome to TV

Meet the New Advertisers Who Are Building Engagement and Unlocking Brand Growth

1st Half 2024 Update





Multiscreen TV is a powerful platform for brands to build engagement and unlock growth, even in uncertain economic times

Many marketers, especially small and medium-sized businesses, are faced with major challenges like standing out from competitors and expanding their customer base as they look to grow amid continued economic uncertainty.

In the first half of 2024, many new advertisers launched first-time multiscreen TV campaigns to address and overcome these challenges.

Why are they turning to multiscreen TV?

As we've shown in a recent analysis of [230 new advertisers](#), brands that launch multiscreen TV campaigns **reach broader audiences** which **builds brand interest, consideration** and **engagement**. This significantly **increases branded online search** which **drives a host of consumers to their digital platforms** where many are **converted into customers**.

Who are the new advertisers?

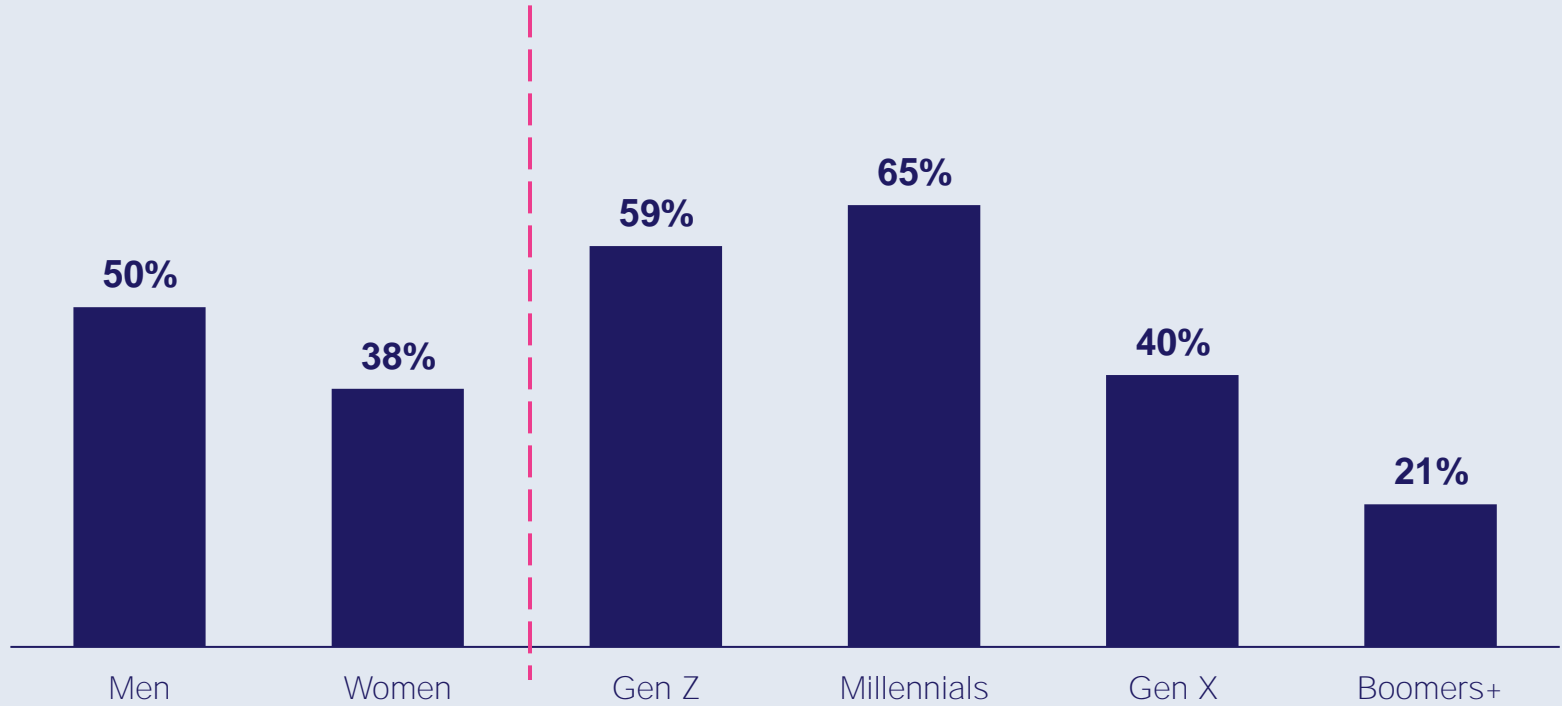
A significant number of bold, first-time advertisers that provide products or services **addressing essential consumer needs** such as pharma, financial services and apparel.

Going into 2024, overall consumer confidence was subdued with less than half feeling confident that it would be a good year

44%

of U.S. respondents expressed high confidence that 2024 will be a 'good year'*

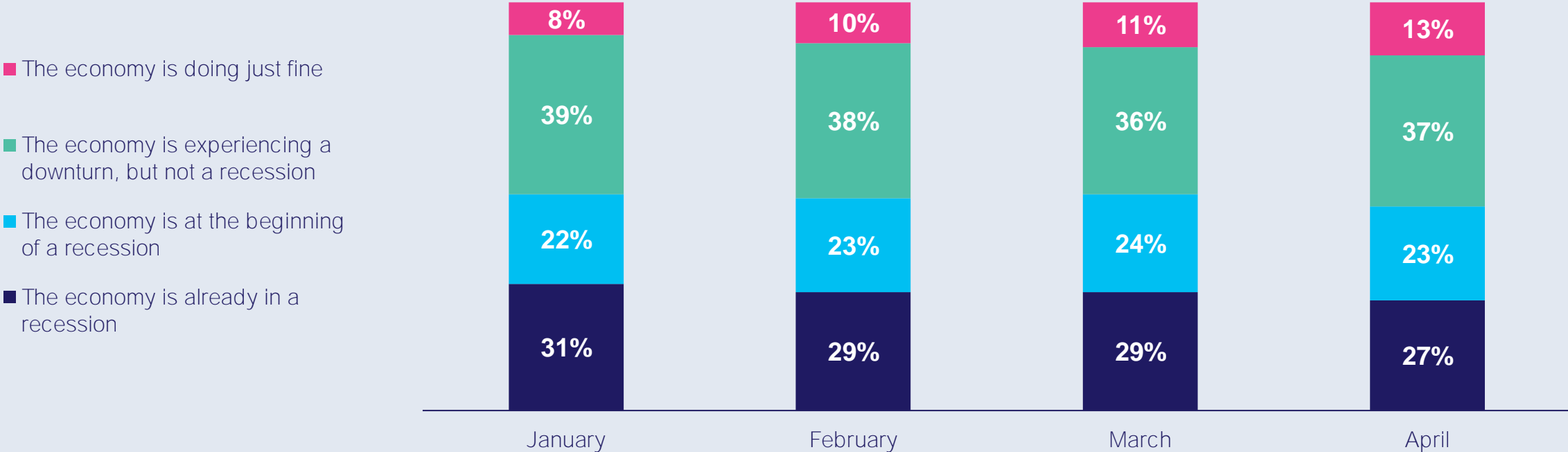
Respondents who feel 'very' or 'completely' confident 2024 will be a 'good year'



Source: Dentsu, *Consumer Navigator: Pandemic & Economic Sentiment*, September 2023. *Dentsu Consumer Navigator: 2024 Look Ahead, November 2023.

Most Americans believed that the economy was in a downturn, if not on the cusp of recession, throughout the first half of 2024

Sentiment about whether the U.S. economy is in a recession



Source: Dentsu, *Consumer Navigator: American Mindset*, April 2024.

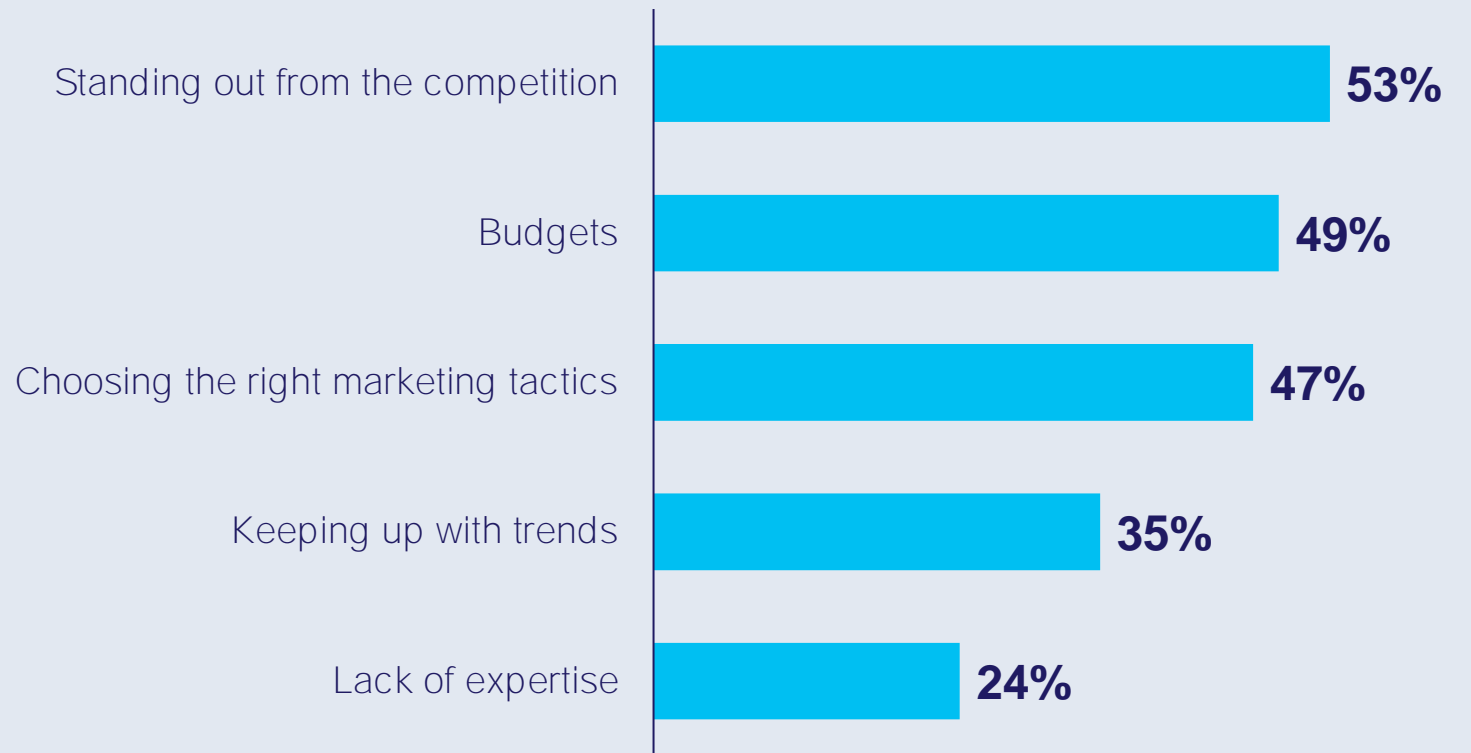
In 1H 2024, the top challenges for SMBs were to stand out and find new customers as they looked to achieve growth amid economic uncertainty

60%

of small and medium-sized businesses struggle most with **finding new customers**

Marketing challenges among U.S. small-business owners

% of respondents, March 2024



Source: eMarketer, *Infopack: SMB 2024*, October 2024.

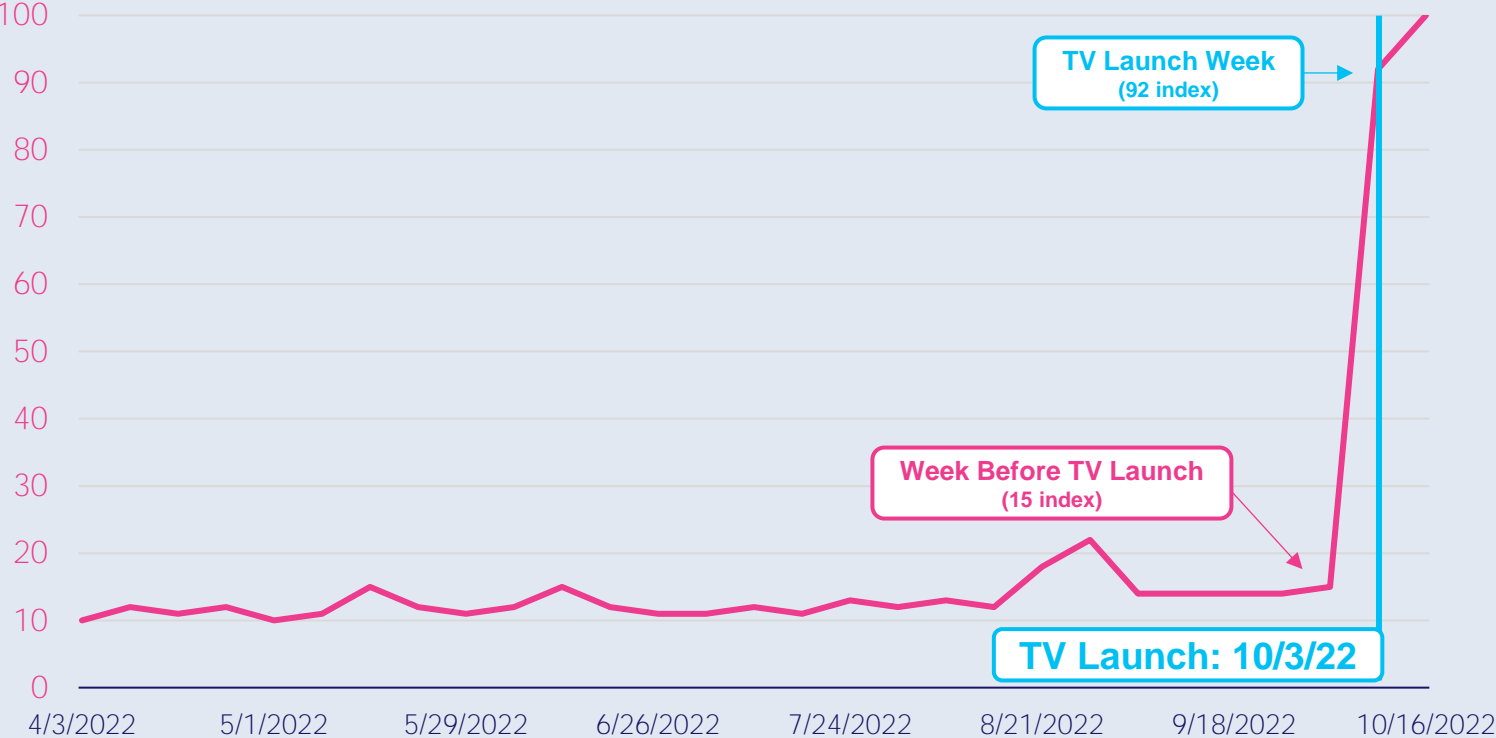


In a recent analysis, [Breaking Through](#), we revealed how 230 advertisers over the last three years launched their first multiscreen TV campaign to **reach broader audiences** which built **unprecedented brand interest** and **engagement** that drove a host of **new customers** to their digital platforms

As seen in [Breaking Through](#), Truff launched TV to reach new consumers which brought brand curiosity to new heights across a broader audience

Truff: Weekly Google Search Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 4/3/22 – 10/16/22)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 4/3/22 – 10/16/22. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2021 – December 2023 (calendar months); Note: Light blue line marks the first day of TV spending for each brand.



HOT SAUCE

TRUFF

BLACK TRUFFLE INFUSED

“It’s important for us to find different channels to build brand awareness in a mass way...TV allows for us to get on the radar of those who may have not been familiar with our digital presence, especially as it gives us access to several different audiences and demographics.”

Nick Guillen

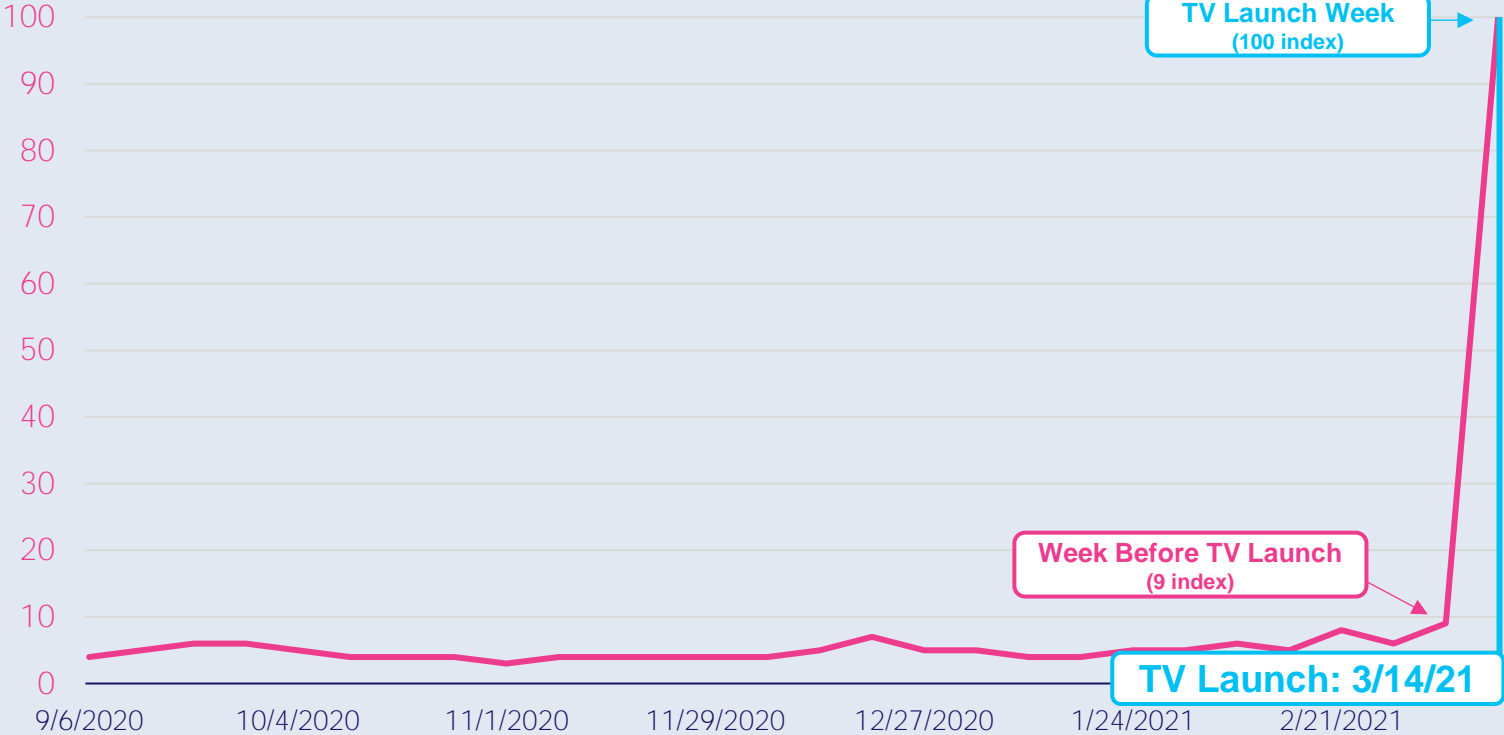
Co-Founder and Co-CEO, Truff

(Ad Age, 9/30/22)

As seen in [Breaking Through](#), Cacti used TV to disrupt competitors, with the newcomer capturing the attention and interest of curious consumers

Cacti: Weekly Google Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 9/6/20 – 3/14/21)



“We decided to **use TV** the night before launch **to make a big statement and build excitement** around Cacti's launch.”

Lana Buchanan

VP of Marketing, AB InBev's Beyond Beer Division

(Ad Age, 3/15/21)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 9/6/20 – 3/14/21. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2021 – December 2023 (calendar months): Note: Light blue line marks the first day of TV spending for each brand.

In the first half of 2024, many new advertisers launched their first multiscreen TV campaigns to **reach new audiences, stand out from their competitors, build brand interest** and **attract more customers**



Younger-skewing, innovative, digital-native and women-focused brands are using multiscreen TV to engage broader audiences and drive outcomes

*Click on any logo to visit their website

'Younger-skewing' brands

Brands targeting younger audiences



Innovative products

Brands using cutting-edge technology to offer inventive products / services



Digital endemics

Brands specializing in digital services across a range of categories



Women-Focused Brands

Brands that create products or services tailored to / for women



Source: VAB analysis of Nielsen Ad Intel data as of 9/16/24, 1/1/24-6/30/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$50K.

Multiscreen TV has seen new ad spending specifically from categories that meet essential consumer needs and budgets such as health and apparel

Functional categories that are seizing opportunities across multiscreen TV

Amid continued economic uncertainty, consumers are turning to **health** and **pharmaceutical** brands for proactive solutions that help manage their everyday health.

With continued doubts about the economy, consumers are prioritizing essential **financial services** such as medical and life insurance, financial planning and loans and to stabilize their well-being.

Professional services across categories like cybersecurity, printing and AI are helping consumers navigate hybrid work environments by providing digital solutions that streamline workflows.

Apparel brands are focusing on versatile clothing options from activewear to casual to work attire. These brands are empowering consumers to take care of multiple aspects of their lives with ease.

As economic concern continued in the first half of the year, consumers embraced **fitness** and **wellness** brands that offer affordable, flexible solutions to support their physical, mental and emotional well-being without straining their budgets.

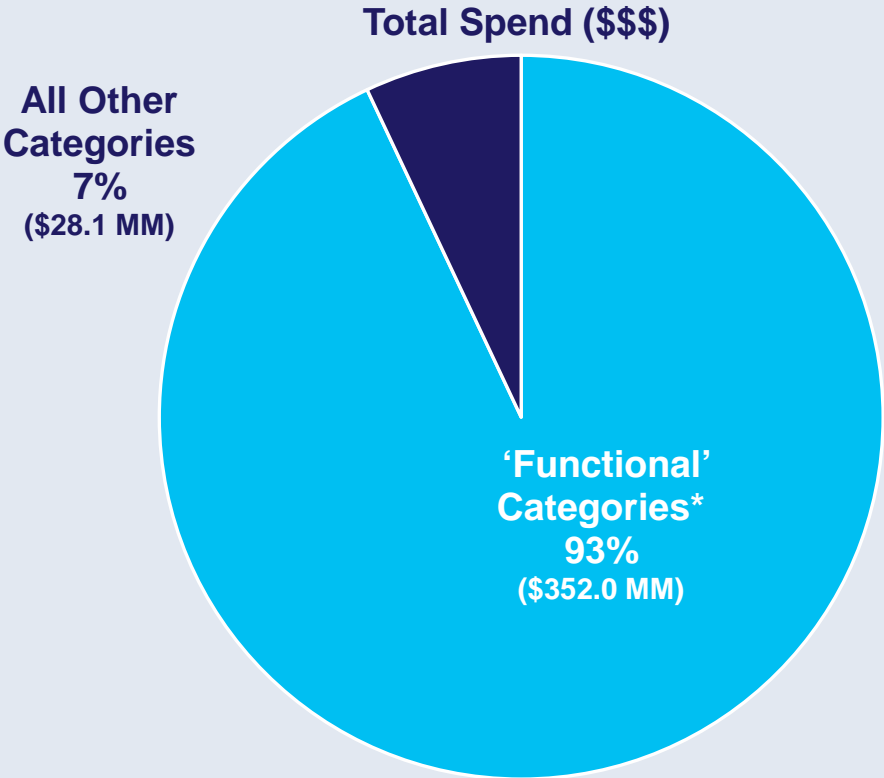
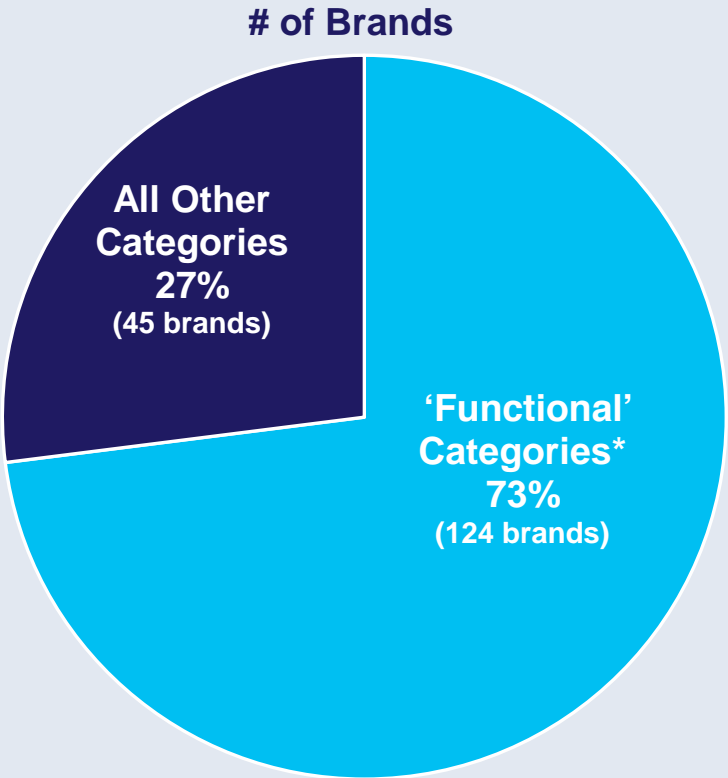
Lifestyle brands focused on accessible luxuries like home upgrades, affordable travel experiences and specialty beverages. These categories enable consumers to enjoy meaningful moments while pursuing their interests.

*Click on any logo to visit their website

Source: VAB analysis of Nielsen Ad Intel data as of 9/16/24, 1/1/24-6/30/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$50K.

New TV entrants are being driven by these essential categories that cater to consumer needs and behaviors

1H '24 New National TV Advertisers




Source: VAB analysis of Nielsen Ad Intel data as of 9/16/24, 1/1/24-6/30/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$50K.
*Brands that align within at least one of the 'functional' categories (healthcare & pharma, financial services, professional services, versatile apparel, fitness & wellness and lifestyle brands).

New TV advertiser spending is largely concentrated in essential categories, reflecting the prioritization of daily necessities

1H '24 New National TV Advertisers: Top 15 Categories Ranked by Total Spend

Rank	Category	# of Brands	% of total brands	Category \$\$\$ (000)	% of total spend
1	Pharmaceutical	16	9%	\$271,622.5	71%
2	Apparel	12	7%	\$30,212.0	8%
3	Organizations	10	6%	\$11,349.0	3%
4	Vitamins & Supplements	11	7%	\$10,190.1	3%
5	Cleaning Supplies	7	4%	\$5,942.2	2%
6	Wellness & Beauty	1	1%	\$4,531.6	1%
7	Financial Services	11	7%	\$3,914.7	1%
8	Alcoholic Beverages	5	3%	\$3,545.5	1%
9	Home Improvement	5	3%	\$3,441.3	1%
10	Online Marketplace	1	1%	\$3,020.3	1%
11	Sports	8	5%	\$2,925.6	1%
12	Home	6	4%	\$2,474.6	1%
13	Personal Care	6	4%	\$2,417.7	1%
14	Food	5	3%	\$2,254.6	1%
15	Health & Wellness	13	8%	\$2,235.4	1%
16	Other Categories (28)	52	31%	\$20,076.5	5%
Grand Total		169		\$380,153.5	

 =categories highlighted align within at least one of the 'functional' categories (healthcare & pharma, financial services & personal protection, professional services, versatile apparel, fitness & wellness and 'lifestyle' brands that incorporate alcohol beverages, food and travel)

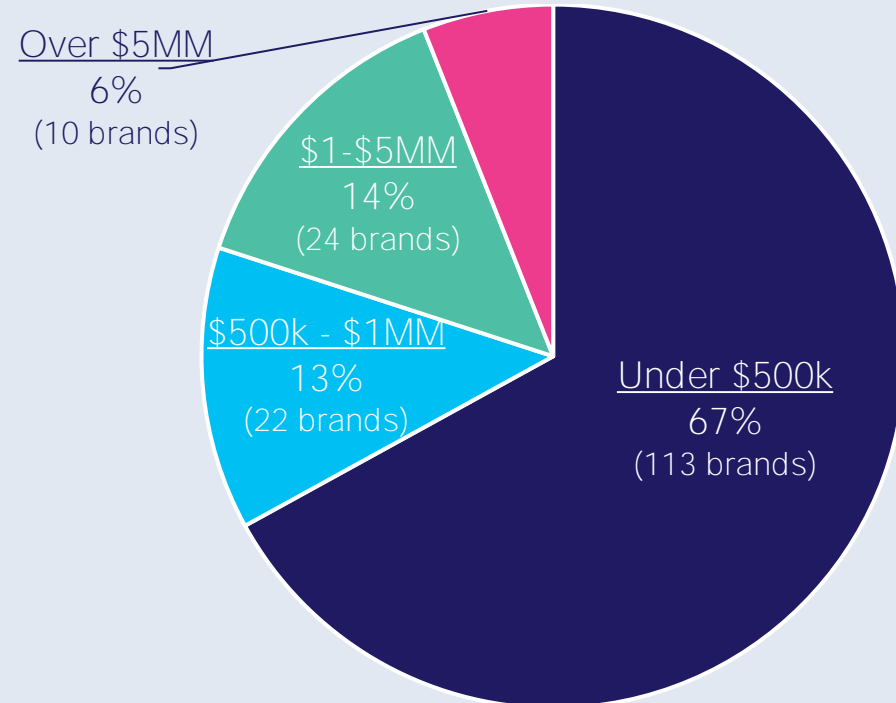
Source: VAB analysis of Nielsen Ad Intel data as of 9/16/24, 1/1/24-6/30/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$50K.

TV investment ranges from 'test and learn' to 'go big' campaigns and initial launches from small and medium-sized businesses



1H '24 New National TV Advertisers by Spend Segment

% of brands within spend buckets



Source: VAB analysis of Nielsen Ad Intel data as of 9/16/24, 1/1/24-6/30/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$50K.

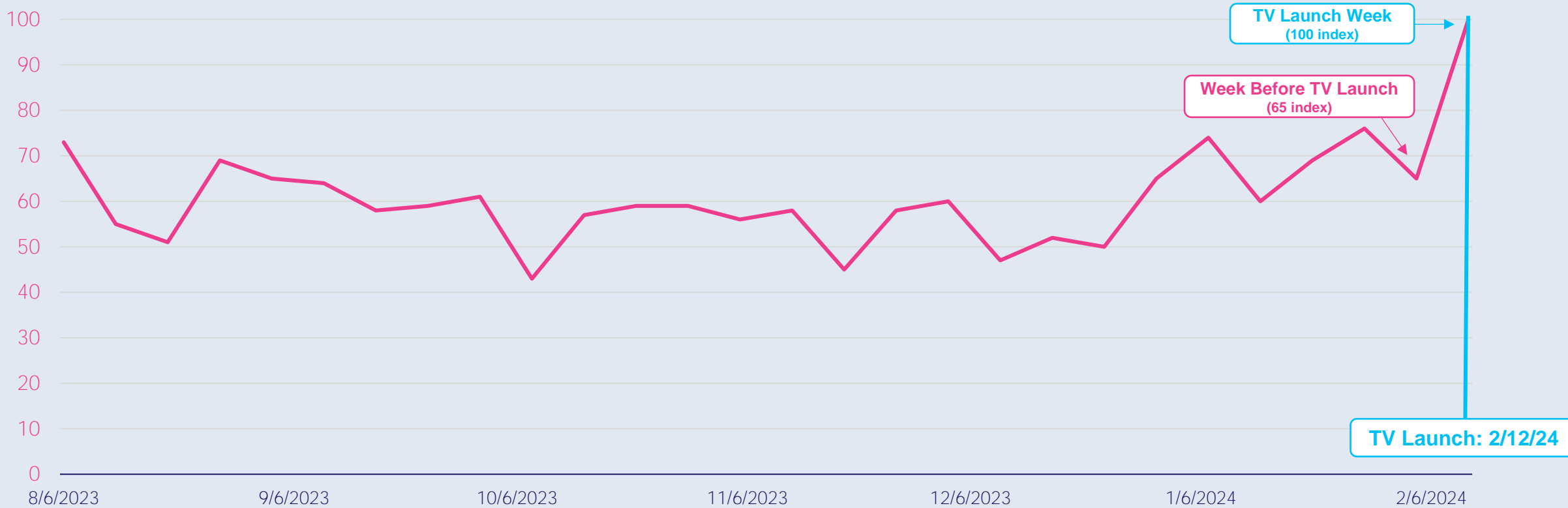
The elevated brand interest created by first-time multiscreen TV campaigns **drives substantial lifts in online searches** which converts consumers into customers for new advertisers



Stur water enhancers used multiscreen TV to reach new, and broader, audiences which boosted interest and online searches

Stur: Weekly Google Search Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 8/6/23 – 2/6/24)

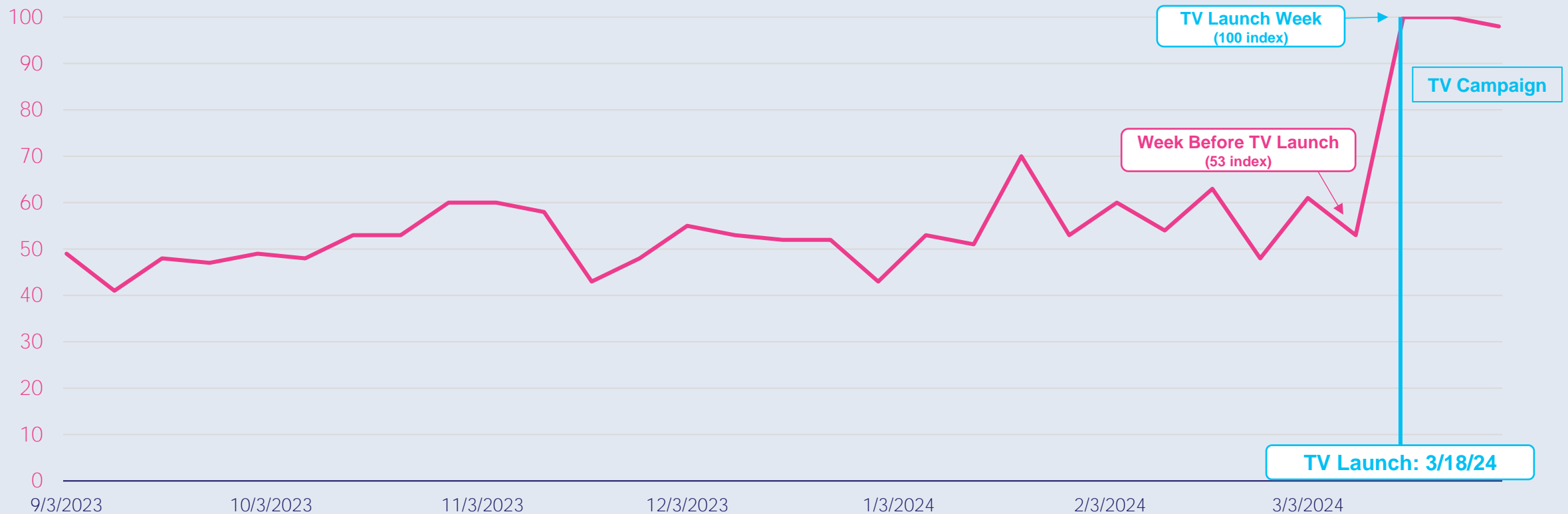


Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 8/6/23 – 2/6/24. **Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular.** VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2024 – June 2024 (calendar months). Stur was founded in 2012. Note: **Light blue line marks the first day of TV spending for each brand.**

Eylea, a pharma brand, saw a prolonged spike in their online search when they launched their first multiscreen TV campaign

Eylea Rx: Weekly Google Search Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 9/3/23 – 4/14/24)

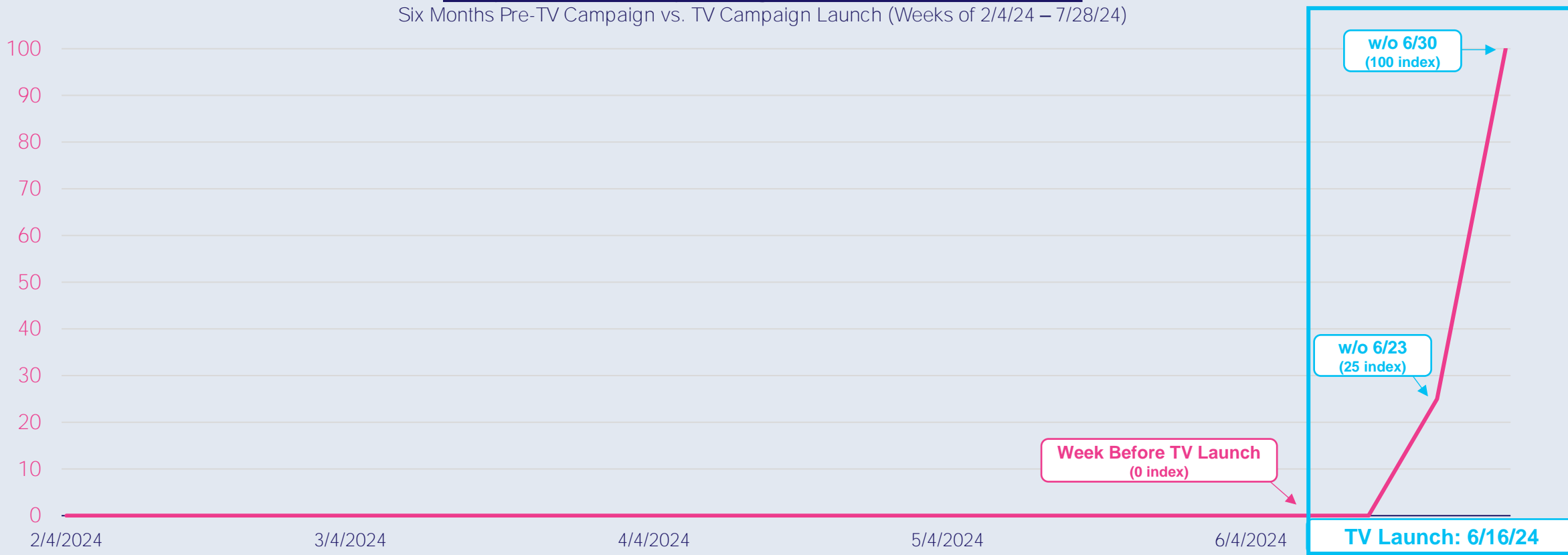


Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 9/3/23 – 4/14/24. **Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular.** VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2024 – June 2024 (calendar months). Eylea was first approved on November 18, 2011. Note: **Light blue line marks the first day of TV spending for each brand.**

Taffy.com's multiscreen TV campaign garnered their first measurable search results which amplified their online presence

Taffy.com: Weekly Google Search Trends Index

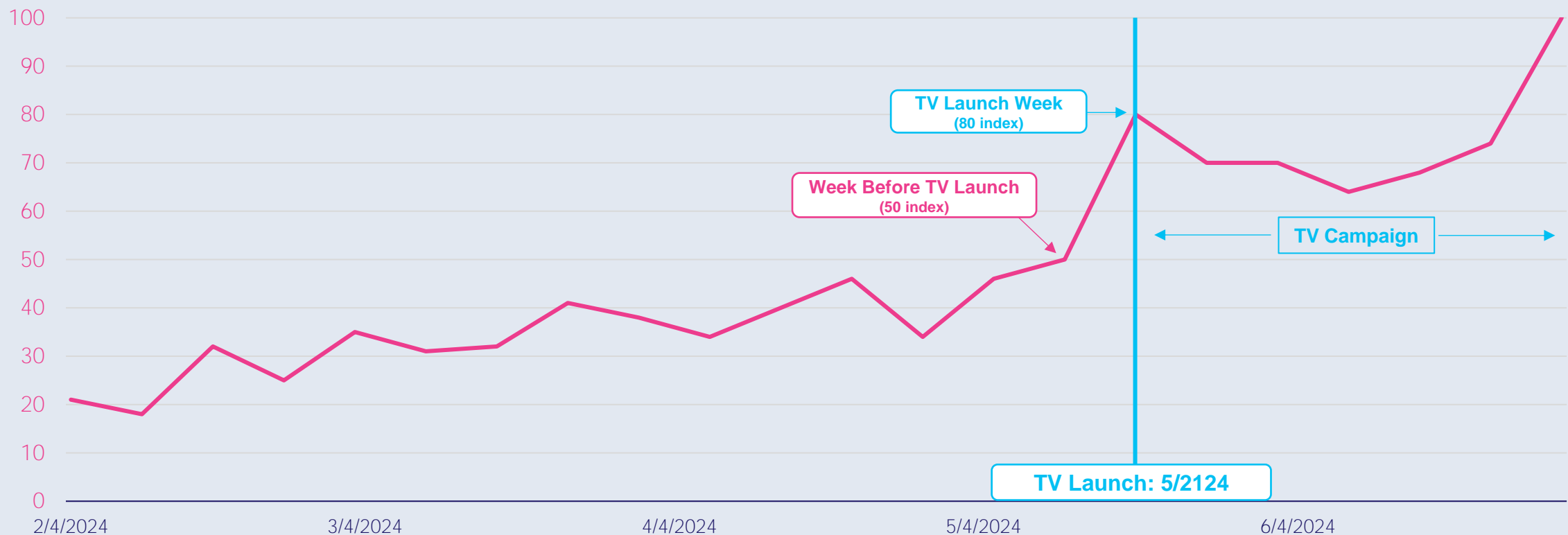
Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 2/4/24 – 7/28/24)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 2/4/24 – 7/28/24. **Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular.** VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2024 – June 2024 (calendar months). Taffy.com was founded in 1948. Note: **Light blue line marks the first day of TV spending for each brand.**

ResortPass achieved a sustained increase in online search as brand momentum built throughout their multiscreen TV campaign

ResortPass: Weekly Google Search Trends Index
Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 2/4/24 – 7/28/24)

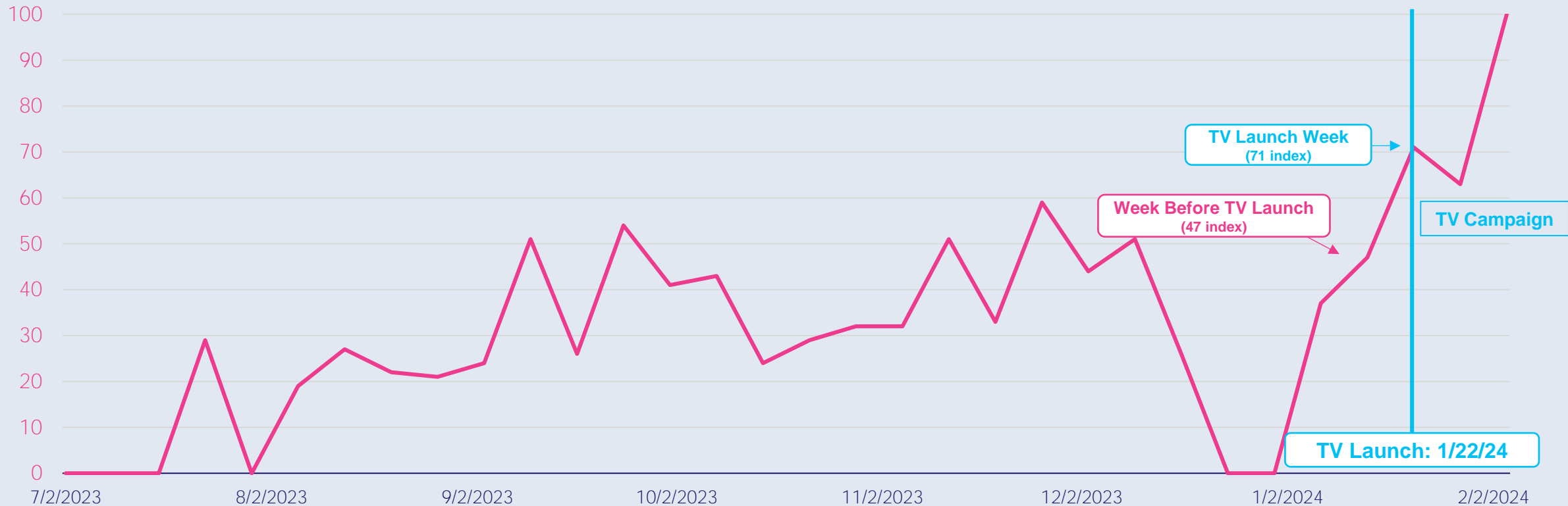


Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 2/4/24 – 7/28/24. **Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular.** VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2024 – June 2024 (calendar months). ResortPass is an online travel booking platform that was launched in 2016. Note: **Light blue line marks the first day of TV spending for each brand.**

American Tax Services utilized the launch of their first multiscreen TV campaign to increase consumer attention ahead of tax season

American Tax Services: Weekly Google Search Trends Index

Six Months Pre-TV Campaign vs. TV Campaign Launch (Weeks of 7/2/23 – 2/11/24)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, weeks of 7/2/23 – 2/11/24. **Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular.** VAB analysis of Nielsen Ad Intel, TV launch month is based on the first activity reported across national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV, January 2024 – June 2024 (calendar months). American Tax Service was founded in 2012. Note: **Light blue line marks the first day of TV spending for each brand.**

Key Marketer Takeaways

Despite economic uncertainty, new advertisers are using multiscreen TV to drive engagement and unlock growth

- ▶ Marketers are launching first-time multiscreen TV campaigns to overcome their top challenges – such as **standing out among their competitors** and **expanding their customer base** – as they look to grow amid continued economic uncertainty
- ▶ Emerging brands and DTC brands, especially small and medium-sized businesses, are utilizing multiscreen TV to **build awareness** and **drive mid-funnel outcomes**, like **establishing brand perception, creating interest** and **increasing consideration** among a **broader consumer set**
- ▶ The elevated brand interest created by multiscreen TV campaigns **significantly increases branded online search** which drives a host of new audiences to digital platforms where many **consumers are converted into customers** for these advertisers

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



Best in Show
Five Advantages of Multiscreen TV,
From Brand to Performance



The Big Picture
12 Key Charts on the Impact of TV & Streaming
vs. Social Media Platforms



Laugh, Cry, Share, Buy
How TV & Streaming Influences Gen Z
More Than Leading Social Platforms



25 Ways TV Grows Brands
Powering Performance Through Full-Funnel
Business Outcomes



Welcome to TV: Full Year '23
14 Facts on the \$1.4 Billion Investment
from New Advertisers

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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.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**



1H '24 New National TV Advertiser Lists



New Advertiser List: The national TV marketplace enabled these **169 bold new** advertisers across categories and budget levels to increase reach and relevancy

1st Half 2024 New National TV Advertisers

To click through to a brand's website, view in 'slide show' and click on the respective link.

Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)	Brand	\$\$\$ (000)
CAMZYOS Rx	\$68,756.3	Oceania Cruises	\$934.8	Save50	\$318.2	Henry	\$145.3	ThinkEquity	\$81.0
EYLEA Rx	\$63,225.4	Prepared Hero	\$929.1	CoverageX	\$311.6	Arnold Palmer Spiked	\$133.3	Amika	\$80.3
Wegovy Rx	\$43,166.4	Caraway	\$896.0	Plus500	\$307.6	Nature's Lab	\$132.9	American Parents Coalition	\$77.3
Bimzelix Rx	\$42,882.6	Mill	\$828.2	Modular Closets	\$302.2	Arlington Renegades	\$132.3	60 Degrees Pharmaceutical (60P)	\$74.8
Honeylove	\$22,711.8	Features	\$804.9	SAYSH	\$294.3	Rubrik	\$130.7	KindlyMD	\$71.3
AIRSUPRA Rx	\$19,417.2	Evernorth	\$744.9	Mortgage Matchup	\$286.7	Memphis Showboats	\$123.2	Lantern Pharma	\$70.6
Librela Rx	\$8,624.7	Branch	\$744.0	GMR Gold	\$276.4	Montana Knife Co	\$123.1	Urban Dessert Lab (UDL)	\$70.4
Velsipity Rx	\$8,049.0	United Wholesale Mortgage	\$680.5	Qualia	\$276.2	Vital Farms	\$121.9	Doctor's Choice	\$69.7
American Values 2024	\$7,309.9	VetsRef	\$650.5	Johnston & Murphy	\$268.9	Posh Peanut	\$121.5	ASP Isotopes	\$69.1
SYFOVRE Rx	\$6,723.4	Perplexity AI	\$638.7	Traveller Whiskey	\$268.3	DC Defenders	\$117.5	Fiskars	\$69.0
Particle	\$4,531.6	GrowTrax	\$583.5	My Life In A Book	\$267.4	DebtMD	\$114.4	Elevai	\$67.8
Opill	\$4,299.7	Aday	\$565.0	Sleep Masters	\$262.2	Everglow	\$114.3	Brio Water	\$67.3
Iberogast	\$4,207.5	VMC	\$558.9	Beekman 1802	\$261.6	Transcode Therapeutics	\$112.3	Uncle Bud's Hemp & CBD	\$66.6
VOQUEZNA Rx	\$4,116.3	Metagenics	\$555.6	Mobile X Global	\$174.9	HLTH Code	\$110.4	Silver State	\$64.2
Thesis	\$3,629.4	Slumberpod	\$554.8	Revzilla	\$247.0	Nexalin	\$104.2	Alliance Entertainment	\$64.1
IFLO	\$3,303.4	Sun West Mortgage Company	\$551.0	Stur	\$233.2	Miracle Made	\$103.0	Abracadabra	\$63.6
AliExpress	\$3,020.3	ARCA	\$548.4	Revival	\$230.5	Zomedica	\$100.5	Alta Global	\$62.3
National Council for Mental Wellbeing	\$2,660.2	VitaHustle	\$544.8	American Tax Services	\$219.8	Turkey Tourism	\$99.4	BlackPAC	\$62.2
Swash	\$2,311.6	Chalkless	\$526.3	Fisher Traction	\$217.2	Trina Turk	\$98.6	My Patriot Supply	\$61.7
Pact	\$2,309.7	Yrefy	\$521.0	American Society of Radiologic Technologies	\$213.8	Fundacion Camino Al Plato	\$98.0	Oragenics	\$61.0
Pepper	\$2,128.3	Popilush	\$504.8	Gem	\$212.5	San Antonio Brahmas	\$97.4	Takedown	\$60.4
INVEGA HAFYERA Rx	\$1,953.8	UPrinting	\$485.6	Anthem Gold Group	\$186.8	Squeezzee	\$94.1	Denon	\$59.8
Great American Pure Flix	\$1,821.0	Dr.Marty	\$483.7	Lee Greenwood	\$175.1	Taffy.com	\$93.7	Horsepower Duck	\$58.9
Chomps	\$1,819.5	King Par Superstore	\$477.2	East Coast Appliance	\$174.2	MyCoffee	\$93.4	Greenwood Park Gallery and Framing Inc.	\$58.5
Little Spoon	\$1,762.9	Lumen	\$458.2	Doctor Butler's	\$171.1	Kapitus	\$93.3	Horsepower Bull Shot	\$57.4
UFL	\$1,688.3	Policy Paul	\$418.2	On Location	\$165.3	ZLINE	\$90.8	Knight Livestock Protection Services	\$57.2
Lumineux	\$1,552.6	DR	\$406.4	Celligence	\$162.1	Defend US PAC	\$90.5	Migrelief	\$56.8
Happy Thursday	\$1,525.0	Puppy Food Bank	\$403.1	Michigan Panthers	\$162.1	ResortPass	\$89.1	St. Louis Battlehawks	\$56.5
Airmoto	\$1,401.2	Angel AI	\$370.9	Campbell Risk Management	\$151.9	Connected Caregiver	\$88.7	Can-Fite BioPharma	\$55.9
LLT Management	\$1,383.4	Financial Services Forum	\$347.9	CF Nutrition	\$150.4	Thomas Seaman	\$88.7	Silver Paw	\$55.9
Artic Air Ice Jet	\$1,263.1	Beyond Yoga	\$343.9	Daves Hot Chicken	\$149.1	Pacific Legal Foundation (PLF)	\$86.2	CEL-SCI	\$54.7
AEW Figure Fighters	\$1,220.1	Picanova	\$342.5	Elastic	\$148.4	Recovery Together	\$82.0	CPAP SOAP	\$53.2
Angel's Envy	\$1,060.0	Nella	\$341.1			Alamos Gold	\$81.0	O Positiv	\$50.3
Set-Rite Plumbing	\$1,014.1	Luki Lab	\$330.1					StrideMD	\$50.1
Facet	\$997.1	IMBXX	\$320.0						

Source: VAB analysis of Nielsen Ad Intel data as of 9/16/24, 1/1/24-6/30/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$50K. The above chart represents the full list of new advertisers, including direct-to-consumer brands.

The Direct-to-Consumer segment continues to drive new entrants with 44 brands across 17 categories, spending over \$50 million during the first half of 2024

To click through to a brand's website, view in 'slide show' and click on the respective link.

1st Half 2024 New National TV DTC Advertisers

Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)	Brand	Category	\$\$\$ (000)
Honeylove	Apparel	\$22,711.8	Metagenics	Vitamins & Supplements	\$555.6	Revival	Home Furnishing	\$230.5
Thesis	Vitamins & Supplements	\$3,629.4	Slumberpod	Home	\$554.8	American Tax Services	Financial Services	\$219.8
AliExpress	Online Marketplace	\$3,020.3	Yrefy	Financial Services	\$521.0	Gem	Vitamins & Supplements	\$212.5
Pact	Apparel	\$2,309.7	Popilush	Apparel	\$504.8	Montana Knife Co	Tools	\$123.1
Pepper	Apparel	\$2,128.3	Dr.Marty	Pet Care	\$483.7	Posh Peanut	Apparel	\$121.5
Great American Pure			Lumen	Health & Wellness	\$458.2	DebtMD	Financial Services	\$114.4
Flix	Streaming Services	\$1,821.0	Beyond Yoga	Apparel	\$343.9	Everglow	Personal Care	\$114.3
Little Spoon	Online Food Delivery Service	\$1,762.9	Picanova	Photography / Printing	\$342.5	HLTH Code	Vitamins & Supplements	\$110.4
Lumineux	Personal Care	\$1,552.6	IMBXX	Vitamins & Supplements	\$320.0	Trina Turk	Apparel	\$98.6
AEW Figure Fighters	Mobile Apps	\$1,220.1	Plus500	Financial Services	\$307.6	Taffy.com	Food	\$93.7
Facet	Financial Services	\$997.1	SAYSH	Apparel	\$294.3	ZLINE	Home Furnishing	\$90.8
Caraway	Home	\$896.0	Mortgage Matchup	Financial Services	\$286.7	ResortPass	Travel	\$89.1
Mill	Home	\$828.2	Qualia	Vitamins & Supplements	\$276.2	Connected Caregiver	Health & Wellness	\$88.7
Branch	Home Furnishing	\$744.0	My Life In A Book	Gifts	\$267.4	Uncle Bud's Hemp & CBD	Health & Wellness	\$66.6
VetsRef	Pet Care	\$650.5	Beekman 1802	Personal Care	\$261.6			
Aday	Apparel	\$565.0						



DTC brands accounted for 26% of total new TV advertisers and 14% of total TV spend

Logos represent a sampling of new national TV DTC advertisers
 Source: VAB analysis of Nielsen Ad Intel data as of 9/16/24, 1/1/24-6/30/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over \$50K. The above chart represents the full list of new advertisers, including direct-to-consumer brands.