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October 31, 2025

## Question of the Week:

“What TV investment strategies are digital native brands implementing for the holiday season?”



# Digital native brands are increasing their TV spend for Cyber Monday & Black Friday

From DTC disruptors to e-commerce powerhouses, [Tatari](#) asked clients to share how they are gearing up for the most competitive shopping window of the year – **Black Friday & Cyber Monday**

[Tatari](#) conducted their survey from August 14 – August 21, 2025, among **65 of their clients across industries**, including brands like: Calm, Ariat, Vuori, Saatva, Nutrafol, Fabletics, Breeo and more.

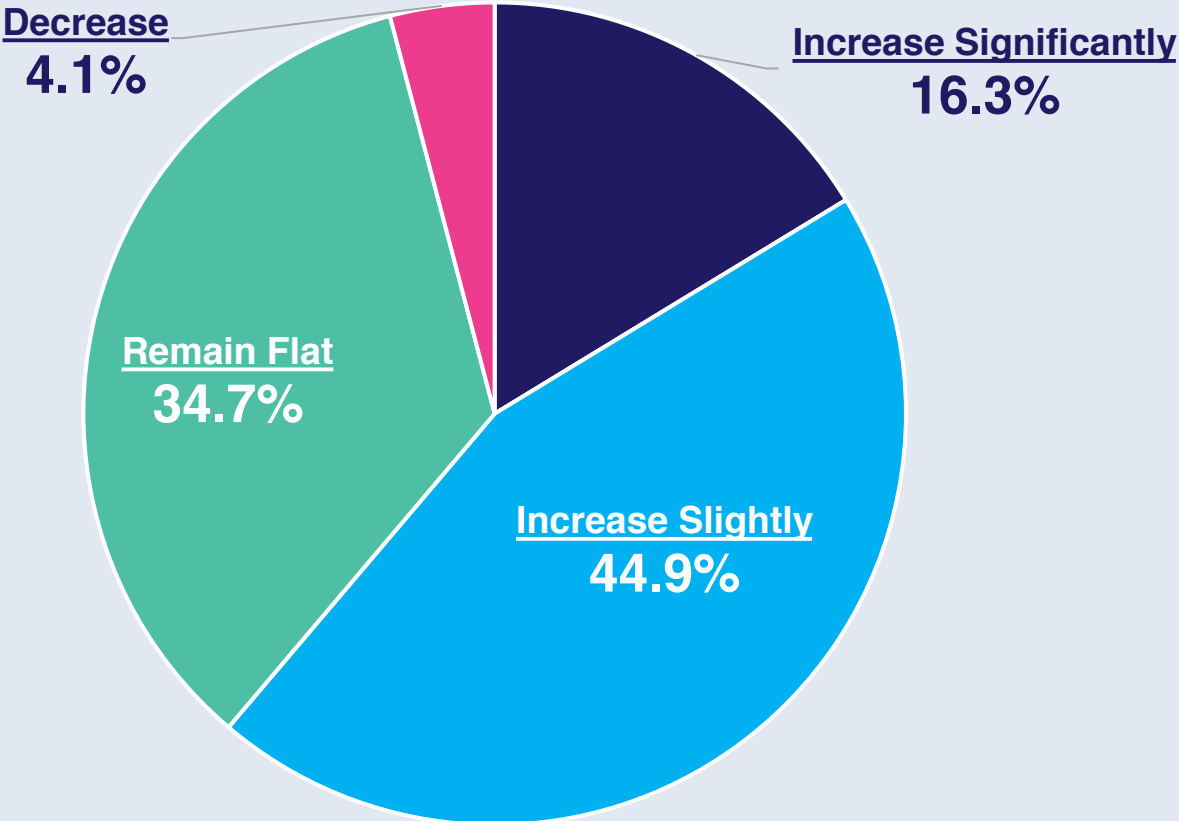
In this piece, we highlight key Black Friday & Cyber Monday insights:

- **How brands' TV ad budgets are changing versus last year**
- **What percent of brands are including linear in their TV investments**
- **What role is streaming/CTV playing in their media plans**
- **Which sales channels are marketers prioritizing**



# 60% of respondents are poised to boost their Black Friday / Cyber Monday TV ad budgets this year, with 16% committing to a substantial increase

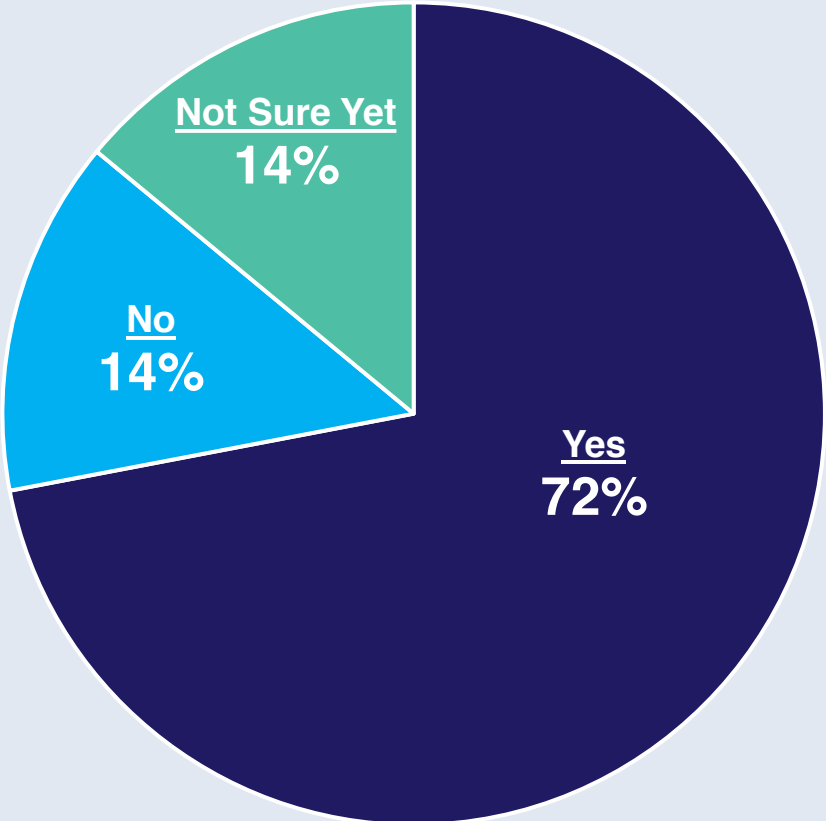
Compared to 2024, how will your Black Friday / Cyber Monday TV ad budget change this year?



Source: Tatari custom research, survey conducted over a 1-week period from August 14 – 21, 2025. 65 responses from Tatari clients across industries including Calm, Ariat, Vuori, Saatva, Nutrafol, Fabeletics, Breeo and more.

# A significant majority of respondents are planning to include linear TV in their Black Friday / Cyber Monday TV buys

Do you plan to include linear TV in your Black Friday / Cyber Monday TV buys in 2025?

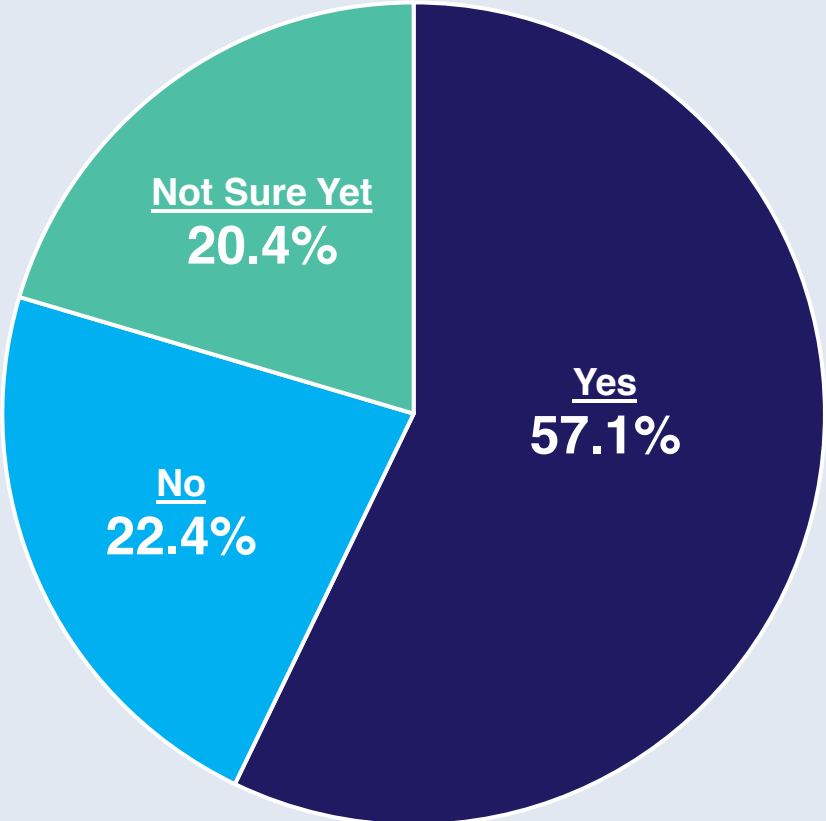


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# More than half of all respondents (57%) plan to use streaming / CTV for their holiday TV buys this season

▶ Almost half of all respondents (49%) said they will use a combination of linear TV and streaming for their holiday TV buys

## Do you plan to include streaming / CTV in your Black Friday / Cyber Monday TV buys in 2025?

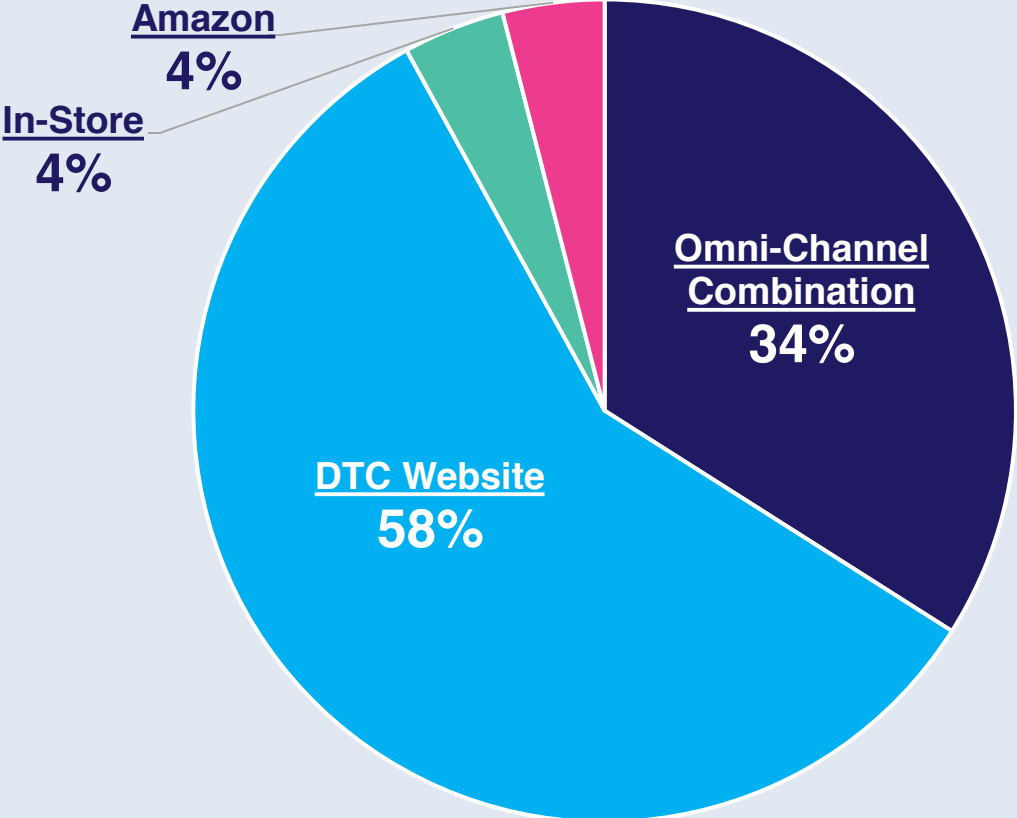


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# Almost 60% of marketers drive holiday shoppers to a website to make a purchase

▶ One-third of marketers drive shoppers to a combination of their website and physical stores

What sales channels are you prioritizing for Black Friday / Cyber Monday?

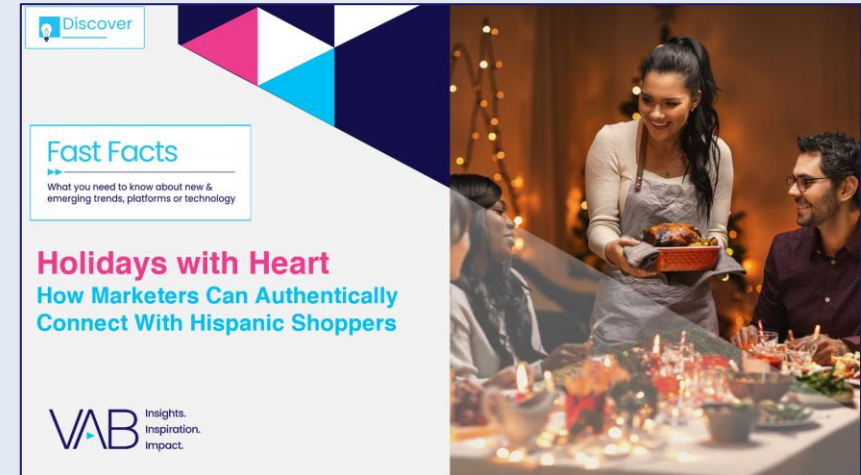
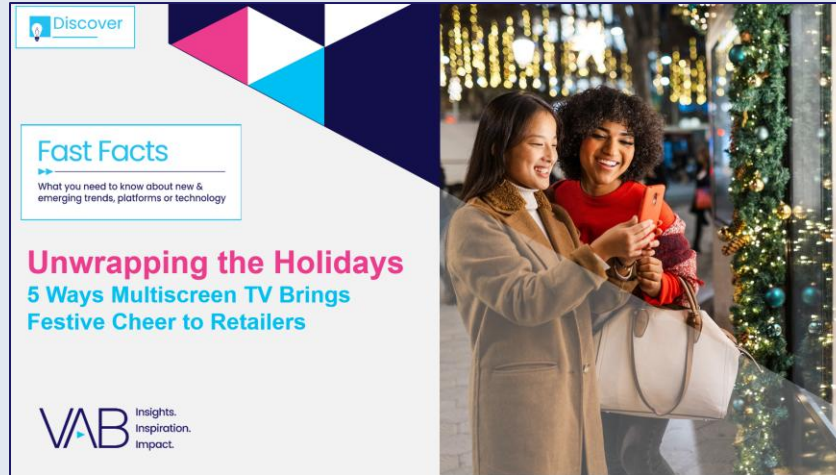


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# Download relevant VAB insights reports on holiday shopping and multiscreen TV as a performance platform that drives website traffic



## Holiday Insights



## Multiscreen TV as Performance Insights



Click report covers above to download

# About VAB

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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