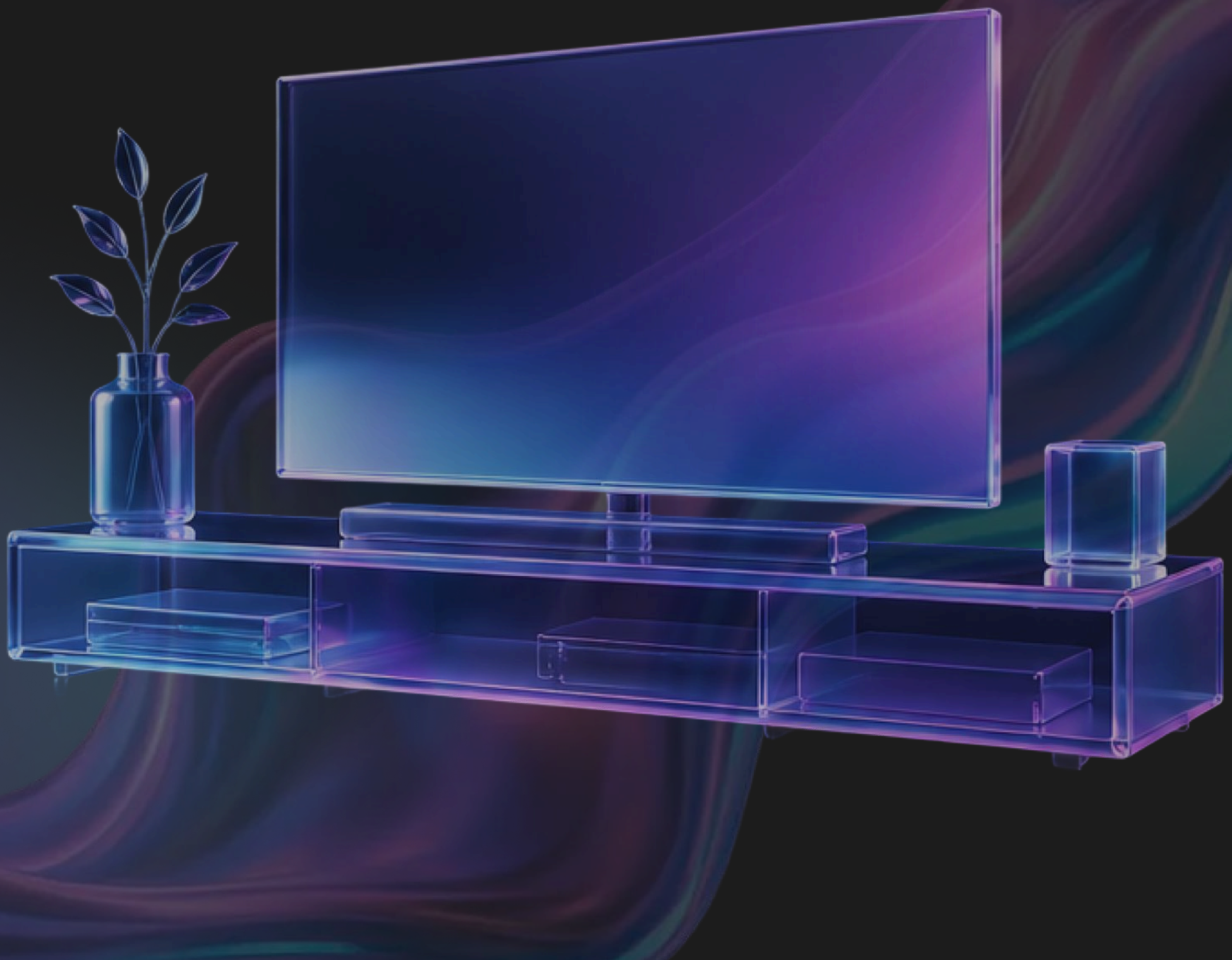
AUDIENCESTORE

The CTV Starter Pack

CTV used to just be for big budgets

Not anymore



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THE CTV STARTER PACK

75%

of households now own a CTV device

95%+

video completion rates on CTV vs display or social

<£50k

pilot budgets to start achieving meaningful impact

Why CTV is a gamechanger

CTV is changing the game for advertisers. With 75% of households owning CTV devices, CTV lets you deliver the reach and impact of Linear TV with the precision and measurability of digital.

Until recently, CTV felt out of reach, locked behind big budgets and complex tech. But that's changed. Targetcast opens the door to premium inventory for more accessible budgets. CTV is now open to everyone.

Key benefits

Low barrier to entry

Campaigns start from under £50k and still deliver meaningful reach and impact.

Premium inventory access

Through platforms like Targetcast, agencies can access high-quality inventory including Amazon Prime, Netflix, and Disney+.

Audience-first targeting

Using Discover AI, target by household demographics, interests, geo, or first-party CRM lookalikes. So spend reaches the right households, not just the biggest audience.

Performance edge

CTV bridges brand and performance objectives, offering both awareness and outcomes measurement in a single channel.

Optimise in-flight

Because it is digital, you can optimise in-flight, shift budget, refine targeting, manage frequency and optimise away from underperforming placements.

Brand-safe, premium environment

Ads run alongside premium, professionally produced content, with DoubleVerify and Integral Ad Science layered on for independent verification.

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Selling CTV to clients

Addressing frequent queries from clients.

Unique reach

CTV allows you to reach underserved viewers who don't always engage with linear TV or certain digital channels. It complements, not competes with, existing strategies.

High completion rates

Because ads are full screen and often unskippable, completion rates tend to be much higher (95%+ in some cases) than display or social video, meaning the message is more likely to be fully seen.

Targeting + addressability

By layering interest signals, geo data, and CRM lookalikes, Discover AI pinpoints the exact households most likely to engage, moving beyond broad audience buckets to precision at scale.

Measurability

CTV has evolved beyond an awareness-only channel. Modern measurement tracks impressions, completion rates and viewer-level engagement, linking exposure to outcomes such as site visits, conversions and sales through view-through attribution. With attention metrics to prove ROAS.

Premium inventory & brand safety

CTV inventory mirrors the quality of the traditional TV environment, with ads appearing alongside professionally produced content from trusted publishers. Audience Store layers on independent verification and brand safety controls through partners such as DoubleVerify and Integral Ad Science.

Cross-screen synergy

You can integrate CTV with other digital video and display channels, retargeting, sequential messaging, and build a 'big screen to small screen' narrative.



> "CTV levels the playing field ... **move faster, test**, and deliver campaigns without huge upfront commitments.
>
> Paul Snook, Audience Store

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THE CTV STARTER PACK

Building a CTV campaign

This pack helps you activate audience-first CTV, with a single point of access.

01
Budget

Start with a scalable pilot budget to gather insights before increasing spend.

02
Formats

Pre-roll / mid-roll / post-roll for awareness. Interactive or shoppable for engagement. Dynamic creatives for relevance.

03
Targeting

Use Discover AI to layer audience, geo, and interest-based data, or maximise relevance with genre, Top10 and title targeting.

04
Measurement

Align metrics with campaign goals: awareness, engagement, or conversion.

05
Frequency & Optimisation

Manage in-flight frequency across platforms. Test creatives early, monitor performance, and refine targeting in real time.

For the complete step-by-step breakdown, including measurement tools and formats tailored to you, speak with our team of experts.

CTV combines the reach of Linear TV with the precision of digital. Discover AI identifies the right under-served audiences, delivers high-impact messages, and DCO provides highly relevant and personalised creatives to the end user.

Measure results across awareness, engagement, and conversions, all in a brand-safe, premium environment. With flexible budgets and multiple ad formats, it's easy to start small, optimise, and scale for maximum impact.

Ready to get started?

Talk to our experts

Book a time with our team and we'll show you how to get your first CTV campaign live. From audience planning to activation.

Book a meeting →

Part two coming soon

Get the full Implementing CTV for Your Clients guide. Creative formats, optimisation tips, and audience planning from day one.

Sign up to our newsletter →

