

The Future of Media is Now: Your Strategic Guide to Mastering CTV Advertising in 2025





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1. Introduction

The Consolidation of CTV as a Media Pillar



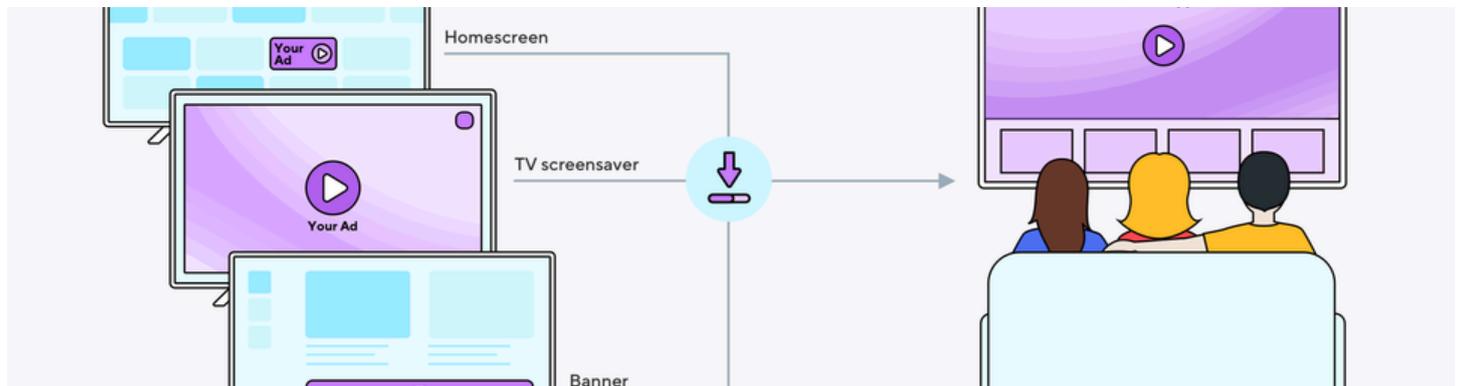
In 2025, Connected TV (CTV) advertising has transcended its "trend" status to establish itself as an essential pillar in any modern media plan. Streaming content consumption is no longer an alternative; it is the standard.

For brands seeking sustainable growth, CTV offers an unprecedented combination: the full-screen impact of television with the data intelligence and precise measurement of digital marketing. This advanced guide is designed to deepen your understanding of the ecosystem, equipping you with the necessary knowledge to navigate its challenges and capitalize on its opportunities. We will explore the technical nuances, measurement strategies, and tactics that will transform your CTV investments into real and profitable business results.

2. Decoding the CTV Ecosystem

CTV, OTT, and Linear TV

To master CTV, it is crucial to understand its terminology and how it differs from other TV formats.



Linear TV: This is traditional television, broadcast via satellite or cable, with a fixed schedule and predetermined times. Advertising is massive and difficult to measure.

OTT (Over-the-Top): Refers to the method of delivering video content over the internet, "over-the-top" of the traditional cable infrastructure. Services like Netflix, YouTube, and Globoplay are OTT platforms

CTV (Connected TV): Refers to the device used to watch this content: the connected television itself. This includes Smart TVs, video game consoles, and streaming devices (Roku, Apple TV, Chromecast).

In summary: a user watches OTT content on a CTV device. Your CTV advertising campaign will be served in this environment.

3. Why is CTV a Strategic Channel for 2025?

A. Massive Reach in a Premium, High-Attention Environment

CTV ads are displayed in full screen, with sound on, and are often unskippable (very high video completion rate - VCR). This ensures your message is absorbed in an immersive environment, free from the distractions of other digital feeds.

B. Surgical Precision in Targeting

CTV allows you to go far beyond basic demographic targeting. Advanced strategies include:

- **First-Party Data:** Use your own customer data for retargeting campaigns or to create lookalike audiences.
- **ACR (Automatic Content Recognition):** Target users based on the content (shows, movies, competitor ads) they watch on linear TV or other streaming apps.
- **Contextual and Interest-Based Targeting:** Reach users while they consume specific content genres (e.g., comedy, sports, cooking).



C. Measurable ROI and Advanced Attribution

The great revolution of CTV is the ability to measure real impact. The metrics go beyond the reach and frequency of traditional TV, focusing on business KPIs:

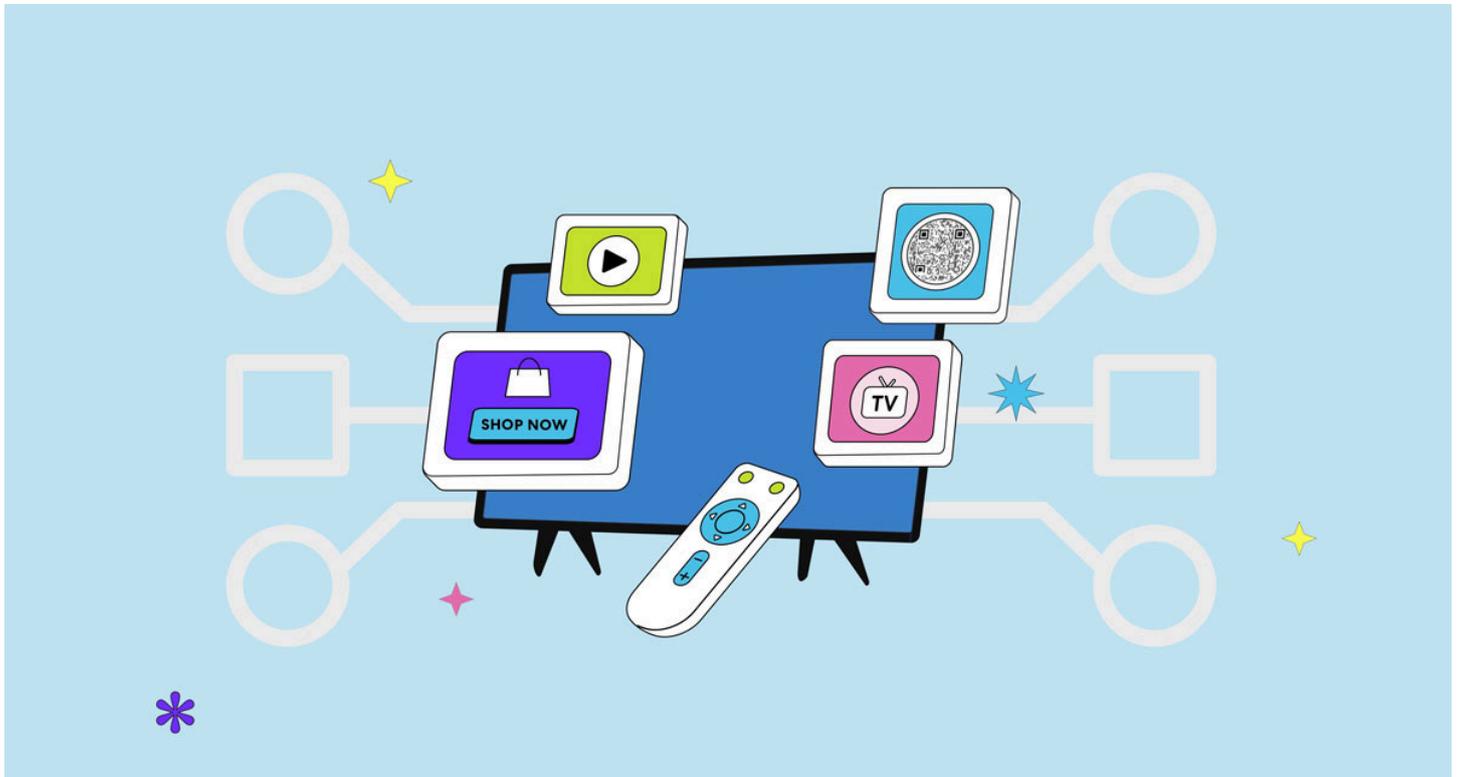
- **View-Through Attribution:** Measure conversions (purchases, app installs) that occur after a user views an ad on CTV, even without clicking.
- **Cross-Device Measurement:** Connect ad exposure on the TV to an action taken on another device, such as a smartphone or desktop.
- **Incrementality Testing:** Isolate the real impact of your CTV campaigns, proving they generated an increase in conversions that would not have occurred otherwise.

4. ClearPier's Success Case

Theory is proven in practice. ClearPier Performance developed a campaign 100% focused on CTV, using advanced targeting to reach the client's target audience in the most immersive environment of the home: the television screen.

- **Channel:** Connected TV (CTV)
- **Period:** Q3 2025
- **Model:** Focus on performance, optimizing for post-install actions (in-app events).
- **Strategy:** Serving ads on premium CTV inventories, directing users to install the application, and measuring success based on subsequent engagement, ensuring the investment was directed towards acquiring high-value users (High LTV).

By focusing on metrics such as an ROI greater than 3x and an engagement rate close to 40%, ClearPier proved that it is possible to achieve significant, high-quality growth, ensuring that every dollar invested works to generate more value for the business.



5. The Challenges of the CTV Ecosystem and How to Overcome Them

Despite being powerful, the CTV environment presents complexities.



The Challenge of Fragmentation

With dozens of device manufacturers, operating systems, and streaming platforms, the ecosystem is highly fragmented.

- **Solution:** Work with partners, like ClearPier, who have consolidated integrations with all available inventory, simplifying purchasing and management.

The Challenge of Cross-Device Measurement

How do you connect the TV viewer to the smartphone user?

- **Solution:** Use robust attribution platforms and partners with "device graph" technology that can map devices within the same household, usually via IP address and other signals.

The Challenge of Privacy

In a cookieless world, how does targeting work?

- **Solution:** CTV is natively better prepared for the cookieless future, as it never depended on them. Targeting is based on device data, households, and first-party data, making it more resilient to privacy changes.

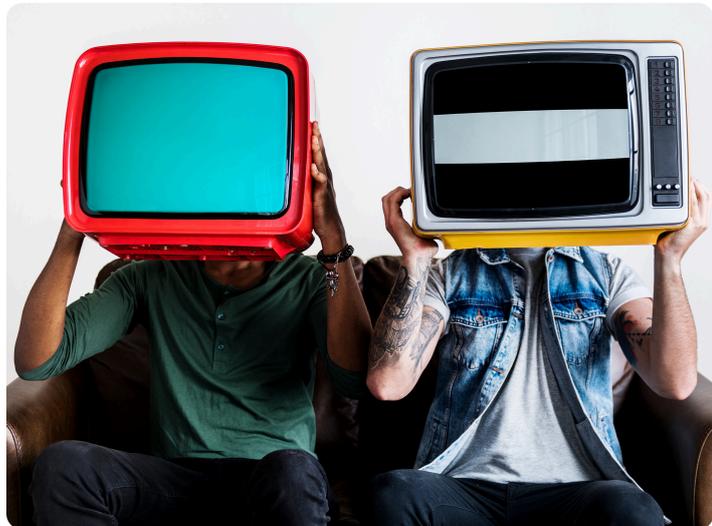
6. Planning and Executing a High-Performance CTV Campaign

1. **Clear KPI Definition:** Start with the end in mind. Your KPIs can be top-of-funnel (VCR, Incremental Reach) or performance-based (CPA, ROAS, Cost per Install, LTV).
2. **Smart Targeting Strategy:** Combine different targeting tactics (first-party, contextual, ACR) to create a full-funnel strategy.
3. **Creatives Optimized for Action:** Your 15 to 30-second videos must be visually impactful. For performance, include a dynamic QR Code on the screen. It is the perfect bridge between the TV and the mobile phone, allowing the user to point their camera and be taken directly to a product page or app store.
4. **Choice of Technology Partners:** You need a partner that offers access to premium inventory, advanced data capabilities, transparent measurement, and creative excellence.
5. **Continuous Analysis and Optimization:** Monitor performance in real time. Which creatives, audiences, and platforms are generating the best results? Optimize your investments based on these insights.



7. The Perfect Synergy: Enhancing Your Omnichannel Strategy with CTV

CTV is the ideal engine for the top of the funnel in an omnichannel strategy.



- **Discovery (Top of Funnel):** Use CTV to generate awareness and desire on a large scale, reaching millions of users in a high-impact environment.
- **Consideration and Conversion (Mid/Bottom of Funnel):** Use the data from those who viewed your ad on CTV to run highly effective retargeting campaigns on direct-action channels, such as social media, search, and display.

This connected journey maximizes your budget's efficiency and drastically increases conversion rates.

8. Final Considerations: The Competitive Advantage with ClearPier

Navigating the CTV ecosystem requires more than just buying media; it demands expertise, data, and technology. Today, growth goes far beyond boosting installs—it's about acquiring quality users, achieving measurable results, and building profitable growth. **This is what ClearPier was created for.**

Why leading brands trust ClearPier:

🌐 **Complete Coverage:** Access to all major inventories - ASA, OEMs, CTV, Playables, and more.

📊 **Data Advantage:** Over 301M+ first-party data points and 12.5B+ monthly impressions that power smarter decisions and optimizations.

🚀 **Scalability:** Presence in 51 countries, with 13 global offices and over 425 active advertisers.

🎨 **Creative Excellence:** High-performance custom Playables and creatives, including videos with dynamic QR Codes, all developed in-house at no extra cost.

💡 **ROI-Focused Strategies:** Designed to maximize user acquisition, LTV, and retention.

🔍 **Full Transparency:** Real-time reporting and optimizations to keep every campaign aligned with your KPIs.



9. Let's Talk!

Ready to transform your digital marketing strategy with the power of CTV?

Get in touch to discuss your needs.

Email: info@clearpier.com

Schedule a call!

Website: clearpier.com

