

CTV tools helping marketers create, target, and drive conversions

Article



[Connected TV \(CTV\)](#) is the most important consumer technology and media trend marketers are watching for H2 2024, according to a July 2024 report from Mediaocean. CTV will account for nearly 1 in 10 US digital ad dollars spent this year (9.5%), per our March 2024 forecast. But CTV advertising is shifting. Targeting is getting more complex, content is

moving into live sports and other live events, and platforms are releasing more diverse ad formats. Here are some CTV tools helping marketers keep up.

1. GenAI-powered contextual targeting

Contextual [targeting](#) on CTV generally works within genres. Ads targeting children are shown on kids' shows. Funnier ads might run within comedies and more serious ones with dramas. But that form of contextual targeting doesn't account for how genre or mood may change within a show, or how some shows may not adhere to one specific genre (dramadies, for example, bounce between drama and comedy).

Using generative AI (genAI), [BrandDiscovery from Wurl](#) contextually targets based on smaller details in content. BrandDiscovery leverages AI to account for imagery, sounds, and dialogue in order to target based on genre, brand safety, and emotional sentiment.

2. Interactive creative tailored to a live event's start time or lineup

As streaming of live events like sports and awards shows increases, advertisers' CTV strategy may not be set up for live TV. And just like how the mood may change within a TV show, a live event's mood will likely change from one point to another. For example, a viewer may be more inclined to use an on-screen QR code when a sports game is starting, but may not want to do so as the game becomes more intense in overtime.

[Innovid's CTV Composer](#) allows advertisers to create interactive CTV ads at scale for live TV events. These ads can use interactive elements like QR codes and determine when to show messaging based on factors like game start times or lineups.

3. Shoppable content

QR codes aren't the only way to make ads shoppable. In-show ads offer sponsored messaging within programming. These minimally disruptive ads include split screen and dynamic overlays which can be tailored to show ads relevant to programming. For example, a Reese's ad may play while a cake is baking. In-show ads can increase brand recall by 17 percentage points, [per TripleLift](#).

[Amazon's X-Ray](#) allows users to shop looks featured in select shows while watching content. This extends CTV's shopping capabilities beyond shoppable ads and into shoppable content.

Disney is also reportedly working on similar capabilities to buy products featured in films and TV shows, and [Netflix](#) recently partnered with [Google](#) to create a shoppable integration for “Emily in Paris” viewers.

4. GenAI video creation

GenAI can help CTV advertisers create assets for ads. [Paramount Ads Manager recently partnered with genAI company Waymark](#) to create CTV ads based on images, text, and videos on SMB websites. According to Paramount, the Ads Manager allows SMBs to create and launch ads within one business day with campaign minimums as low as \$500. [Creatify](#) is another company offering AI-generated ads for CTV, also using the images and copy featured on a brand’s website.

GenAI-powered creative may not be what consumers are looking for. Toys R Us used genAI platform Sora to create an ad earlier this year, which was criticized for being unimaginative and creepy. While big brands may face similar pushback for boasting AI use in ads, smaller ones may benefit from the tech lowering costs and time spent creating CTV ads.

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