


# Why aren't marketers spending more on connected TV?

Article

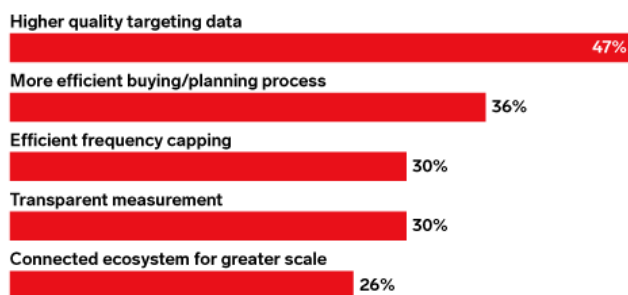


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Nearly half (47%) of marketers worldwide would spend more on connected TV (CTV) advertising if they had access to higher-quality targeting data, according to Lotame. Meanwhile, 36% are looking for a more efficient buying or planning process.

## Factors That Would Influence Marketers Worldwide to Spend More on Connected TV (CTV) Ad Spending, Sep 2022

% of respondents



Source: Lotame, "Beyond the Cookie: Next-Generation Customer Acquisition & Retention for Marketers and Publishers" conducted by PureSpectrum, Nov 3, 2022

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**Beyond the chart:** CTV is one of the fastest-growing US ad categories we forecast, but the majority of marketers polled by Lotame spent no more than **one-quarter** of their budgets on these platforms as of September. Improved targeting capabilities would change that.

A better buying process would also be pivotal. Our principal analyst Paul Verna said on the ["Behind the Numbers"](#) podcast, "As a buyer, you might be buying an ad from a device company, or a TV network, or an aggregator, or a set-top-box-maker—really, any number of companies that are in that value chain." Systematizing that process would encourage more CTV advertising.

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*Methodology: Data is from a November 2022 Lotame report titled "Beyond the Cookie: Next-Generation Customer Acquisition & Retention for Marketers and Publishers" conducted by PureSpectrum. Over 1,400 marketers and publishers worldwide were surveyed online during September 2022. Respondents were based in Australia, Colombia, India, Mexico, Singapore, the UK, and the US. Lotame is a data management platform (DMP).*