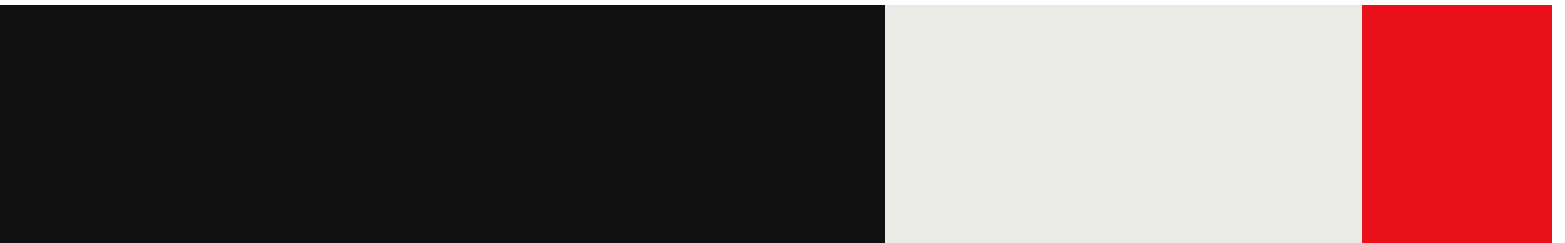


The Ad Platform: Taking another look at household-based ad targeting

Audio

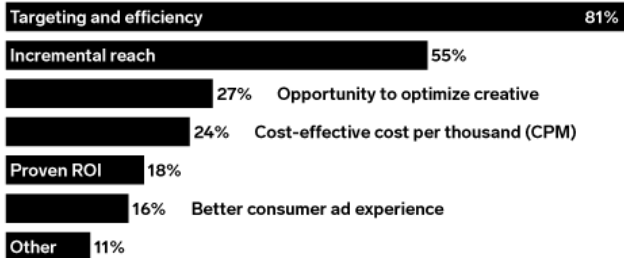


For decades, traditional TV advertisers have targeted ad messages at households. Jon Schulz, CMO at programmatic ad firm Viant Technology, joins eMarketer principal analyst at Insider

Intelligence Nicole Perrin to discuss why even in the digital era it still makes sense to do so, and why advertiser spend will continue to shift into programmatic connected TV and linear TV.

Reasons US Agencies and Brand Marketers Are Shifting Linear TV Budget to OTT/Connected TV (CTV) in 2021, Nov 2020

% of respondents



Note: n=74 who are shifting linear TV budget to OTT/CTV in 2021; top 3 responses
Source: Interactive Advertising Bureau (IAB), "2021 Marketplace Outlook Survey Results,"
Dec 15, 2020

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