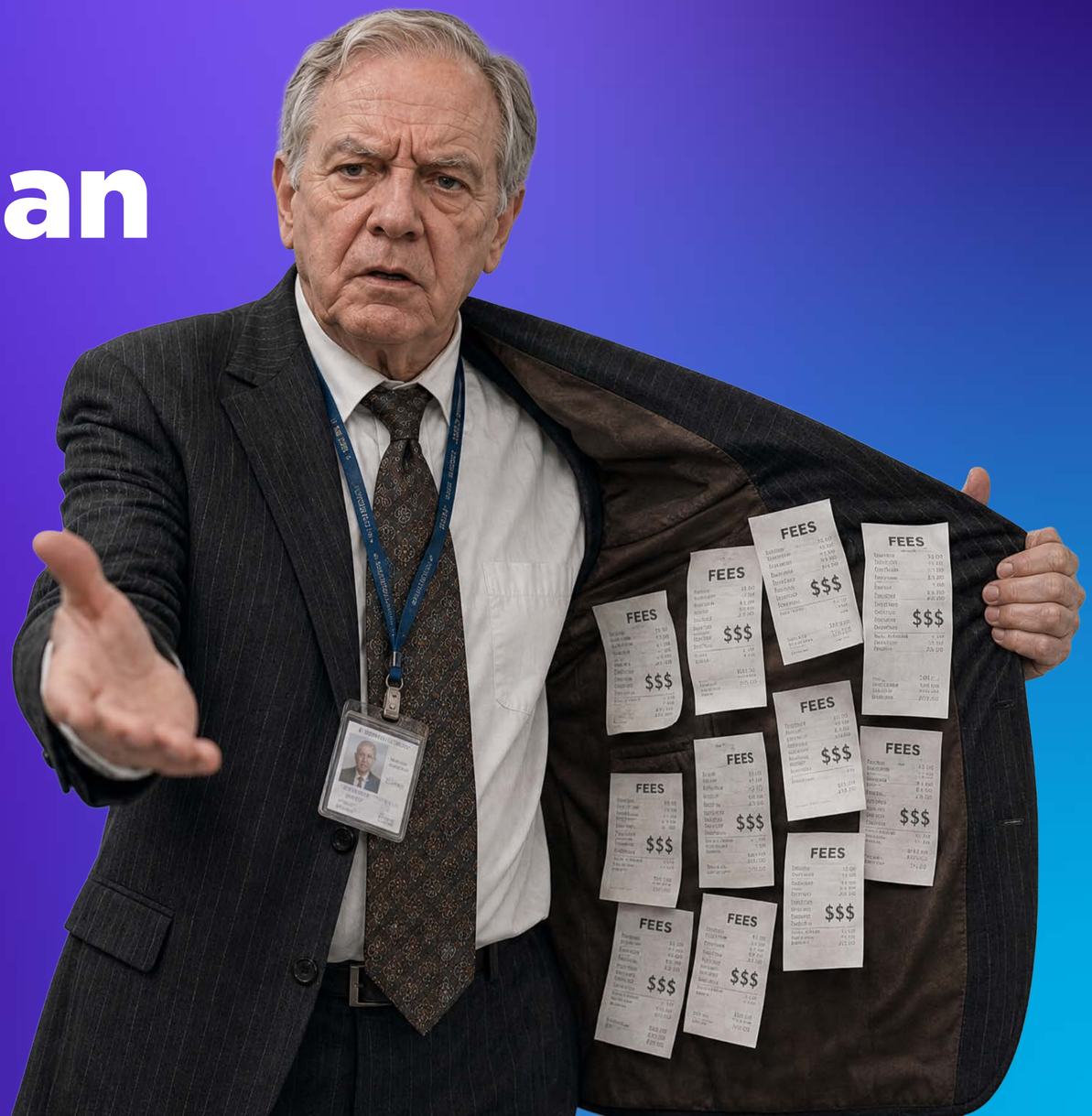
Universal Ads

Ditch the Middleman this Q4

Q4 isn’t over. Here’s exactly what do on TV for the next 8 weeks without paying a middleman.



THE MIDDLEMAN SAYS:

“More fees. More Layers.
But trust me...it’s premium.”



Great advice. For his bottom line.

Meet the Middleman. He stands between your TV budget and the screen—adding fees, marking up services, and making it harder to see where your money goes.

Let’s cut him out.

Universal Ads connects advertisers ***directly*** to 20+ premium publishers, so 100% of your media budget goes on screen.

A+E NETWORKS · DIRECTV · Paramount · NBCUniversal · WARNER BROS. DISCOVERY · Roku · FOX · + MORE

In this guide, we’ll show you how to make the most of Q4— and avoid the middleman’s advice along the way.

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THE MIDDLEMAN'S ADVICE:

"Let's schedule a kickoff meeting for mid-November. Why build awareness now when you could wait until everyone's already shopping."



NOVEMBER
1-15

Launch now: Build reach before Black Friday

There's still time to build awareness before the biggest shopping moments.

THE SMARTER MOVE:

Q4 is already underway, but the opportunity isn't over. Use early November to introduce your brand to new audiences, build consideration and show up around the programming and seasonal moments people are already tuning in for.

WHAT ADVERTISERS CAN DO:

- Build reach before the biggest shopping days.
- Align campaigns with football, live sports, and holiday programming.
- Introduce your brand to new audiences and start building familiarity before Black Friday and Cyber Monday.

PRO TIP:

Get your campaign ready

Prioritize the audience you want to reach, choose creative that gives viewers one clear reason to remember your brand, and get your campaign live as soon as you're ready. There's still time to build reach before the biggest holiday shopping moments. We recommend leveraging Content Select to align to specific types of content where your audience is leaned in as well as utilize an always-on approach in P+.

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NOVEMBER
16-30

Own Black Friday and Cyber Monday

When shoppers are ready, make sure you're seen.

THE MIDDLEMAN'S ADVICE:

"Black Friday is a big opportunity. Let's make room in your budget for what matters: my fees."



THE SMARTER MOVE:

Make the most of the holiday shopping rush. Stay visible when consumers are comparing options, looking for deals, and making purchase decisions.

WHAT ADVERTISERS CAN DO:

- Show up around Black Friday and Cyber Monday.
- Keep your brand in the consideration set during a crowded advertising period.
- Make sure your offer and call to action are easy to understand.

PRO TIP:

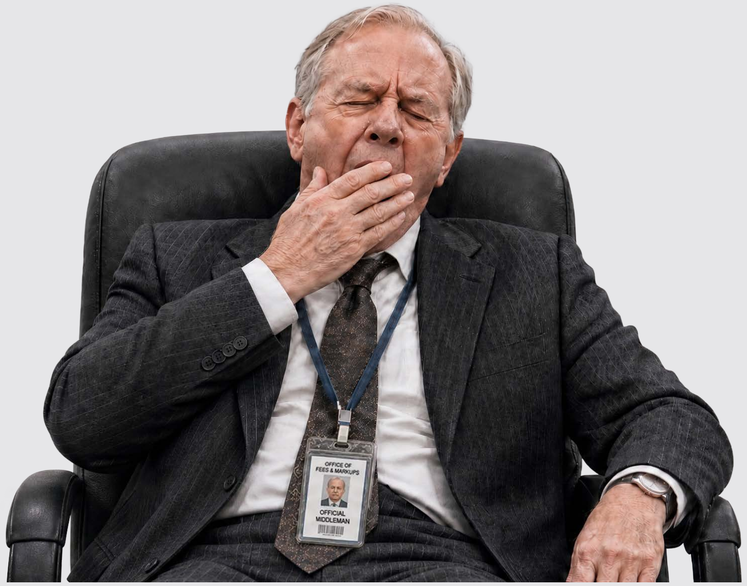
Plan your budget around peak moments

Map your budget to your most important promotional dates. Double-check campaign dates, creative, payment details and your spend cap before Black Friday and Cyber Monday. Reserve budget for later-season opportunities based on your goals and sales cycle.

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THE MIDDLEMAN'S ADVICE:

"You've spent enough.
Time to disappear until January."



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DECEMBER
1-15

Retarget the people who've seen you on TV

The holiday rush isn't over. Your campaign shouldn't be either.

THE SMARTER MOVE:

Continue reaching shoppers as gift lists get finalized. Re-engage audiences who have already seen your ads and keep your brand top of mind.

WHAT ADVERTISERS CAN DO:

- Retarget engaged ad viewers where supported by your campaign setup.
- Continue reaching holiday shoppers.
- Keep your brand in the mix as purchase decisions continue.

PRO TIP:

Re-engage people who have seen your ad

Use Ad Viewer Retargeting, where available for your campaign, to reconnect with people who have previously seen your ads. A great opportunity to retarget viewers from your Content Select campaigns and keep reaching them as purchase decisions continue.

THE MIDDLEMAN'S ADVICE:

"Everyone's on vacation, nothing more to do here. We'll pick this back up next quarter. "



DECEMBER
16-30

Catch last-minute shoppers and Q5

Last-minute shoppers. Post-holiday demand. Still plenty of opportunity.

THE SMARTER MOVE:

Reach shoppers making last-minute purchases and stay present for "Q5" post-holiday shopping and New Year's demand. Adapt your message to what customers need in the final stretch of the season and the fresh start that follows.

WHAT ADVERTISERS CAN DO:

- Reach shoppers making last-minute purchases.
- Refresh messaging for gift cards or post-holiday needs where relevant.
- Get ahead of New Year's goals. Fitness, wellness, finance, and education brands can meet viewers as they start planning their resolutions.
- Carry momentum into Q5 and the new year.

PRO TIP:

Give your campaign a December update

Refresh your creative for last-minute shoppers, gift card holders, or New Year's demand. Check your remaining budget and campaign end date in Universal Ads so you can stay live through Q5 if it matters to your business. Review available campaign reporting and carry useful learnings into your next campaign.

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Your Q4 plan shouldn’t come with extra baggage.

The Middleman has a lot of reasons to make TV complicated. You have a holiday season to make the most of.

THE BIGGEST PRO TIP:

Don’t let the middleman eat into your media budget this season. With Universal Ads every dollar goes straight to media, meaning more reach and better results.





With Universal Ads, you can buy TV directly through a self-serve platform, access premium streaming inventory, and launch campaigns without platform fees.

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Universal Ads

Get on TV. Without the Fees.

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