

The CTV advertising insights report 2025

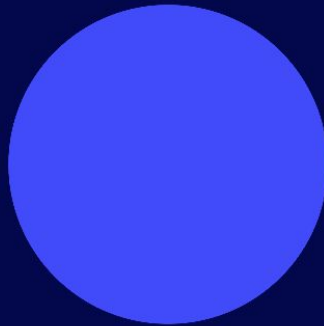


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The CTV advertising tipping point has arrived

When the history of CTV advertising's early years is written, Netflix's streaming of the Mike Tyson-Jake Paul fight in November 2024 may be viewed as a tipping point. The event drew **108 million viewers**. Those numbers are akin to Super Bowl broadcasts and undeniable proof that viewers have embraced watching live sports on streaming.

Live events are the last stronghold of linear TV, and that wall is crumbling.

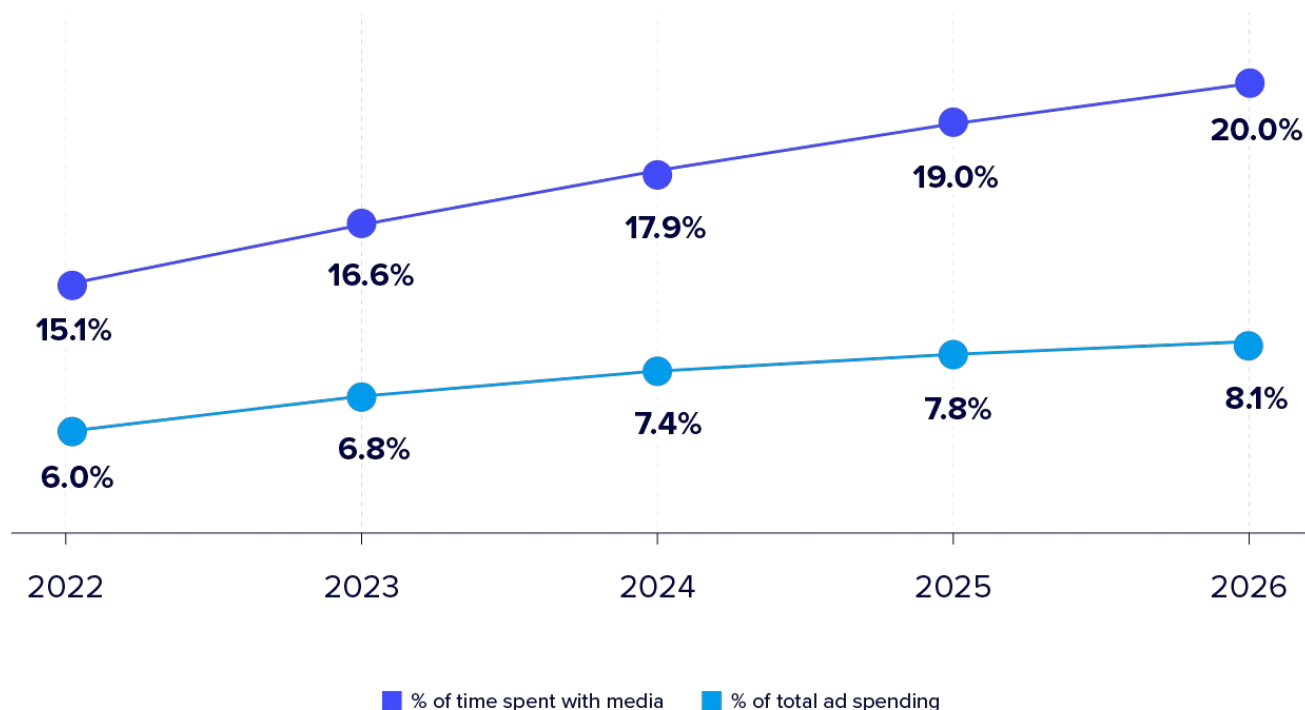
Viewers by the hundreds of millions have shifted to streaming. And advertising opportunities are growing on CTV. As subscription video-on-demand (SVOD) streamers like Disney+ and Netflix introduce advertising-based video-on-demand (AVOD) tiers, brands have more CTV outlets than ever to reach unique and growing audiences. And these audiences are definitely growing: **In 2024 Disney reported that its ad-tier subscribers totaled 157 million, while Netflix's had reached 70 million.**

But there is a viewership vs. spending gap. Eyeballs are moving to CTV, and time spent is increasing — but advertiser spending is not trending at the same pace. Last year, U.S. adults spent **17.9% of their time spent** with media watching CTV, but brands invested **only 7.4% of total media spend** on CTV advertising, according to eMarketer.



Connected TV: Share of time spent per day with media by US adults vs. share of total ad spending, 2022-2026

% of time spent with media and % of total ad spending



Source: EMARKETER

Advertisers should take note of the unique advantages CTV offers to drive full-funnel performance, such as:

- **Adding incremental unique reach**
- **Personalizing messages and engaging viewers with advanced creative**
- **Transforming TV into a lower-funnel channel with interactive shoppable formats**
- **Measuring reach, frequency, and outcomes across the media buy**
- **Optimizing campaigns and creatives in real-time**

Don't take our word for it, we'll let the data speak for itself. For this report, Innovid analyzed hundreds of billions of impressions from 2024 to provide a 360-degree picture of CTV and digital video advertising.

Brands, agencies, and publishers — read on for insights on how CTV advertising is poised to transform your world.

The tale of the tape: key findings



CTV advertising grows — but more investment is warranted

Brands are increasing their investment in CTV advertising, with **CTV impressions rising by 18%** in 2024, but that investment trails far behind the time consumers spend on streaming. The time is now to make CTV an integral part of the media mix.



New technology enables greater control of reach and frequency

The average campaign frequency was **7.09** with peaks over **10+** and the average campaign reach was just **19.64%** across our 95 million CTV households — leaving opportunity on the table. Finding the ideal reach and frequency is a reality with new technology.



Interactive formats create lean-forward experiences that engage

Interactive formats see an average of **71 seconds of additional time earned** over standard pre-roll. And advertisers are taking notice — they boosted their **use of interactive ads with QR codes by 3.25x** with other formats seeing similar boosts.

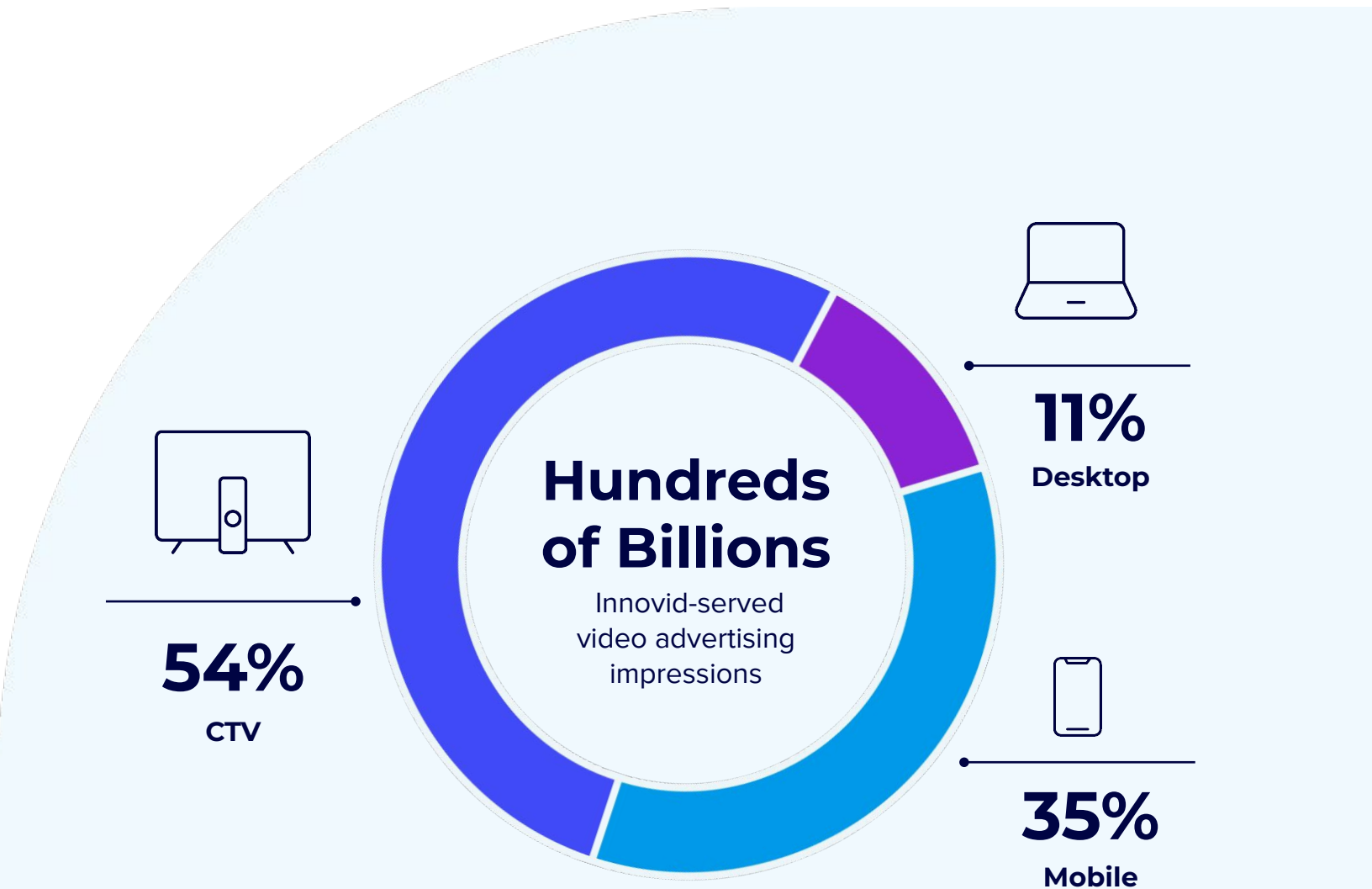
 Read on for a closer look at the insights.

CTV advertising packs a punch

CTV advertising continues to expand. **The number of CTV advertising impressions jumped 18% in 2024 compared to the previous year.**

Because of the growing streaming audience and the powerful creative, measurement, and optimization advantages CTV offers to brands, this kind of advertising will only continue to increase in the future.

Advertisers, it's time to get in the ring.



CTV enables full-funnel measurement and optimization

Powerful insights into reach, frequency, and outcomes

Innovid data provides powerful insight across all the campaigns we serve. At the aggregated level, our data found that across all video ad campaigns:



Average frequency per campaign was **7.09**, remaining essentially flat from 7.42 last year. But beware, larger campaigns saw frequency **spikes of 10+**



Average campaign reach across our universe of 95 million households was **19.64%** leaving a whopping **80% of our households untapped**



CTV is not just an awareness channel. The ability to **drive outcomes-based KPIs** is real — read on to see how PMG & Affinity drove incremental sales

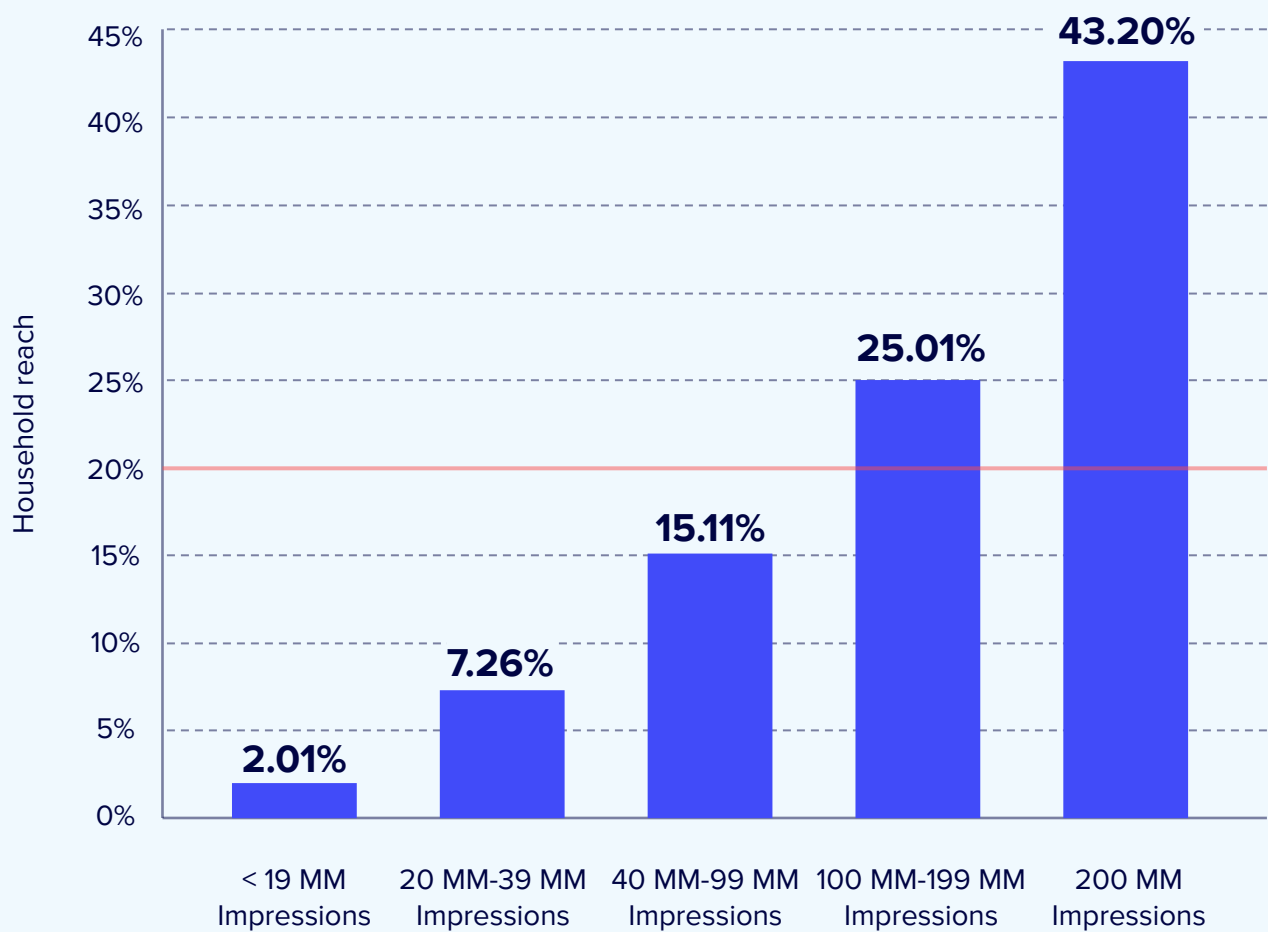
Because CTV is digital, it offers brands and agencies a massive opportunity to access cross-device, cross-platform insights and leverage technology to optimize against those in real-time.

The insights provided in this report offer just a glimpse of CTV advertising's power and the performance it can drive throughout the funnel — from building brand awareness to driving granular outcomes.

Streaming offers expanded reach

In 2024, the average CTV campaign reach measured by Innovid was 19.64% of our 95+ million CTV households. **Think about that stat for a moment. It means that the average campaign fails to reach more than 80% of households and is missing out on a big opportunity.** It's another sign that, despite the growth in CTV viewership, brands and agencies aren't taking full advantage of the expanding viewership and reach that CTV offers beyond linear.

Household reach based on impression volume

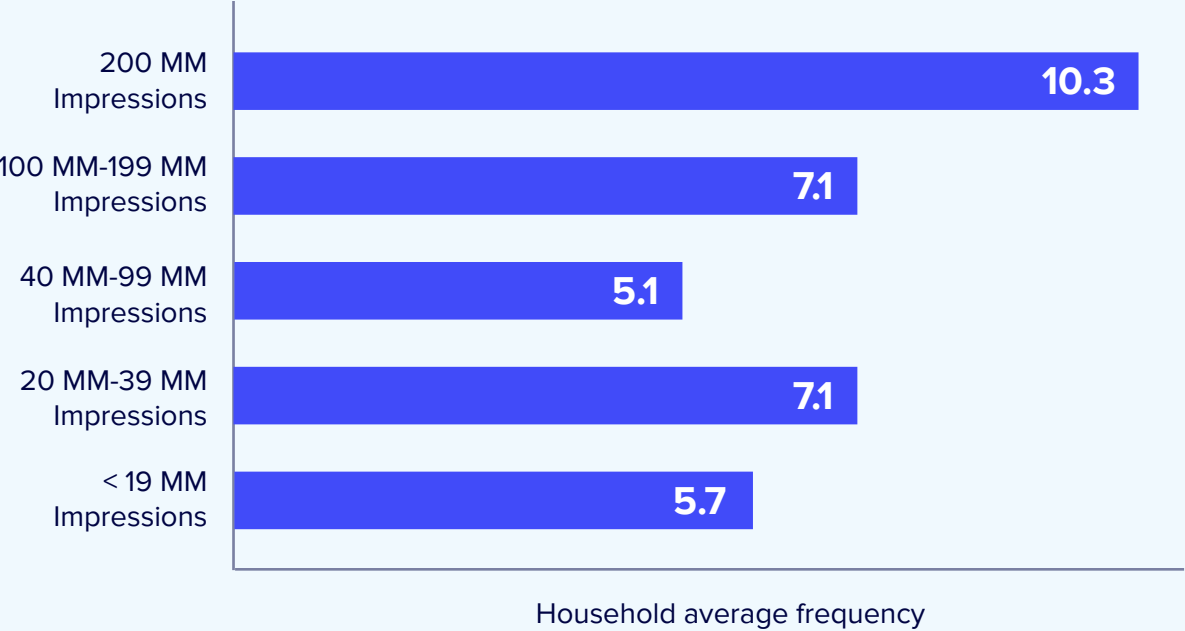


CTV enables more precise control of frequency

The average campaign frequency remained essentially flat in 2024, dipping slightly to 7.09 compared with 7.42 the previous year, according to Innovid data. However, as advertisers start to close the gap between CTV ad spending and viewership, frequency levels are poised to climb. Larger campaigns of 200 million impressions see average frequency rates of 10 or higher.

One key benefit that CTV’s digital nature offers advertisers is the capability to manage frequency more precisely. New technologies enable brands and agencies to prevent overexposed households from seeing ads again and to shift spending to underexposed households. And this [technology](#) can manage frequency not just among specific publishers or DSPs but across the entire media buy — empowering advertisers to scale spend without scaling waste.

Household average frequency based on impression volume











Reach and frequency by vertical

Average reach and frequency vary among vertical industries' CTV advertising campaigns. **The reach for vertical ad campaigns is highest for CPG at 28.87%, and frequency is highest for automotive at 12.03.**

Reach and frequency targets are unique from industry to industry, brand to brand, and budget to budget. Some advertisers need broad reach; others want a very specific niche audience. What's true across all brands, agencies, and publishers is that as they get more comfortable with the control offered by CTV, they will be able to **take better advantage of the new technologies enabling precise management of both reach and frequency.**

U.S. household reach and frequency by vertical

Vertical market	Average reach	Average frequency
 Auto	6.45%	12.03
 CPG	28.87%	6.38
 Finance/Insurance	13.19%	6.16
 Pharma	11.05%	4.73
 QSR	4.73%	8.69
 Retail	8.08%	6.30
 Technology	17.18%	6.78
 Travel/Tourism	12.71%	4.54



Davis Elen Advertising leverages Harmony Reach & Frequency to maximize efficiency for McDonald's and Toyota

For its clients McDonald's of Southern California and the Southern California Toyota Dealers Association, Davis Elen Advertising used Innovid's Harmony Reach & Frequency to redirect budgets to underexposed households and to find high-value impressions at the most cost-efficient bid. Ultimately, Davis Elen boosted incremental reach, optimized cost efficiency, and improved audience experience for its clients.

[Read the full case study here](#)

+28%

Incremental Reach

35%

Average CPM Savings

“Innovid Harmony is one of the greatest things we've seen come out of the industry in the last few years. It gives advertisers true control over their buys, with equitable data views that we didn't have before.

Drew Olkowski, VP-Media Planning & Analytics | Davis Elen Advertising

Note: This is a stand-alone case study separate from this report's analysis of Innovid's data set.

Measure the outcomes that matter to you

While CTV and online video are powerful ways to reach the people you care about, they also importantly have unique abilities to engage that audience to drive key outcomes for your business.

Outcomes measurement provides customers with valuable performance insights across online and offline metrics such as:

- Sales
- App activity
- QR scans to website
- Registrations
- And more

And when that measurement is broken out at a granular level against creative, publisher/network, app, device, and platform, it becomes a powerful planning and optimization tool.





PMG uses Innovid and Affinity Group to measure consumer transaction outcomes for a QSR client

In addition to measuring reach and frequency, CTV advertising enables brands to measure campaign performance throughout the funnel, tracking key outcomes that can include app activity, QR code scans, purchases and more. In this case, using Innovid's consumer transaction outcomes product — powered by Affinity Solutions — PMG bridged the gap between a QSR brand's ad campaigns and in-store purchases. Using outcomes insights, PMG identified top media partners and improved supply path efficiency for better online and in-store results.

[Read the full case study here](#)

4.3%

Incremental sales

23x

More in attributed revenue

55x

More in attributed transactions

“

By tying ad exposures directly to in-store transactions and online sales, we uncovered a 55x increase in attributed transactions. Combined with granular reporting, we optimized strategy mid-flight, delivering incremental value and strengthening our QSR brand partnerships.

Mike Treon, Head of CTV & Strategy | PMG

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CTV enables full-funnel measurement and optimization

Advanced creative delivers engagement, personalization, and sales

Back in the broadcast era, advertisers could reach a wide universe of consumers with TV spots on shows like “M*A*S*H,” “Cheers,” or “60 Minutes,” which garnered massive primetime audiences. As cable rose to prominence, advertisers could deliver more targeted messages on “Hallmark Channel” or “Animal Planet.” **Now, television has entered a new era with CTV, which enables personalized, interactive advertising** — the kind initially enabled on the internet — to appear on the biggest screen in the house.

Ultimately, the viewership shift to CTV is more than just the simple migration of eyeballs away from linear TV. It also means that brands can leverage new advertising formats that simply aren’t available on broadcast or cable. Three key advanced creative formats are helping advertisers boost the impact of their campaigns:

- **Interactive ads**
- **Shoppable ads**
- **Dynamic creative optimization (DCO) ads**

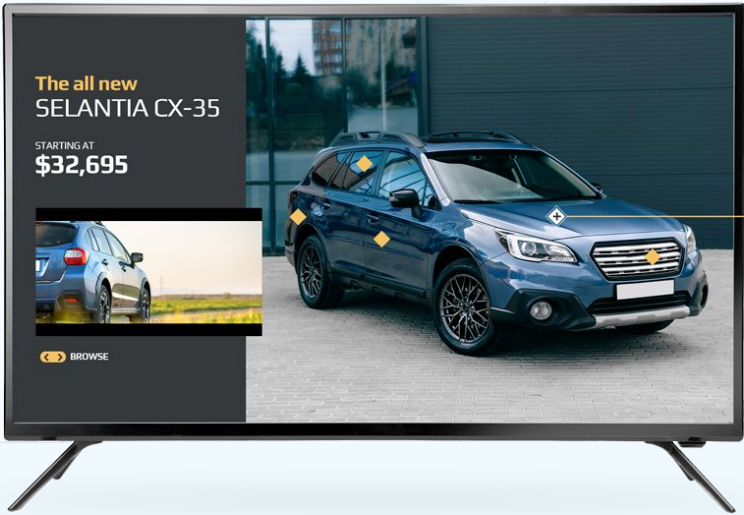
Read on for more insight into how these formats are driving powerful results.

Interactive ads enable lean-forward experiences

Linear TV is a lean-back experience. CTV allows for interactive ad experiences that encourage viewers to lean forward. With interactive CTV ads, advertisers can engage viewers on-screen with remote control-accessed elements like expandable learn-more galleries, add-to-cart buttons, and QR codes, which have an overall scan-rate of 0.02%, with several advertisers seeing scan rates that approach 2%.

Innovid’s data shows consumers are engaging more with interactive CTV ads, which implies they are growing more comfortable in this lean-forward environment. **The engagement rate for non-choice-based ads surged to 0.63% in 2024, an increase of 17% over the previous year.** Similarly, the engagement rate for interactive choice-based ads (which require a consumer to view an ad before consuming content) grew to 21.55%, a jump of 3%.

CTV Ad Type	2023 Engagement Rate	2024 Engagement Rate
Interactive (Non-Choice Based)	0.54%	0.63%
Interactive (Choice Based)	20.93%	21.55%



LEGENDARY DESIGN

An icon of modern design, fuses elegance with cutting-edge aerodynamics, sculpted to turn heads and elevate every journey

 **BROWSE**

The big screen drives viewer engagement

The biggest screen in the house — your beautiful television, of course — stands out when it comes to interactive advertising. **Interactive CTV ads accounted for an extra 71 seconds of time earned** with viewers compared to standard pre-roll.








71 Seconds

Consumers spend an average of an additional 71 seconds engaging with interactive CTV ads compared with standard pre-roll.

As viewers grow increasingly comfortable engaging with brand messages via their remote or phone, interactive ads on CTV deliver engagement rates that are **2.2x higher than interactive mobile ads and 9.2x higher than interactive desktop ads.**

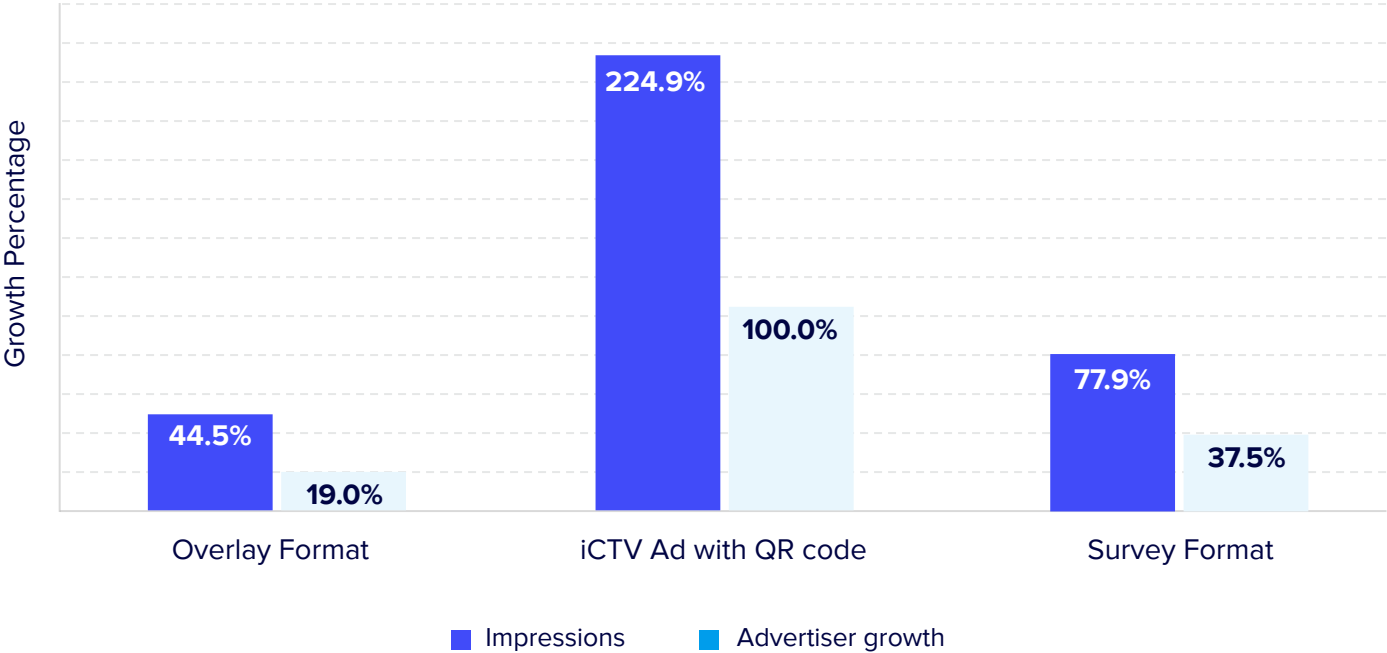
Interactive engagement rates and time earned by device and video ad format

Ad Format	Device	Engagement Rate	Additional Time Earned
Interactive	 Mobile	0.55%	35.95 seconds
	 PC	0.13%	
Interactive DCO	 Mobile	0.32%	19.24 seconds
	 PC	0.41%	
Interactive (Non-Choice Based)	 CTV	0.63%	76.73 seconds
Interactive (Choice Based)		21.55%	65.31 seconds
Interactive (Overall Total)		1.20%	71.06 seconds

Interactive ads drive time earned

Interactive CTV video formats generate a 126% lift in engagement over standard pre-roll, according to Innovid data. This figure includes non-choice-based ads, which deliver a lift of 19%, and choice-based ads, which deliver a 3,966% lift. Choice-based ads, which include the video ads you watch to gain access to a program on a streaming platform or Wi-Fi at an airport, are naturally engaging.

Interactive CTV ads show impression and number of advertisers growth



Interactive CTV ads generate a 126% lift over pre-roll video

Together, choice-based and non-choice-based formats delivered a 126% lift vs. standard pre-roll, with non-choice-based ads accounting for a 19% lift.



Big pharma brand revitalizes viewer video experiences with interactive creative

CMI Media Group, a leading strategic healthcare marketing agency, and its client, a big pharmaceutical company, wanted to prove that their video campaigns could not only drive awareness but also deliver measurable consumer engagement. They also wanted to use existing assets and revitalize them to realize efficiencies. CMI tapped Innovid to provide expertise on using interactivity to refresh the experience and engage consumers while ensuring compliance with stringent industry regulations.

[Read the full case study here](#)

+147s

Of average ad time earned
with iCTV vs. standard
pre-roll

97.9%

Video completion rate

+33%

QR code scan rate
vs. benchmarks

“

The Innovid team was fantastic at identifying areas where we could scale and maximize efficiency, all while fully compliant with industry regulations. Innovid’s pharma expertise and interactive capabilities delivered game-changing results, like generating an additional 147 seconds of ad time earned on average and achieving a 97.9% completion rate. Beyond this campaign, we’ve uncovered new opportunities to grow next year — with this brand and other brands. It’s been a true partnership.

Brittany Hernandez, Associate Director | CMI

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Note: This is a stand-alone case study separate from this report's analysis of Innovid's data set.

Shoppable ads transform TV into a full-funnel medium

Shoppable ads enable brands to compress the purchase funnel. Using interactive elements like QR codes, store locators, and add-to-cart buttons, advertisers can drive greater engagement and even sales with shoppable CTV advertising.

QR codes are often elements of shoppable ads. Innovid data shows that the number of **impressions for interactive CTV non-choice based ads with QR codes increased 3.25x** last year over 2023 — which indicates that brands are becoming more comfortable with this shoppable format.

Similarly, **engagement rates for these ads increased 2.76x** in the same timeframe — which implies that viewers are growing more accustomed to interacting with this type of advertising.





Enfamil raises awareness and sparks action with shoppable CTV advertising

With Roundel, Target's retail media network, and its shoppable creative format for CTV, Enfamil leaned into a consumer behavior trend: scanning QR codes while watching TV. Roundel created a campaign that brought together the trusted Enfamil and Target brands.

The ads featured two creative approaches with varying CTAs (Scan to Shop or Scan to Add to Cart). Campaign data revealed the effectiveness of shoppable CTV for Enfamil and key insights to carry into future campaigns, including that guests preferred the Scan to Shop CTA.

[Read the full case study here](#)

3x

Higher return on ad spend (ROAS)

2x

Higher sales per thousand impressions

15+ MM

Campaign impressions



Note: This is a stand-alone case study separate from this report's analysis of Innovid's data set.

Dynamic ads deliver data-driven creative at scale

Dynamic ads enable brands to deliver personalized, data-driven creative at scale. With dynamic ads, brands can ensure the most effective version of creative is delivered to viewers based on signals such as first-party data, geolocation, weather, and day part.

Dynamic advertising performs. For dynamic ads, the **additional engagement time earned over standard video is 19.24 seconds**. On mobile, the **CTR lift for dynamic video is 2x** over standard display. And on desktop, the **CTR lift for dynamic video is 4.6x** over standard display.

[Read the full Haleon case study here](#)

4.6x

CTR lift of dynamic video
on desktop over standard
display

2x

CTR lift of dynamic video
on mobile over standard
display



Note: This is a stand-alone case study separate from this report's analysis of Innovid's data set.



Goodway Group accelerates DCO ad creation for auto brands

Goodway Group uses Innovid's self-service DCO technology to create campaigns and creatives more efficiently and eliminate duplicate work for scaling across video and display. With Innovid, Goodway Group has streamlined campaign efficiency, accelerated turnaround times, and delivered highly customized ads at remarkable speed and scale.

[Read the full case study here](#)

5x Faster

Average time to render
creative versions

<1 Minute

Average time to adjust
and launch data feed
update

600k+

Customized creatives on
average served per year

“

Without a dynamic creative solution like Innovid offers, the work we do would be more time-consuming and costly. We wanted a DCO platform that would give us the ability to design custom templates for the client's needs and bring us operational efficiency. We also wanted a fully self-service option that would cut down on the time of the initial setup, enable a more effective campaign setup process, and have better rendering times for videos.

**Chris Palantino, Associate Media
Director | Goodway Group**

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Note: This is a stand-alone case study separate from this report's analysis of Innovid's data set.

The data is in: short is not necessarily sweet

The conventional wisdom in video and CTV ad duration is the shorter, the better. Our data shows that’s true — to a degree.

When it comes to video completion rates, shorter is better. Whether it’s CTV, mobile video, or desktop video, Video completion rate (VCR) is highest for ads that are 10, 15, or 30 seconds. As you can see in the charts, **VCR for CTV peaks at 95.84% for 30-second spots**. VCR for mobile tops out at 75.15%, and for desktop it apexes at 81.46% — both for 10-second spots.

When it comes to click-through rate, the story about shorter being better is more complex. Longer mobile and desktop video ads can deliver higher CTR than shorter 15- or 30-second spots. **For mobile, the highest CTR is 2.37% for 90-second spots. For desktop, the highest CTR is 0.60% for 75-second spots.**

The takeaway for advertisers: delivering a more complete message sometimes trumps a briefer spot, especially if your ultimate goal is driving engagement.

CTV: VCR by Video Ad Duration

Duration	Video Completion Rate
<=10	84.39%
15	93.16%
30	95.84%
60	88.94%

Turn insights into action

Innovid's data tells a clear story about how the tipping point of CTV advertising has arrived. Here are our top 5 takeaways showing how you can take advantage of CTV advertising's bright future — right now.

1

CTV offers unique reach.

Advertisers, there are significant portions of your audience that you simply can't reach via linear TV.

2

You CAN manage frequency.

New technology enables you to funnel budgets to underexposed households and away from overexposed households.

3

CTV is a “brandformance” medium.

Not only does it generate awareness, but it also drives performance with outcomes from add-to-cart to app downloads.

4

Personalized CTV ads at scale are a reality.

Data-driven, personalized experiences are easier than you think. Increase relevance with DCO using data — from price to weather.

5

Interactive drives more engaged viewers.

Use existing assets and create lean-forward ad experiences that reap the rewards of engaged viewers.



Innovid can help you achieve all 5. [Learn more >](#)

About Us

Innovid is the leading independent ad tech platform, empowering marketers to create, deliver, measure, and optimize ad-supported experiences that people love.

Through a global infrastructure that enables cross-platform ad serving, data-driven creative, and measurement, Innovid offers its clients always-on intelligence to optimize advertising investment across channels, platforms, screens, and devices.

In 2025, Innovid and Flashtalking merged to create a transparent, scalable alternative to big-tech, walled-gardens, and point solutions across CTV, digital, linear, and social channels. As part of Mediaocean, Innovid is tied into the industry's core ad infrastructure for omnichannel planning, buying, and billing.

To learn more, visit www.innovid.com or [let's talk!](#)

