

Masterclass

The Rise of CTV

Winning in the Streaming Era

 D3CON 2025





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Feel free to reach out!

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1

What does
StackAdapt do?

2

Why CTV?
Why now?

3

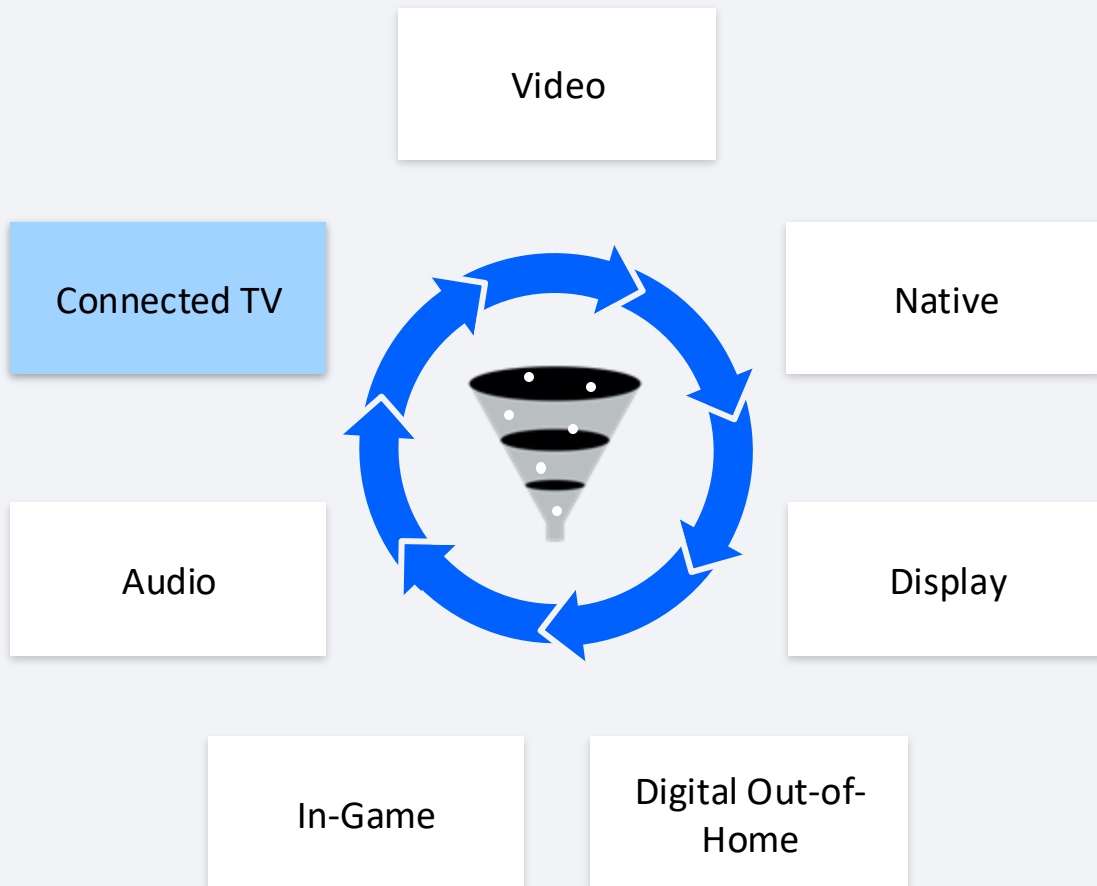
What does success
look like?



Market Leading Multi-Channel Digital Advertising Platform

#1 DSP on G2 for 7 Years

Plan, execute and analyse all ad formats in one single platform. StackAdapt's multi-channel offering allows you to create full-funnel campaigns with confidence and ease.



Traditional DSP

External 3rd-Party Partners

Demand Side Platform



✗
Disparate Tools
That “Plug”
Into DSP

✗
Multiple
Vendors

✗
Disjointed
Data

We Offer an **Integrated Solution** Set Apart From the Fragmented Model of Traditional DSPs

StackAdapt Platform



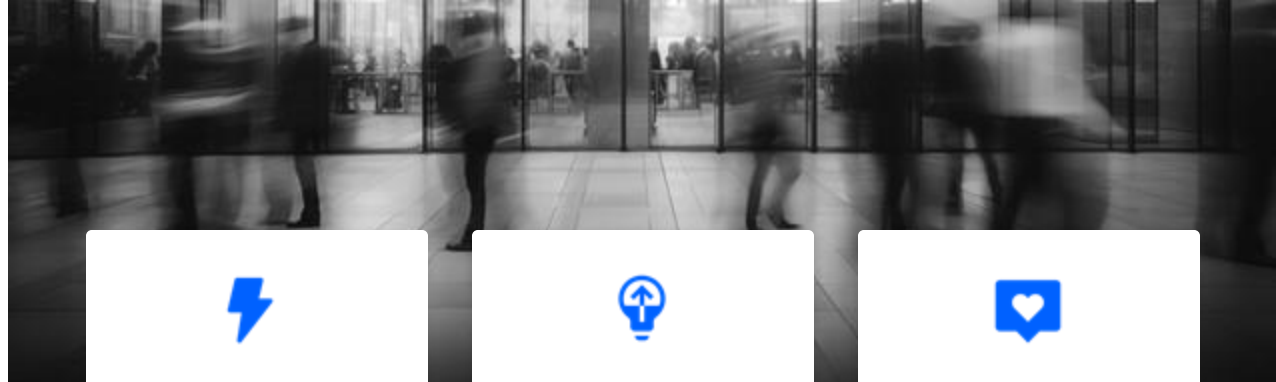
✓
Single Platform

✓
End-to-End Solution

✓
Unified Outcomes

Why Advertisers Choose StackAdapt

We are the #1 DSP for mid-market!



Intuitive and Agile Platform



Tailored Industry Solutions

(B2B, CPG, Travel, Health, Retail, and more!)



Servicing Excellence



Performance-Driven Business Outcomes



The Rising Importance Of Connected TV

You are likely watching connected TV.

The average European adult spent approximately
3 hours and 13 minutes per day watching TV.

Source: The Media Leader, 2024

4 out of 5

households in Europe have a connected TV
and viewers now move seamlessly between
traditional and digital formats.

Source: Magnite



of German households owned a smart TV by 2023, reflecting the widespread adoption of streaming technology.




of German households are expected to use a subscription VOD service by 2025.

20.4
Million

FAST viewers by 2029.
(Free Ad-Supported TV)

Source: Statista, 2025

A black television set is shown from a front-facing perspective. The screen is a solid, vibrant blue and contains white text. The text is centered and reads: "Advertisers can reach these cord-cutters who have moved away from linear TV to create a full funnel strategy." The words "full funnel strategy" are in a larger, bold font than the rest of the text. The television has a simple black stand.

Advertisers can reach
these cord-cutters
who have moved away
from linear TV to create a
full funnel strategy.

What's out there?

AVOD and FAST

Ad-funded Video on Demand / Free Ad Supported TV



NETFLIX

Roku

PLUTO®

discovery+

peacock



YouTube

Broadcaster

Broadcast Video on Demand

itvX

sky

RTL+



joyn

OEM

Device Manufacturers



Hisense

Defining Connected TV

OTT Devices



Tablet



Mobile



Desktop

Connected TV



Streaming
Stick/STB



Smart TV



Gaming
Consoles

The Benefits of CTV



Precise Targeting



Premium Inventory



Real-Time Reporting



Budget-Friendly



Improved Viewability





















Variety of Ad Formats






Capture Attention With CTV and OTT Ads

StackAdapt offers flexible execution via premium brand-safe packages and scalable, turnkey solutions for quick campaign launch.

Deliver your message across news, business, finance, sports, or any other relevant genre with confidence, using 100% verified paths.

Networks Include:					
					
					

Streaming Services Include:		
		
		

Devices Include:		
		
		

Audience Targeting for CTV



Custom Segments



3rd-Party Targeting



Targeting With PMPs



1st-Party Targeting



Lookalike Audiences



Connected TV Retargeting

CTV Retargeting

1

Deliver your ad through a connected TV channel.

2

Retarget audiences on other devices with native or display ads.

CTV



Native

PUBLISHER LOGO

10 Reasons Why This Hotel Is Ideal For Your Next Trip

BestNest offers a wide variety of accommodations at the world's top destinations.

[Explore More](#)

Sponsored by [BestNest](#)

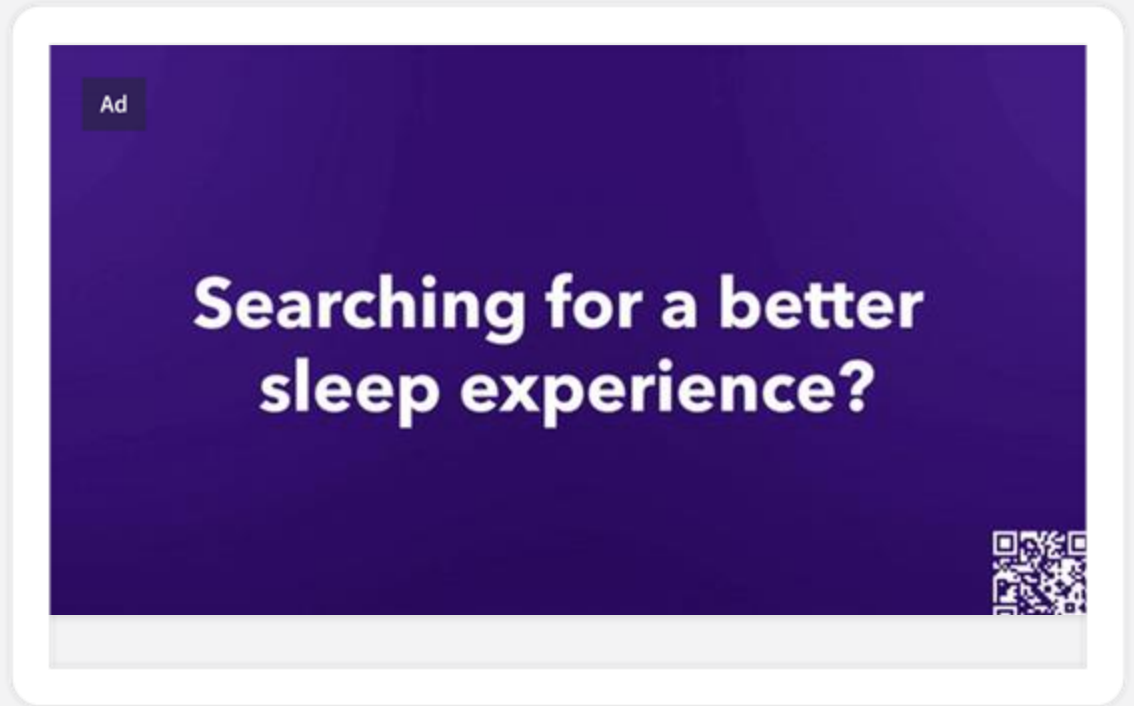
Capture Attention in the First 3 Seconds

Boost your brand's
impact and connect
with your audience
like never before.



Tailor Ads to Different Buyers and Stages of the Funnel

Elevate your CTV ads with tailored, creative solutions to increase brand loyalty and to drive conversions.



Metrics That Matter

Access actionable,
insightful data to get
the most of your
CTV campaigns.



Impressions
Delivered



Cost Per Completed
View (CPCV)



View-Through
Conversions



Video Completion
Rate (VCR)



Brand
Lift



Foot Traffic
Attribution

Reach Users Across All Devices



Digital Out-of-Home
(DOOH)



Mobile



Tablet



Laptop



Desktop



CTV



Set-Top
Box



Smart
Speakers



Consoles

Success Story

Nuun Hydration Drives Brand Awareness



CTV Strategy Overview

Access actionable, insightful data to get the most of your CTV campaigns.



Intersection Targeting

Intersection targeting of 1st-party segments and 3rd-party intent signals.



Brand Lift Measurement

Measure the uplift of product awareness.



Premium Inventory

StackAdapt's inventory packages placed Nuun's product in brand-safe environments alongside highly-relevant content on the big screen.

1ClickSurvey

Which of the following hydration brands have you seen advertised online in the last 2 days?

Nuun

Liquid I.V.

Pedialyte Sport

Ultima

None of the Above



The hardest thing about CTV is determining your performance outside of reach and frequency results.

StackAdapt allowed us to set up a brand lift study, tracking our results in real-time, and ultimately determined that our ads made a statistically significant difference in increasing brand awareness with the niche audience we were targeting.



—Adam Ansoff

Add3, Programmatic Supervisor

CTV Success

Take a look at how you can achieve great performance with StackAdapt.

Goal

Brand Awareness

Products

StackAdapt Brand Lift

CTV



Ad Recall

+18.7%

Lift

Brand Recall

+3.9%

Lift

StackAdapt's
Creative Studio

designed and
executed the brand lift
study creatives.

This campaign demonstrated the business case for Nuun to further invest in brand awareness. As a result, Nuun has begun applying similar strategies across more of its brands and has expanded the approach into a full-funnel strategy, incorporating additional channels and objectives orchestrated through StackAdapt.



**StackAdapt is happy to be
in the DACH region!**

Let's talk!

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