



Connected TV

The New Frontier of
Mobile UA



WHITE PAPER

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EDITORIAL

In an ever-evolving advertising ecosystem, Connected TV (CTV) is asserting itself as a silent yet powerful revolution. Driven by booming usage, mature technology, and increasingly premium inventory, it is redefining the rules of the game in terms of visibility, engagement, and above all, performance. It is no longer just a branding support: it is a real acquisition lever, including for mobile applications.

Long considered a branding channel reserved for major brands, television is reinventing itself in the era of programmatic, data-driven targeting and cross-device tracking. By integrating digital codes while maintaining the power of the TV screen, CTV blurs the traditional lines between branding and performance. For ROI-driven marketers, it is a unique opportunity: combining awareness with activation.

User Acquisition specialists, often focused on saturated mobile environments, see in CTV a new territory to explore. A premium inventory, increased user attention, immersive formats, and, above all, rapidly improving tracking and targeting capabilities: everything is coming together to make CTV a strategic ally in a high-performance media mix.

This white paper aims to decipher the stakes, mechanics, and best practices of this growing channel. Whether you are a branding expert looking to explore digital possibilities or a performance specialist seeking new growth levers, CTV deserves your full attention.

Welcome to a new era of advertising. One where acquisition happens... on the big screen.

PART 1:

CTV: Definition & Adoption



PART 1

What is CTV?

DEFINITION



A connected TV refers to any device connected to the internet and allowing the streaming of content, most often video.

The vast majority of CTV content is consumed via OTT services, games consoles and Internet boxes.

AVAILABLE CONNECTED DEVICES



Smart TV

(Sony, Samsung, Philipps, etc.)



Game Consoles

(Xbox, Playstation, etc.)



Multimedia Devices

(Google Chromecast, Apple TV, Amazon Fire TV Stick, Roku, etc.)



Internet Boxes

CTV VS OTT (OVER THE TOP): DIFFERENT BUT COMPLEMENTARITY

OTT (Over The Top) refers to services that stream content via the internet without going through traditional TV operators. It is essential to distinguish these two concepts:

- **CTV:** The hardware support (connected TV, console, dongle such as Chromecast, Fire TV Stick, Apple TV, etc.).
- **OTT:** The video content streaming service (Netflix, Amazon Prime Video, Disney+, HBO Max, etc.).
- **Major OTT players:** Netflix, Hulu, Disney+, HBO Max, YouTube TV, Peacock.



CTV VS. TRADITIONAL TV

What differentiates CTV from linear (mass and live) or segmented (targeted based on audience) TV advertising offers is the **tracking** and **purchasing method**. Connected TV shifts the TV medium **from a branding approach to a performance approach**. And that makes all the difference.



CTV MARKET

While in the U.S, connected TV is the trending advertising channel in 2024, this is not yet fully the case in Europe, **even though 69% of French people** are equipped with a connected TV, for example.

Nevertheless, with professionals announcing a **55% increase in advertising investments** on this channel, CTV is establishing itself as a preferred channel for advertisers who want to combine the reach of traditional TV with the precision of digital.



KEY FIGURES FOR 2025

56%

of Marketing
Specialists

believe CTV is THE
technology & media
trend of the second
half of 2024

+41%

of Time Spent

on streaming
platforms in July
2024 in the USA

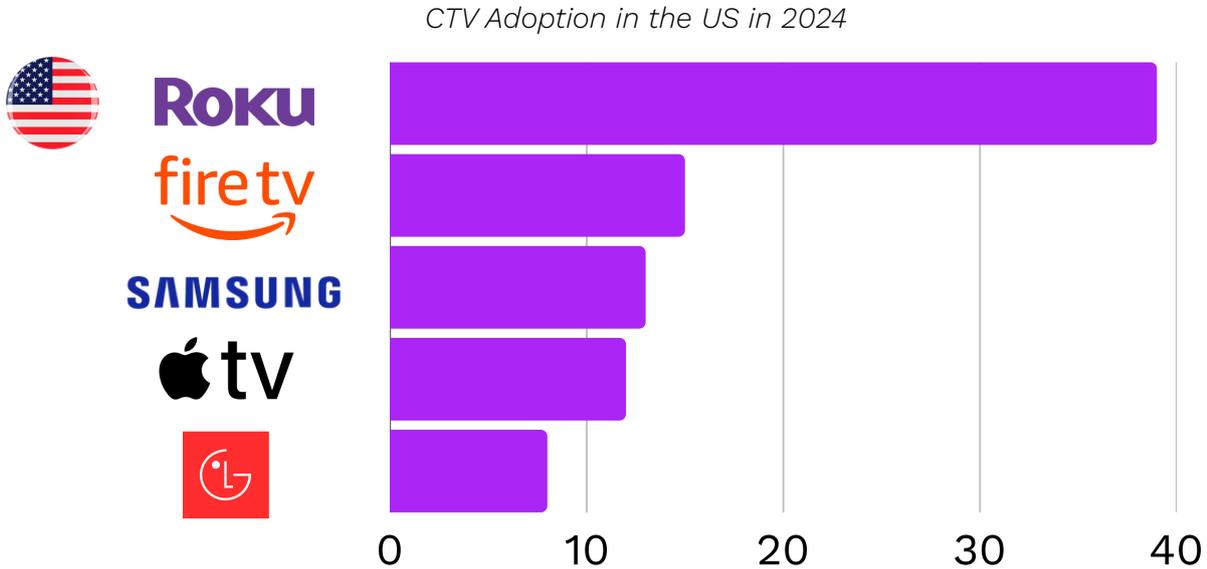
22,7

billions of \$

That is the size of
the CTV market in
2024.

CTV MARKET SHARE

According to data from Q4 2024, Roku dominates the CTV device market in the United States with a 39% share, followed by Amazon Fire TV (15%), Samsung (13%), Apple TV (12%), and LG (8%).



ADVERTISING SPEND

The global connected TV advertising market is expanding rapidly. In 2024, CTV ad spend in the United States reached \$30.1 billion, representing 22.4% growth compared to the previous year.

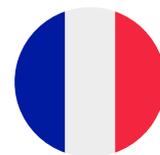


TV & CTV Ad spending in the US (2021 - 2027)



USAGE AND GEOGRAPHICAL PENETRATION

- **CTV penetration:** In 2024, 75% of the French population owns or uses a connected television, a phenomenon driven by the increase in ultra-fast broadband connections (+13% at the end of 2023) and the growing adoption of smart TVs.
- **Annual growth:** France saw an 18% increase in CTV usage in 2023, highlighting the rapid adoption of this technology.



- **Overall usage:** In Europe, 86% of consumers watch connected TV, with a notable increase among younger generations.
- **Average number of platforms:** European viewers use an average of 3.5 streaming platforms, with more than one-third using ad-supported services.
- **A new study by [Samsung Ads](#)** reveals that apps are now more consumed than linear TV in Europe on Samsung connected TVs. Users now spend 4 hours and 3 minutes per day in front of their TV, 41% of which is on linear television. The remaining 59% is split among various applications: video games (8%), subscription video on demand (SVOD), ad-supported video on demand (AVOD), and user-generated content (UGC). The number of app launches reached 8.6 billion in the second half of 2024 in Europe.

AVERAGE DAILY TIME SPENT ON SCREENS

Linear **41%**

Streaming **51%**

Gaming **8%**



- **Rapid growth:** The Asia-Pacific region is experiencing accelerated adoption of CTV, supported by increasing smart TV sales, declining data costs, and the rise of digital brands.
- **Platform diversity:** The region is characterized by a multitude of streaming services, including Netflix, Amazon Prime Video, Viu, iflix, and local platforms like Hotstar in India.

- **Gradual adoption:** Africa is experiencing slower CTV growth, hampered by high equipment costs and low broadband penetration.
- **Growth potential:** Despite these challenges, CTV is seen as a growth vector for media and entertainment companies, offering the ability to deliver addressable and measurable advertising on television screens.

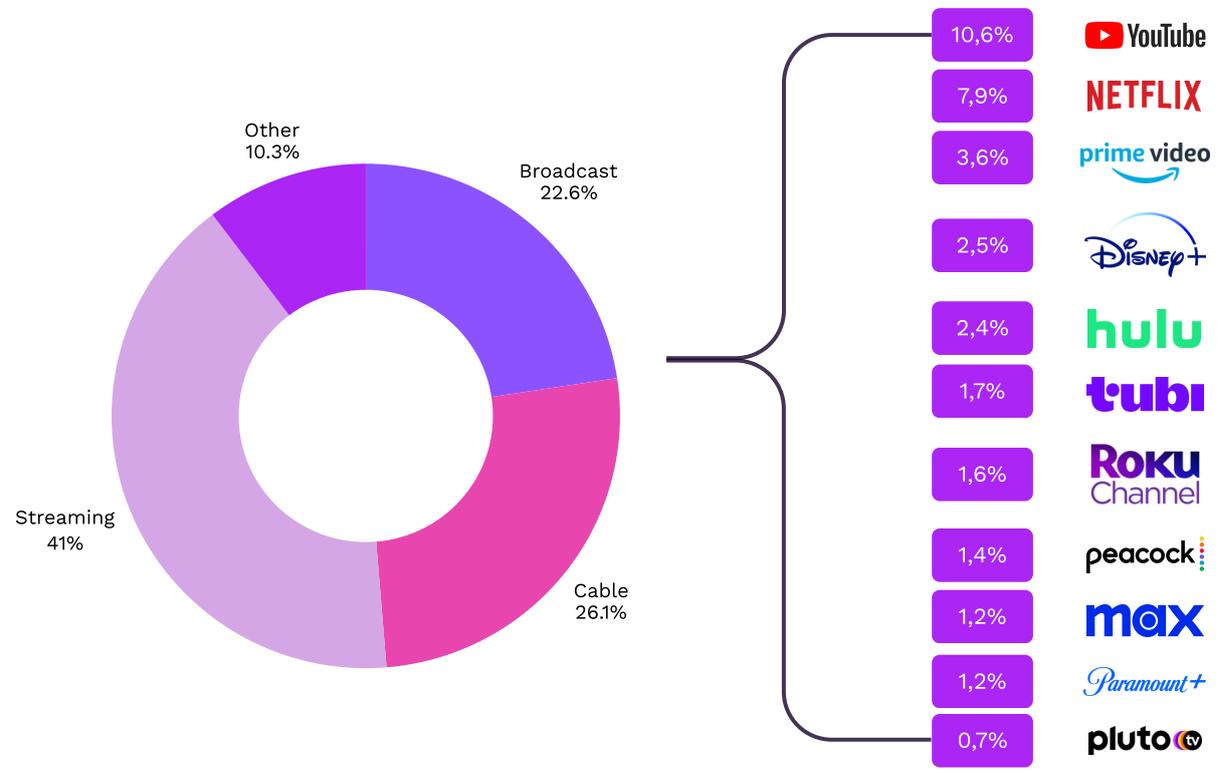


SERVICES AVAILABLE

TYPES OF SERVICES

AVOD	SVOD	FAST	HVOD
Advertising Video on Demand	Subscription Video on Demand	Free Ad-Supported Streaming TV	Free Ad-Supported Streaming TV
Free advertising-supported services such as Pluto TV and Rakuten TV.	Ad-free subscription services like Netflix and Disney+.	Free linear channels with advertising, such as Samsung TV Plus.	A mix of free and paid content, with or without ads.
 	 		 

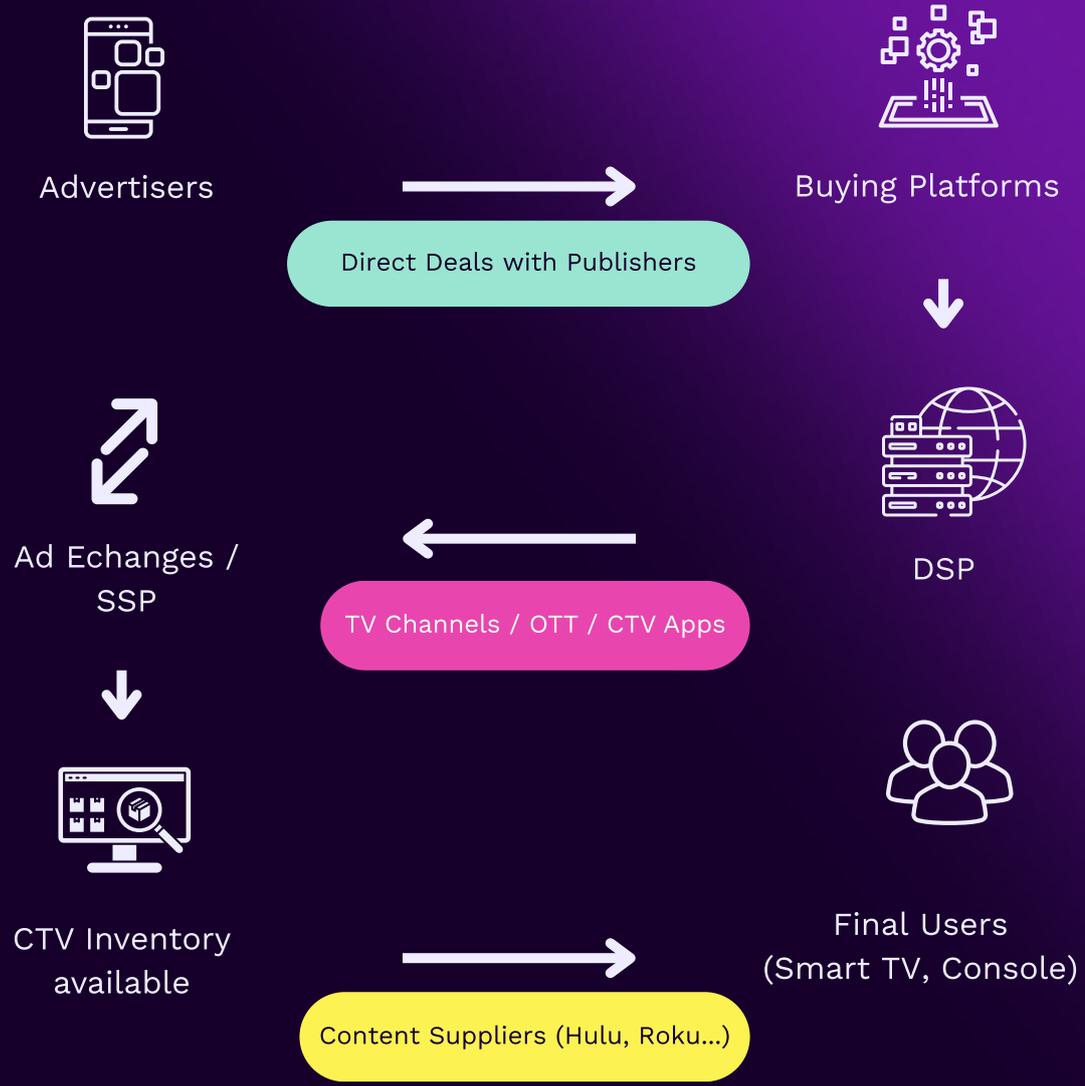
ON-DEMAND MARKET SHARE IN 2025



WHICH PLAYERS SUPPLY THE TRAFFIC?



SUMMARY



PART 2:

The Benefits of CTV in App Marketing



PART 2

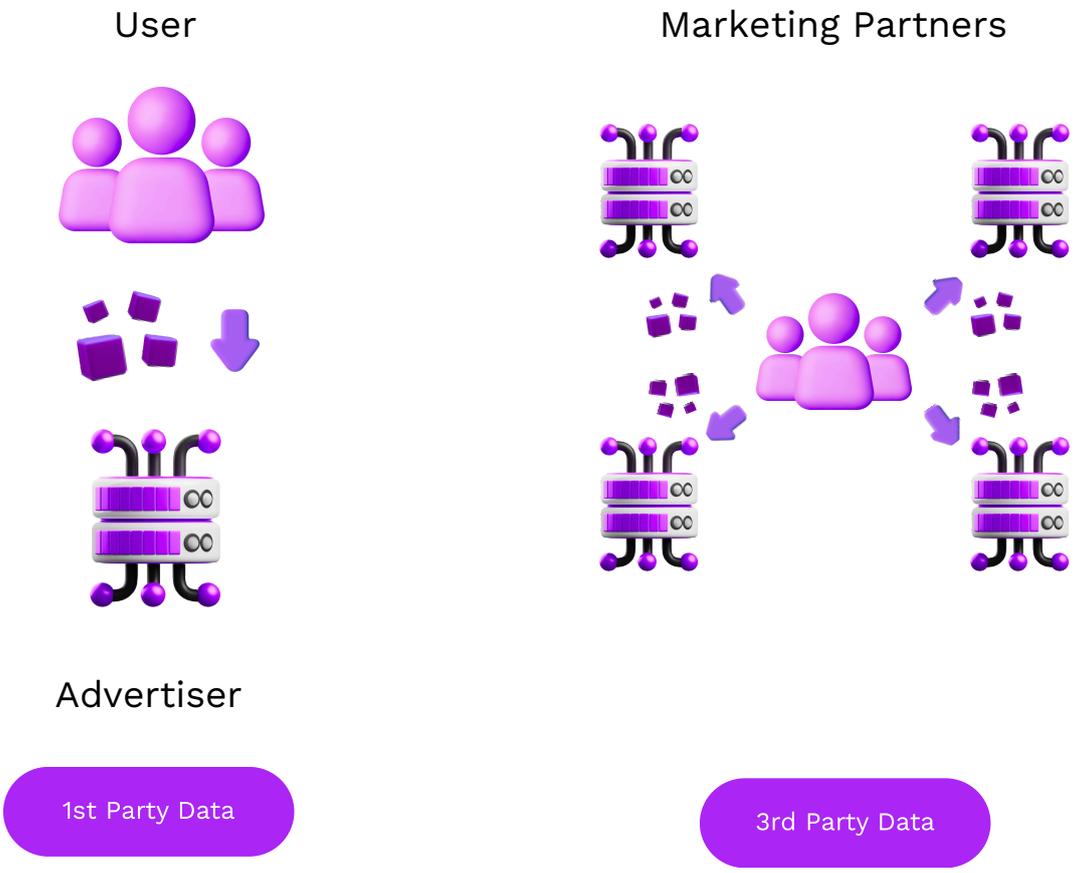
The benefits of CTV in app marketing

Connected TV is a strategic channel for mobile app marketing. Here are the main benefits of using this technology in acquisition.

PRECISE, DATA-BASED TARGETING

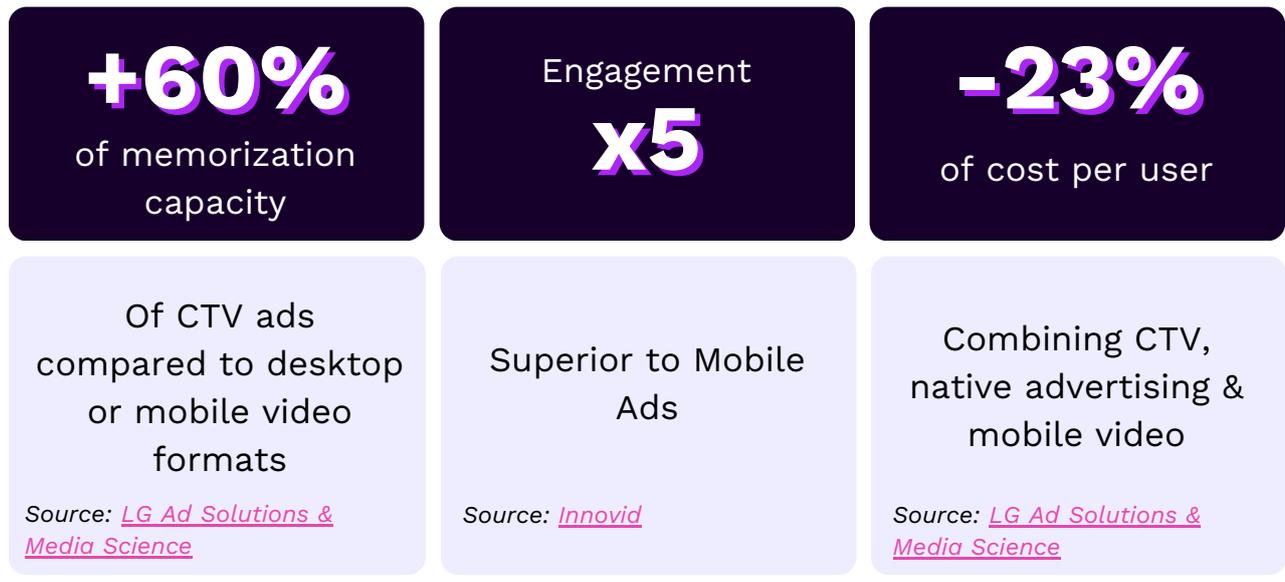
CTV allows for **advanced targeting** through first-party and third-party data. Connected TV gives access to data such as **user behavior, interests, geolocation, type of device used, etc.**

This channel is ideal for **reaching affinity or lookalike audiences with strong download or conversion intent.**



AMPLIFY AWARENESS AND ENGAGEMENT

Since ads are displayed on the big screen, this means a **more immersive and engaging experience**. In fact, the full-screen video format **encourages memorization of the advertising message**. This makes CTV a perfect tool for awareness campaigns or application launches.



COMPLEMENTARITY WITH MOBILE DEVICES (CROSS-DEVICE)

CTV acts at the **top of the funnel** and reinforces consideration. It is then possible to retarget users exposed to CTV ads, significantly improving conversion rates.

Moreover, platforms are now able to evaluate the number of mobile installs following exposure to a CTV ad, further strengthening its relevance for app marketers who can directly assess the effectiveness of this channel within their marketing mix.

ROAS
x13

40%
improvement

35%

When combining CTV ads and Mobile Retargeting, compared to running mobile campaigns alone.

Source: [Verve Group](#)

of KPIs for brands that synchronize their CTV and mobile campaigns

Source: [Verve Group](#)

The share of conversions resulting from retargeting in app marketing

Source: [AdExchanger](#)

TRACKING & ADVANCED ATTRIBUTION

In recent years, tracking solutions have evolved significantly, and this is also true for CTV tracking solutions. Today, integration with MMPs is increasingly widespread, making it possible to **measure impressions, complete views, installs and ROAS...**

As a result, **multi-touch attribution** is becoming more accessible, despite cookie limitations on CTV.

+18%

+71
seconds

CTV advertising impressions in 2024

of additional engagement with interactive CTV ads (Product galleries, QR code)

Source: [Innovid 2025 CTV Advertising Insights Report](#)

LOW ADVERTISING SATURATION

CTV is still an underused channel among app marketers, **meaning less competition compared to traditional channels** like social, display, or linear TV.

Since the attention rate is very high on connected TV, it's a channel of choice for standing out in a premium environment.

9
Minutes

This is the average ad time per hour, compared to 15 minutes on linear TV.

Source: [CTV Trends Report - 2025](#) - [Wurl](#)

51,5%
Average Attention Rate

For CTV advertising, outperforming digital formats

Source: [State of CTV Market in 2024](#) - [Xenoss](#)



PART 3:

Performance-based campaign management via CTV



PART 3

Performance-based campaign management via CTV

CTV campaigns are different from the usual social campaigns, so it's important to understand how they work. To this end, we have developed a 4-step methodology to ensure the performance of this type of campaign.

#1 CHOOSE YOUR TRAFFIC (CTV TO APP - CTV TO CTV)

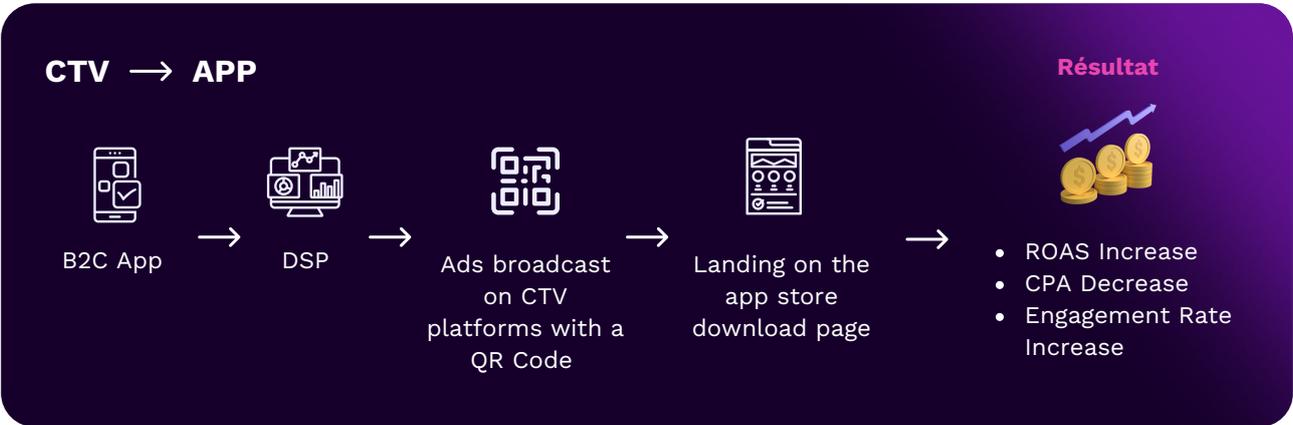
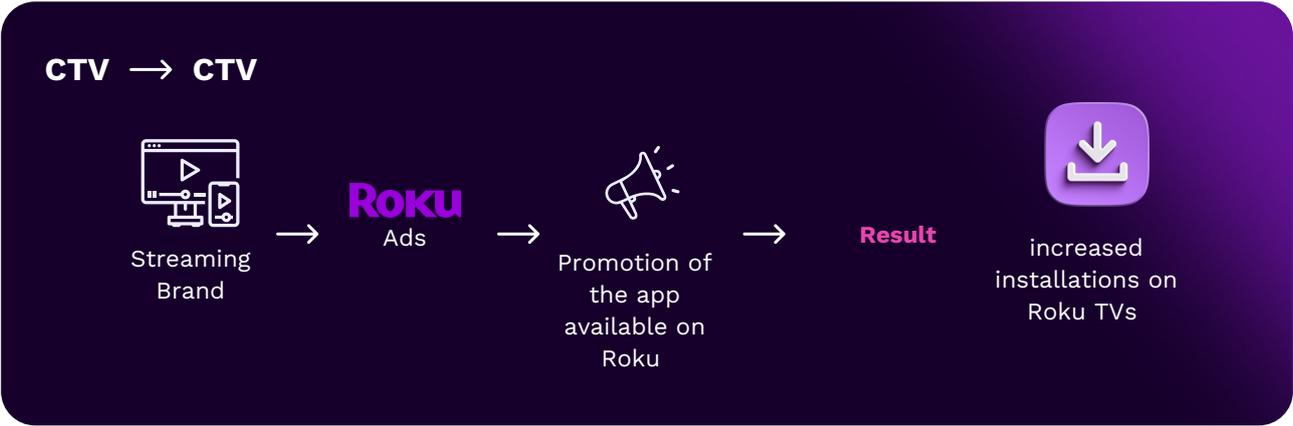
There are currently many partners offering CTV traffic, so it's important to clearly identify your needs and objectives in order to choose the right partner.

The first essential distinction concerns the nature of the campaigns to activate. The following CTV campaigns are possible:

- **CTV to CTV campaigns:** The goal is to promote an application specifically developed for CTV by using CTV traffic.
- **CTV to App / Web campaigns:** The goal is to promote a mobile application or a website using CTV traffic.



CONCRETE EXAMPLES



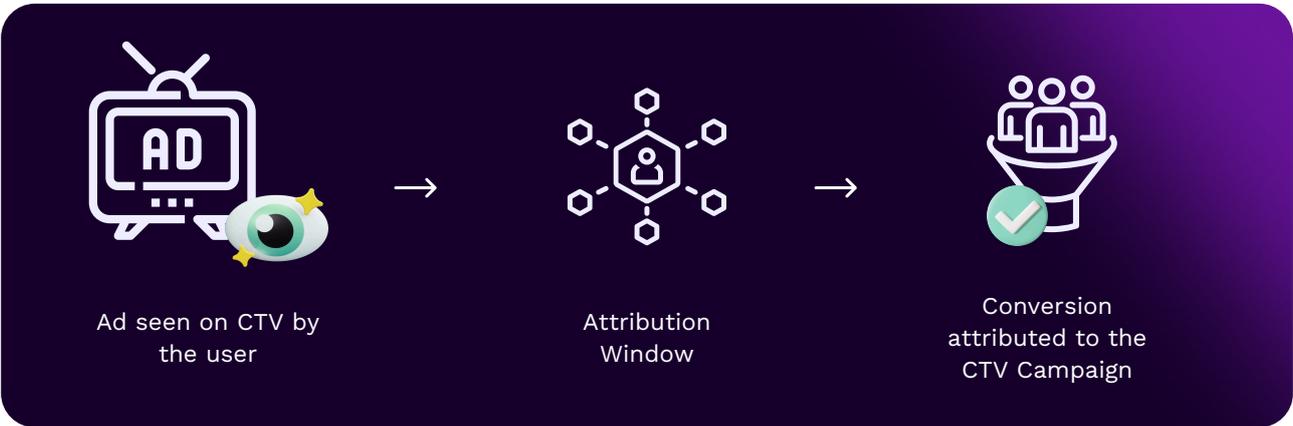
#2 SET UP YOUR TRACKING SYSTEM

USER JOURNEY

Unlike traditional acquisition sources like social, CTV ads are **not displayed directly on the final device (mobile)** but on a connected TV, which alters the user journey slightly.

The ad is displayed on CTV and not on mobile. The user will then perform a **spontaneous or guided search** (via QR code, for example) on their phone to install the app.

Once the user has seen the ad, a pre-configured **attribution window** is triggered (generally recommended not to exceed 12 hours to ensure incremental traffic by limiting attribution), and the user can then be attributed to the related CTV campaign.



NO IOS LIMITATIONS

The attribution system differs from other acquisition sources because it is **free of the iOS limitations we know**, as attribution is done directly at the user's IP level (similar across both devices since they are generally connected to the same Wi-Fi network).

Installations triggered by the same IP address as the CTV are considered to have been triggered by one or more users who saw the ad within the household, always within the pre-configured timeframe.

In short, despite a user journey that differs from traditional sources, CTV has the particularity and **strength to bypass current limitations, making performance transparent, clear, and readable.**

#3 DEFINE PURCHASING & AUCTION METHODS

DIRECT BUY VS DSP

Direct Buy

Premium placements not accessible through DSPs but with still high entry tickets (Netflix requires a one- or two-year commitment and a budget between \$10 and \$20 million). These campaigns are more oriented toward branding.

Demand Side Platforms

DSPs are a type of advertising technology that allows advertisers to buy qualified traffic using automation. Many of the usual DSPs (Moloco, AppLovin, Smadex, etc.) for mobile-to-mobile campaigns are moving into CTV-to-App campaigns. There are also pure players like tvScientific or Vibe.co.

DSPs today offer many advantages such as targeting, tracking capabilities, and budget flexibility.

Notable differences between DSPs include:

- **Billing method (CPM vs CPI)** which plays a significant role in your strategy. While most offer CPM buying models, some like AppLovin or Smadex (under certain conditions) allow for CPI billing. The former favors broad campaign delivery, while the latter helps reduce risks by ensuring greater cost control. It's important to choose your bidding system wisely or simply test both to determine which suits your goals best.

- Inventory differences
- Ad formats, since some DSPs favor 15s or 30s videos.

THE ADVANTAGES OF CTV OVER OTHER SOURCES

CRITERIA	CTV	LINEAR TV	SOCIAL
Precise Targeting			
Performance Measurement	via Tracking SDK, or QR		
Measurable CPI			
CPM	Higher	Lower	Variable
User Engagement	High (High Attention)	Medium	Short

DEFINE ATTRIBUTION MODELS

Lastly, a noteworthy fact that makes performance campaigns possible: major **MMPs now support attribution of users coming from CTV campaigns**. If the partner you choose can integrate an impression URL into their campaign, you will have visibility on the traffic from these campaigns directly in your usual tracking tool interface. You can **analyze performance over time, by video, by region, etc.**

When it comes to performance-oriented campaigns, **DSPs prove to be the most suitable solution to successfully run CTV-to-App campaigns**.

#4 OPTIMIZATION & RETARGETING

OPTIMIZATION

CTV campaigns are optimized similarly to traditional acquisition campaigns, but **they do not rely on algorithms** like Meta, TikTok, Snapchat, etc. That doesn't mean performance campaigns are not possible, **optimizations are simply more manual.**



You will need to identify the **publishers that meet your expectations** and capitalize on them, and also identify those that perform poorly to 'blacklist' them and avoid degrading the overall campaign performance.

Be careful, however, **not to "blacklist" certain publishers too early.** It's important to wait until you have generated enough installs on a publisher before deciding whether to remove them from the campaign. Setting short-term goals is also recommended (**CPA** or ROAS at D0 and D7, for example).



You need to be patient when running this type of campaign to ensure that the optimizations are effective and efficient.

RETARGETING

You'll then be able to broadcast your advertising content on **TV channels that match your audience**, such as ESPN for a sports app, and thus reach a more qualified audience that aligns with your performance strategy.



Other targeting options are also available, such as geographic targeting (state, region, country, etc.).

Unlike traditional acquisition channels, with CTV **you reach an entire household, not just an individual user.**



POINTS OF ATTENTION

When launching User Acquisition campaigns on CTV, there are a few elements you don't want to overlook. Partner selection and bid strategy, in particular, can significantly impact performance if poorly managed.

PARTNER

Not all platforms offer the same targeting options. Some allow you to target a specific state or region, while others only support country-level targeting. Make sure to check each partner's capabilities before making a decision.



BID STRATEGY

Choosing the right bidding strategy is key, and it depends on both your campaign goals and your geo targets. You can define a bidding model based on CPM, CPI, and in some cases CPA.

PUBLISHER TRANSPARENCY

Publisher transparency is a must, especially from the broadcasters airing your ads. It's what enables proper campaign optimization. It also helps you gain deeper insights into user conversion and engagement, depending on the channel types.

TRAFFIC LEGITIMACY

Assessing traffic legitimacy is essential. As a relatively new ecosystem, CTV can be more exposed to fraudulent traffic. We recommend paying close attention to how installs are attributed to your CTV campaigns, especially when analyzing post-install behaviors that might signal fraud. Using a trusted MMP is a key step to mitigate this risk.



PART 4

Creatives for CTV

Creative plays a central role in app marketing, and this is even more true in CTV, where the line between performance and branding is more subtle. It is therefore essential to adopt the specific codes of this format, which differ significantly from those of social platforms. A carefully adapted creative is essential to capture attention on the big screen while generating measurable results.

CTV CREATIVES: HALFWAY BETWEEN TV & APP ADVERTISING

Creativity in CTV lies somewhere between branding, as seen in traditional television, and performance, as seen in user acquisition creatives. You must therefore approach CTV ad creation differently from mobile or traditional TV advertising. It's about adapting to a premium medium and understanding its codes while maintaining a performance-oriented mindset to ensure campaign success.



FORMAT: LANDSCAPE



Ads are displayed in landscape mode on screens much larger than a smartphone. It's therefore wise to leverage the screen size to offer superior visual quality and move away from portrait-style content designed for social networks. Where square formats are more common, here you need to design visual composition in a landscape format.

QUALITY: HIGH DEFINITION

Ads may be shown alongside other spots from major brands focused on branding. Again, it's essential to deliver the highest visual quality possible thanks to the screen quality and size of today's TVs.



DURATION: 15 OR 30 SECONDS



CTV ad inventory today mostly supports videos of 15 to 30 seconds. You'll need to produce longer formats than those typically used on platforms like Meta, TikTok, or Google.

NON-CLICKABLE AND NON-SKIPPABLE VIDEO



These two factors significantly influence how users perceive the ads and, by extension, the app and brand, since they cannot interact with or skip the content. In this context, CTV ads must be impactful, engaging, and non-intrusive to foster a positive interaction with the app.

BROADCAST CONTEXT: HOUSEHOLD AND CHANNEL

Unlike Meta or TikTok campaigns, you're not targeting individual users but an entire household and a given channel (e.g., Disney+, Paramount, or ESPN). You'll need to adapt your creative accordingly.



A/B TESTING: MULTIPLY YOUR ADS

Since CTV is a performance acquisition channel, **A/B testing** remains essential. Running only one ad is not enough, you need to create and deliver as many ads as necessary to avoid **ad fatigue**, and identify the concepts that perform best by publisher.

On sports channels, for example, a creative using sports codes may perform better than others. To identify these levers, it's important to have a test-and-learn approach, just like in app performance campaigns.

Beyond the technical specifications to be respected when designing ads for CTV campaigns, it's important to keep in mind certain key elements that will guarantee the effectiveness of the ads.



CREATIVE BEST PRACTICES FOR CONNECTED TV CAMPAIGNS

Producing a connected TV spot requires using both mobile performance and traditional TV advertising codes. You must understand the challenges of this hybrid format. Here are some key elements to do so effectively.

A VERY CATCHY HOOK AT THE BEGINNING OF THE VIDEO

Although this is relevant for all user acquisition creatives, it's even more crucial here. Since the ad is neither clickable nor skippable by the viewer, it becomes imperative to **grab their attention from the very first seconds and maintain it until the end.**



This ensures that the content is understood: it's an ad for a mobile app, and the user must take **the initiative to download it from the Apple or Android stores.**

SHOWCASING THE PRODUCT



To facilitate this understanding, and thus encourage the user to take action, **the application and its use need to be highlighted.** The aim is not to be inspirational, but to present the product or service effectively.

Overall, the **message must be direct, clear and easy to understand, highlighting the product, the offer, its added value and its advantages in a meaningful way.**

STORYTELLING IS KEY



As with traditional TV, the ability to tell a story and convey emotion remains essential in CTV creatives. This **helps viewers relate to the situation or the emotions conveyed**, maintaining their attention until the end of the ad.

Additionally, **it reinforces brand recall** over the long term.

DISPLAY THE BRAND AND APP AT THE BEGINNING OF THE VIDEO

As mentioned before, a successful CTV ad relies on a consumer action, downloading the app from the store. To ensure this, **the brand and app must be clearly visible and identifiable** by the consumer.

We recommend **showing the app name and logo at the beginning of the video and keeping them visible throughout whenever possible**. This visibility should continue until the final screen. At that point, **adding a CTA and store buttons** (or a search bar, which works well too) can encourage users to search for and download the app, compensating for the lack of a clickable ad like on mobile.



THE IMPORTANCE OF SOUND

This is an aspect that is rarely addressed in performance campaigns: the voice-over in creatives. Like in traditional TV ads, sound plays a major role in the effectiveness of a CTV ad. **Voiceovers, actors' voices, music, and sound effects all enhance storytelling and add impact and energy to the ad.** These elements should be planned ahead, on-screen text alone is not enough. This is rarely done in traditional TV advertising.



Moreover, these elements support the message and must be **clear, intelligible, and prompt the user to download the app.**

Finally, these elements will also be key in defining **the overall tone of your ad.**





Launch CTV Campaigns with Addict Mobile!

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