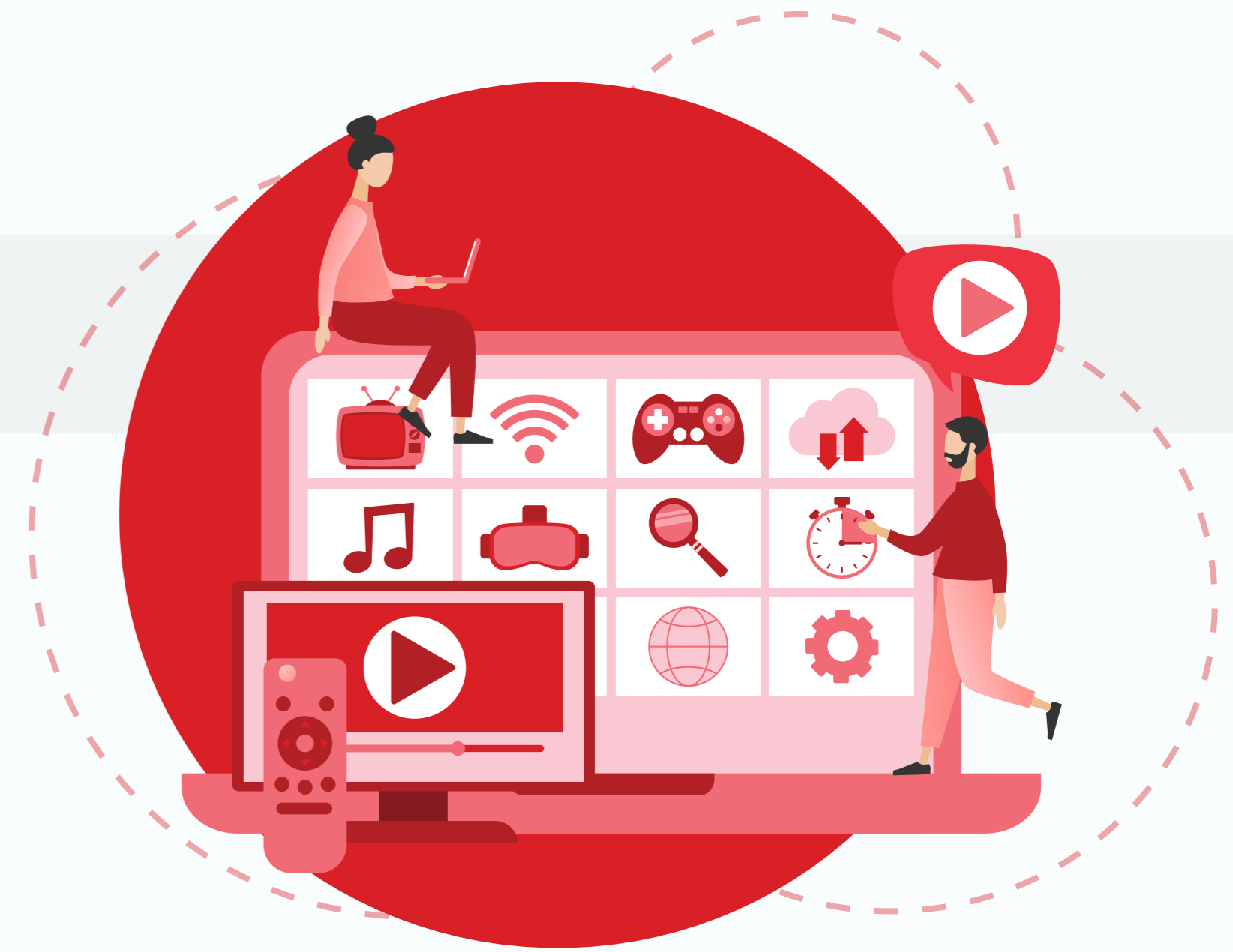


# Navigating the Modern Living Room Ad Stack

Traditional TV's passive "channel surfing" model has been replaced by intent-based streaming. With CTV spending hitting \$38B, success requires a multi-platform strategy that leverages granular data from Google, Amazon, and premium OTT services to drive measurable business outcomes.



## The Three Pillars of the Ad Stack

**1** **YouTube TV: The Anchor for Live Moments**




- Combines high-intent Google search data with "appointment viewing" like live sports and news.
- **Primary Data Source:** Google Search & Activity
- **Core Advantage:** Intent-based targeting during live events

**2** **Amazon: Closing the Attribution Loop**




- Purchase history and sales within the Amazon ecosystem.
- **Primary Data Source:** Retail Purchase History
- **Core Advantage:** Closed-loop sales attribution

**3** **Premium OTT: Brand-Safe Scale**




- Uses device graphing to coordinate messaging across TVs, tablets, and phones on services like Hulu and Disney+.
- **Primary Data Source:** Device Graphing
- **Core Advantage:** Cross-screen frequency & brand safety

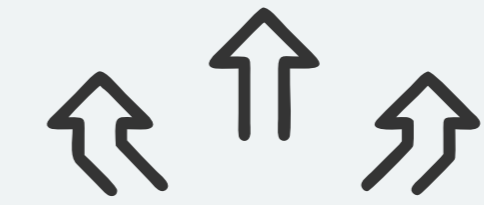
## Measuring Beyond the Impression



**Branded Search Lift**  
Tracking the increase in brand-name searches to prove ads are driving awareness.



**Foot Traffic Attribution**  
Connecting digital ad exposure to physical store visits using mobile location signals.



**Frequency Management**  
Eliminating waste by ensuring viewers aren't over-exposed to the same ad across platforms.