

Connected TV Starter Guide for Klaviyo Brands



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As the fastest-growing media channel in the world, connected TV (CTV) is opening the door to powerful new opportunities for ecommerce brands of all shapes and sizes.

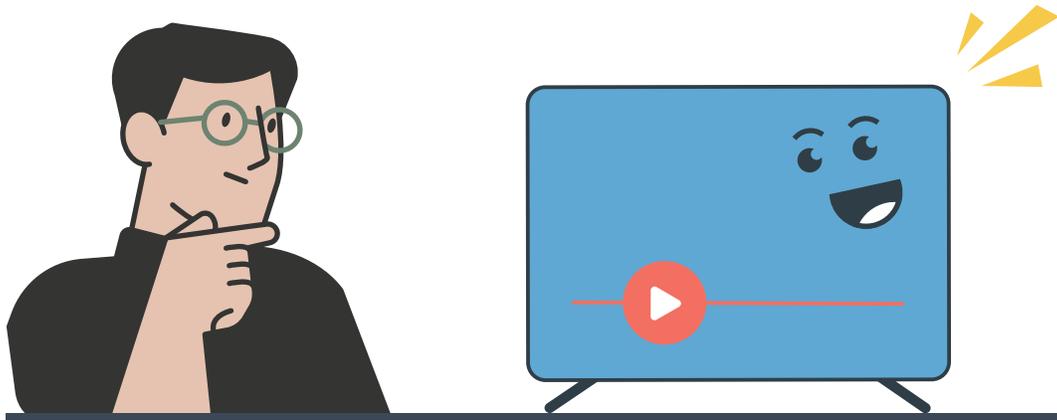
But every marketer knows: New opportunities often come with a learning curve. If you're new to CTV advertising or unsure if there's a place for it in your strategy, use this guide as a first step.



By 2026, **87% of U.S. households** will have a connected TV.



In 2025, advertising spend on **CTV will grow 16% to over \$33 billion.**



Understanding the Connected TV (CTV) Industry



The history of CTV

In the mid-2000s, content companies like Netflix and Hulu sought to make their catalogs available to viewers at any time. They began broadcasting television content via the internet, which allowed users to view content “over the top” of their cable subscriptions. This led to the creation of **over-the-top or OTT** as a new advertising channel, defined as any destination to consume TV shows and movies via an internet connection.

But as you can imagine, using a computer to watch TV wasn’t always ideal for consumers. Companies like Apple and Roku envisioned a way to connect the internet to televisions so viewers could stream with ease from the comfort of their living rooms.

A new class of consumer electronics emerged in the form of small, always-on computers designed to do one job: **stream on-demand, OTT content to a TV — without the need for a laptop or desktop computer.**

The overwhelming popularity of these dedicated “connected TV” devices led to a split in the OTT landscape. Many large media companies with heavy streaming capabilities still maintain mobile and desktop apps, but predominantly serve content and ads to viewers via connected TV devices (or simply, connected TV).



In a nutshell:



OTT (over-the-top)

Any TV-like content served on any device via internet connection. Today, OTT is often referred to as simply “streaming.”



CTV (connected tv)

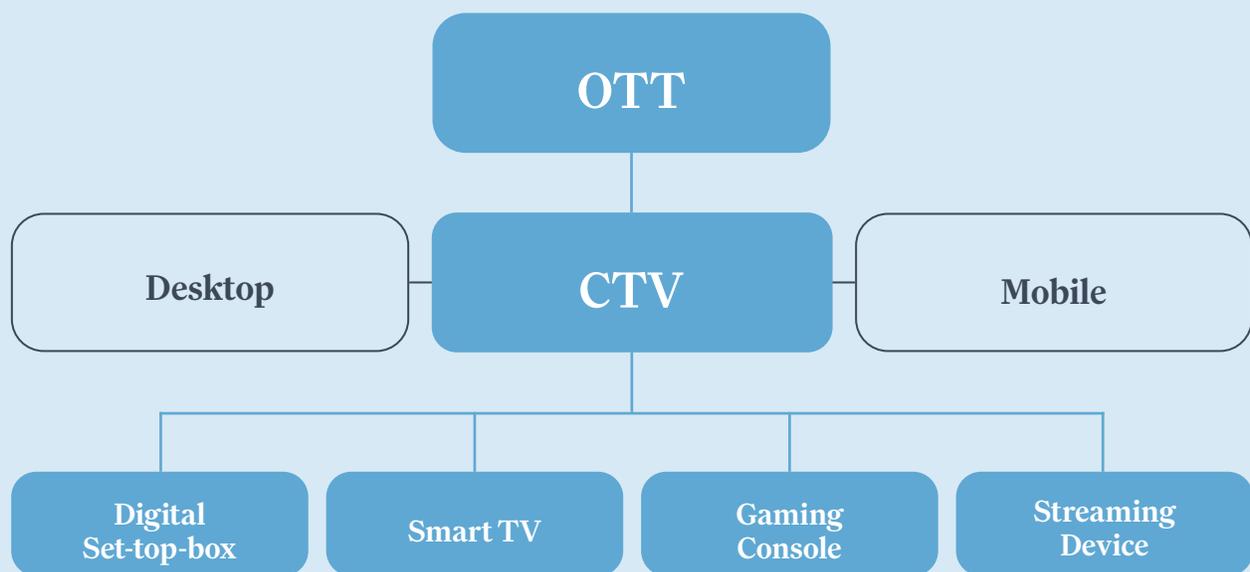
A device that enables a TV set to play OTT content (think: smart TV, Firestick, Xbox, etc.).



CTV advertising

Advertisements served during OTT content via CTV devices.

OTT Content Delivery Chart



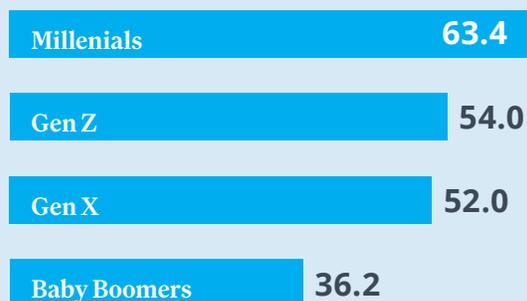
Where do viewers see CTV ads?*

NFL Network	Discovery	10 Play	Fetch	MAX	SBS
Paramount	Univision	Turner	ESPN	FOX	7Plus
Warner Bros.	Foxtel	9Now	Kayo	Tubi	Roku Channel

* Sample list of CTV Publishers

Connected TV Users, by Generation

US, 2025, in Millions



Average Time Spent per Day with Connected TV

US, 2022–2026, in Hours & Minutes



Learn more about **CTV basics** on the [AdRoll blog](#).

While traditional cable/network television advertising remains available, **“cord cutting,” or moving from cable TV to streaming**, is quickly becoming the norm across all generations. The rise of CTV adoption means viewers are spending more time per day with CTV, and less with other forms of media.

Limitations of traditional TV



Limited targeting capabilities



Difficulty to track and measure



Declining viewership



Inflexible scheduling



High costs to reach specific consumers

As consumer habits shift, **CTV is quickly becoming a must, not a want**, for advertisers serious about success.

Why do advertisers need CTV?



Ultra-precise audience targeting. Reach consumers based on interests, geographic location, and viewing habits.



Better brand recognition + engagement. Non-skippable, full-screen ads retain viewer attention.



Cost effective. Targeting capabilities + flexible pricing models (like CPM) reduce wasted ad spend.



Full-funnel advertising. Integrate CTV into cross-channel campaigns and connect with audiences at every funnel stage.



Measurable results. Get definitive, actionable insights and analytics.



Need to convince your boss that CTV is worth it?
Send them [this article](#).

How Does Programmatic CTV Advertising Work?



In traditional TV advertising, advertisers and TV networks manually negotiate deals to determine placements, costs, etc. CTV, however, can leverage programmatic advertising, which uses a completely automated process to facilitate real-time auctions between suppliers and buyers.

Here's how it works:

1. When a user watches TV using a CTV device, they might arrive at an ad break in their content.
2. The content provider will transmit information about the user to a variety of programmatic advertising platforms. This information will state that a user is ready to watch an ad and include relevant details such as:

▶ Content details

1. App (e.g., Apple, Roku, Netflix,)
2. Publisher/Network (e.g., Viacom, Discovery)
3. Channel (e.g., MTV, HGTV)
4. Category (e.g., entertainment, news, sports)

▶ Ad slot details

1. Ad placement (e.g., pre-roll, mid-roll, post-roll, pod)
2. Ad format (e.g., duration, ad dimensions)

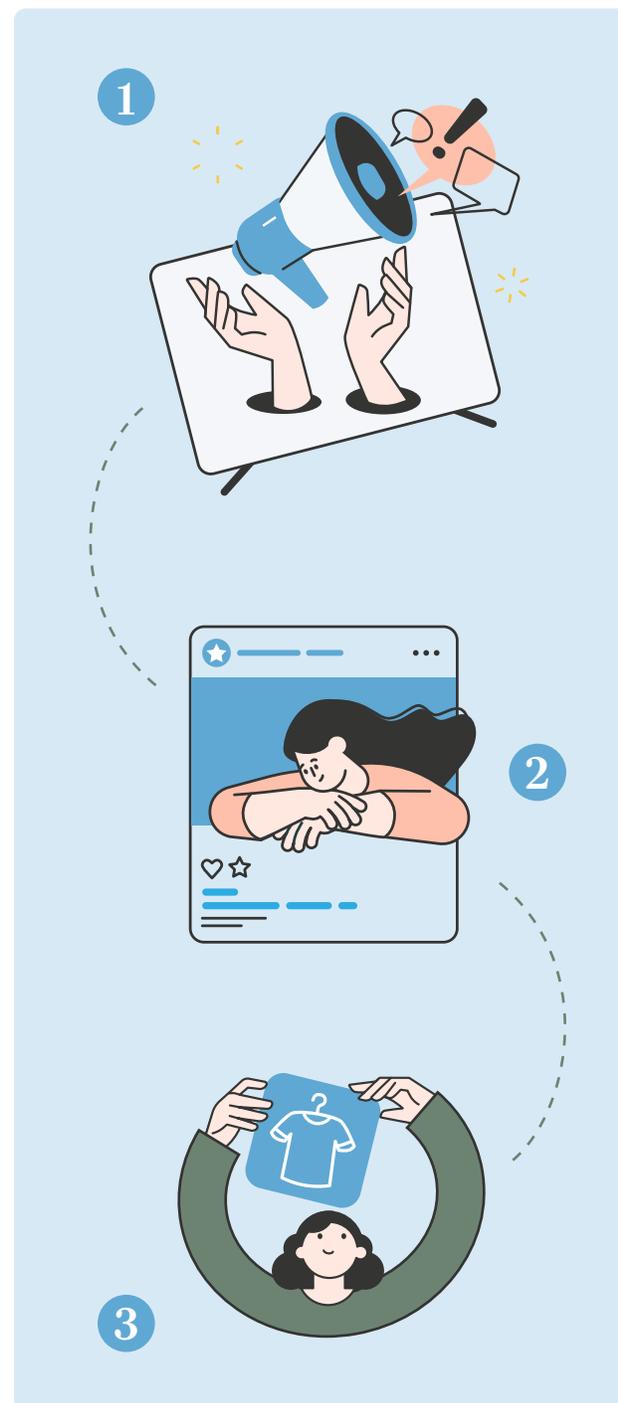
▶ User details

1. Age
2. Gender
3. Location
4. Viewing habits and content preferences

▶ Device details

1. Operating system
2. Device ID (e.g., IFA, IP)

3. Based on these factors, the various programmatic advertising platforms will bid on the available ad break for that user — and the winning bidder's ad will be served on the user's TV screen.



How then, is a user's connected TV device identified against their user attributes or actions?

This is done using a technology known as a household identity graph: a “map” of all the various devices connected to the internet in a single household, and the common pathways between them. The identity graph takes information about a user's mobile phone or computer and uses it to target ads to them on their CTV device, for example.

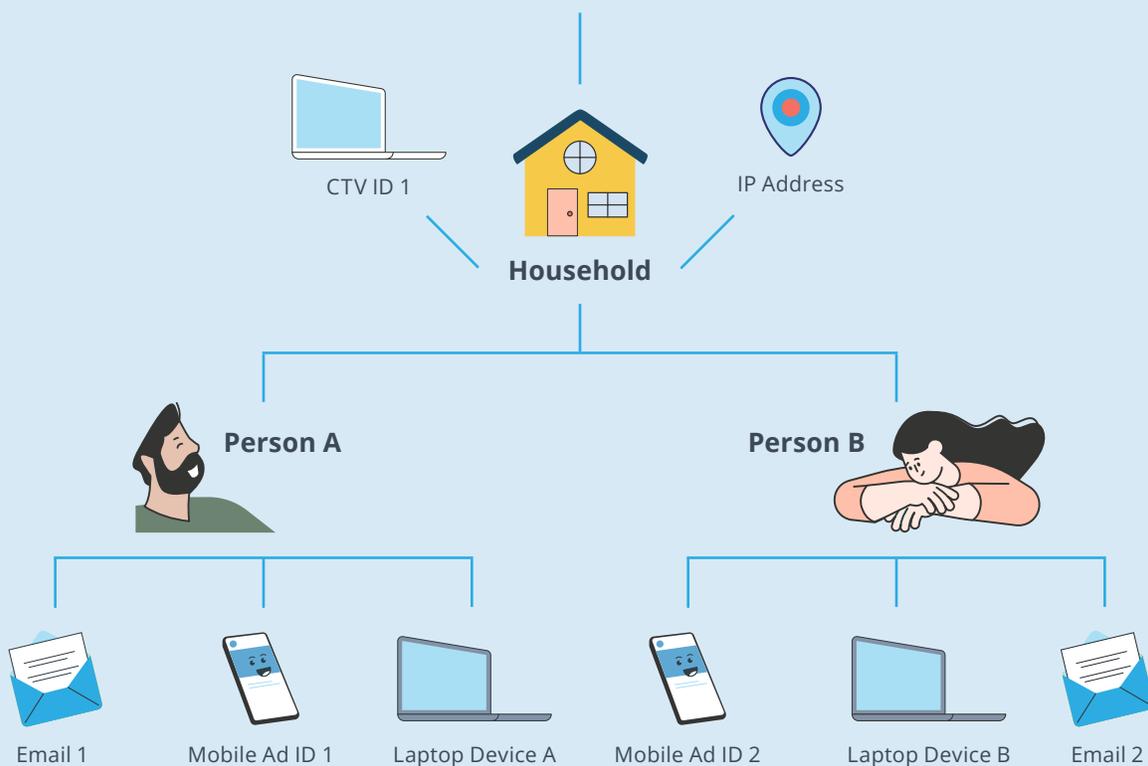
1

The identity graph maps connected devices to the same home (on a common WiFi connection) and assigns a household ID.



2

The identity graph then assigns a unique hash to each device that captures user attributes and interests.



3

Now, a programmatic ads platform can leverage the identity graph to target and retarget each household device.

CTV as part of a cross-channel strategy

Campaigns with **4 media channels** yield a **50% higher ROI** than a single-media-channel strategy. ¹

The average consumer requires **56 branded touchpoints** before converting. ²

70%+ of all TV viewers have a phone or tablet in their hand as they watch. ²

CTV advertising can contribute to a robust multi-channel marketing strategy that accelerates customer journeys and creates a seamless brand experience. Here's what a typical cross-channel campaign that includes CTV might look like:

1

Reach ideal audiences on their CTV devices and drive them to your website or mobile app.



2

Retarget individuals with the same message using display, native, video, and/or social ads.

3

Continue retargeting until they return to your site or app and convert.



¹ Analytic Partners ² AdRoll



Reaching the Right People
at the Right Time:

CTV Targeting



One of the most advantageous parts of CTV advertising is its specific targeting and personalization capabilities. In fact, CTV targeting looks very similar to the digital targeting you're used to on web and social.

Contextual targeting

Run ads during streaming content your ideal audience is likely interested in.

Lookalike targeting

Let your CTV ads platform find viewers who look and act like your best customers.

Third-party audience targeting

Target relevant audiences based on third-party data for millions of consumers.

AdRoll third-party audiences, powered by Experian

- Includes rich consumer data for **250+ million U.S. consumers and 126 million households**
- Identifies an average of **250 attributes per consumer and 2,300 attributes per household**
- **Leverages 200+ data sources**, including public/state records and tax, census, transaction, location, survey, and directory data



Turn Third-Party Audiences into First-Party Data

When you run CTV campaigns to reach new shoppers, you have the chance to turn them into contacts and retarget them in any of your marketing channels.



Retargeting

Reach previous site/app visitors and CRM contacts on their connected TVs.

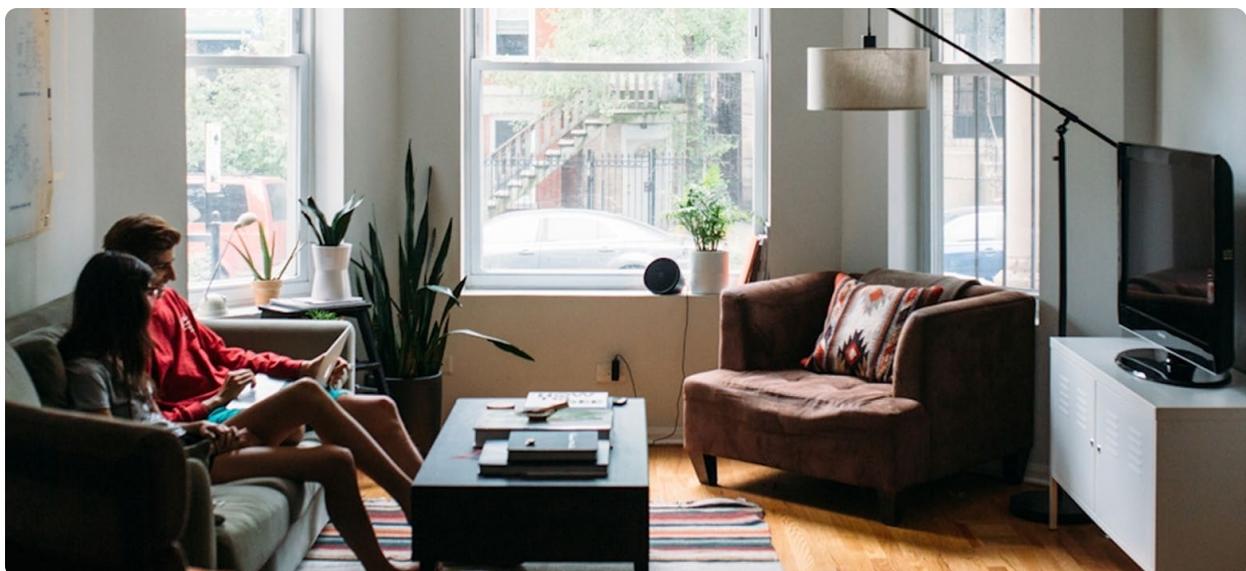
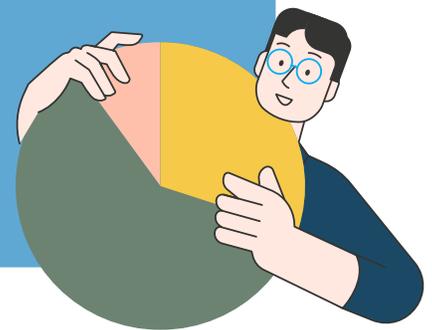
- **First-party data retargeting**
Use email addresses from sources like Klaviyo or your ecommerce platform to target your known audiences either via integration or manual list upload.
- **Website audience retargeting**
Set up a web pixel on your website to track visitors and then retarget them on CTV.

Klaviyo audience retargeting with AdRoll

With the Klaviyo + AdRoll integration you can use the subscriber data you've collected across your tech stack to create high-value lists and segments that can be retargeted with CTV ads. Here are some popular use cases:

- **Convert one-time shoppers to repeat purchases**
Using your subscription integration, create segments of one-time purchasers and target them with ads for increased lifetime value.
- **Reward high-value customers with special offers**
Leverage your loyalty integrations to serve ads to your best customers with exclusive promotions.
- **Turn customer service touchpoints into sales**
Using customer support data, nudge customers with ads who have inquired about products but haven't purchased yet.

Learn more about Klaviyo + AdRoll retargeting [here](#).



When to use each CTV targeting strategy

Top of Funnel

Generate brand awareness and encourage consideration

- **Contextual targeting**
- **Lookalike targeting**
- **Third-party audience targeting**

Middle and Bottom of Funnel

Continue engagement and drive conversions or loyalty

- **First-party data retargeting**
- **Website audience retargeting**



Take a full-funnel approach to CTV.

It's all laid out for you [here](#).

CTV Creative



Arguably, the most important part of a CTV ads strategy is the creative itself. People see hundreds of different ads every day, which means differentiation through messaging and imagery is key.

Best practices for CTV creative

1. Hook and inform in the first 3-6 seconds

Show viewers who you are and what value you provide as early as possible.

2. Use action-oriented language

Include clear calls to action using both on-screen text and audio.

3. Test creative variants

Continuously test different hooks, formats, or CTAs to identify what resonates best.

4. Implement frequency capping

Avoid ad fatigue by limiting the number of times viewers see the same creative.

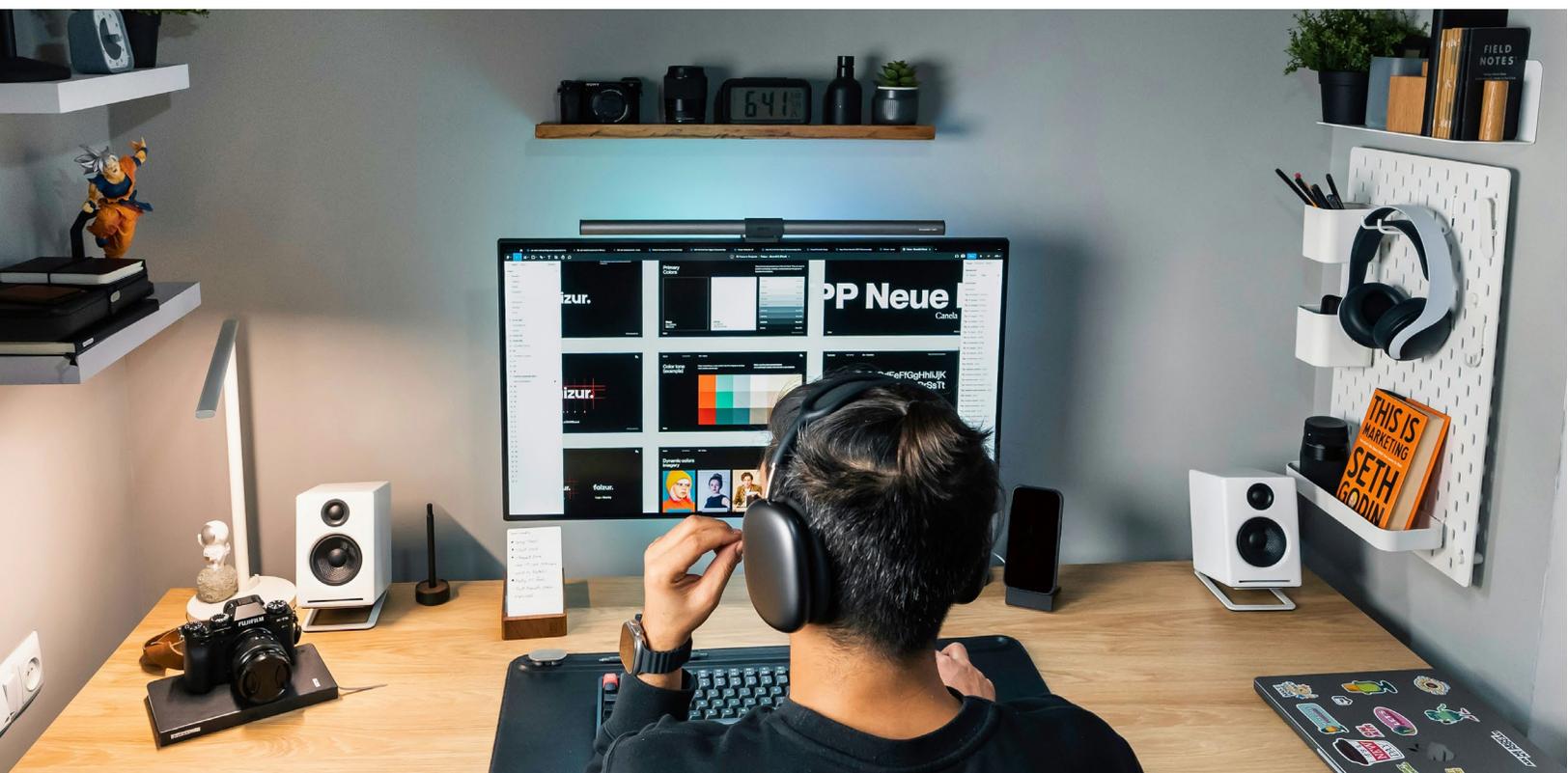
5. Be consistent

Create brand recall by using cohesive visuals and messages across ads.

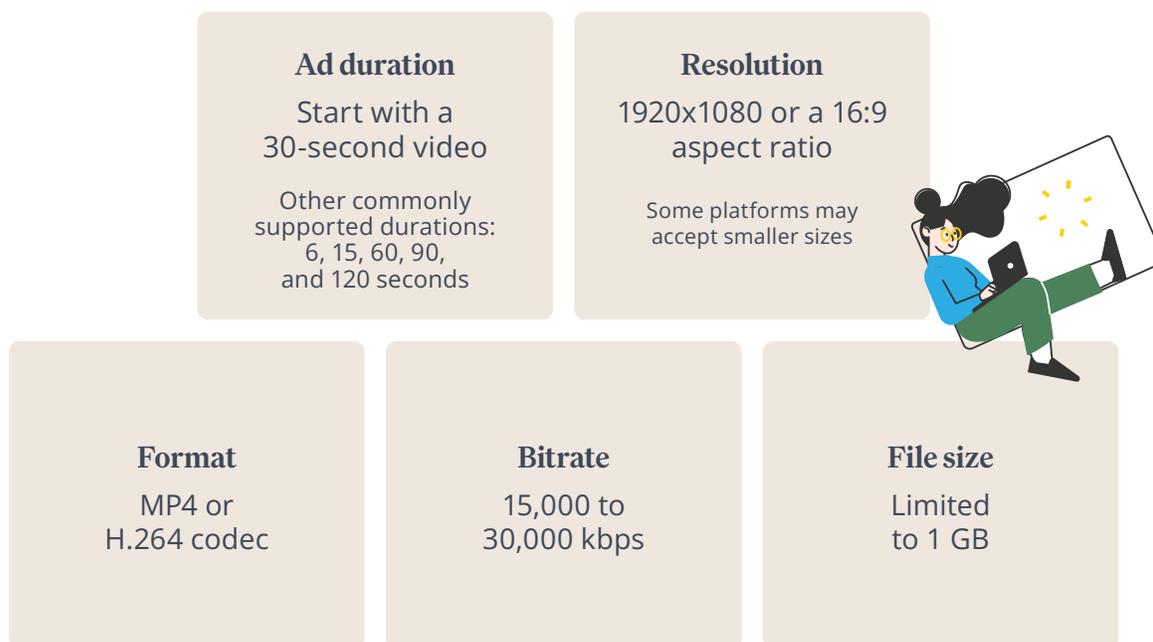


Bad CTV creative will do more harm than good.

Get more tips for creating standout CTV ads [here](#).



Creative technical requirements and optimizations



Approaches to CTV video creation

Full-service production

Outsource CTV creative from conception to completion. Production companies like  **lemonlight** provide high-quality ads with lightning fast turnaround times.

Software-assisted production

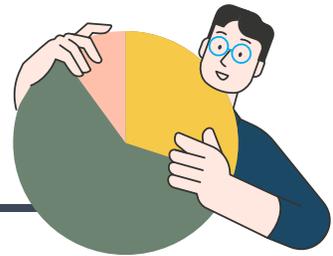
Use AI to create high-impact CTV ads using a platform like **Waymark**, or try  **SPACEBACK** to turn existing social videos into stunning 4k CTV creative.

DSP

Lean on an ads platform like AdRoll to facilitate or provide CTV creative services to you.



CTV Reporting and Attribution



The crux of every campaign is the business impact it makes. Despite being a relatively new media channel and reporting limitations associated with traditional TV, CTV advertising platforms can provide a clear picture of advertising effectiveness.

Current CTV reporting capabilities



Which viewers visited a website or made a purchase after viewing a CTV ad



Which CTV publishers showed ads to your target audience without them seeing ads anywhere else (incrementality)



How many individual people saw your ad versus households, including their age and gender



Users who purchased a product in a physical store after viewing a CTV ad

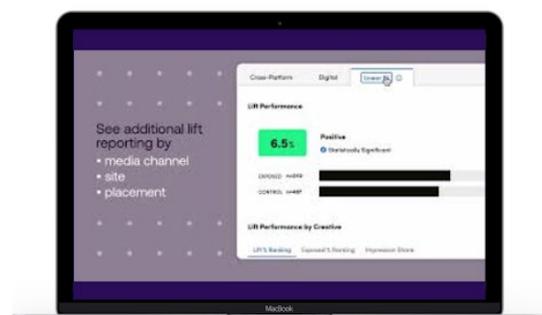
Common CTV success metrics

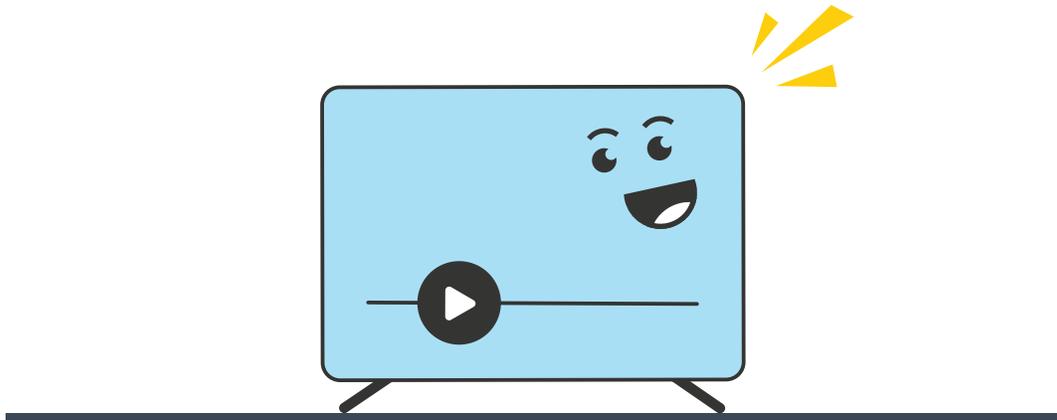
- Impressions
- Watch time & completion rate
- Cost per completed view (CPCV)
- View-through conversions
- CTV-driven household site visit

Measuring and understanding brand lift

Some advertising metrics are more difficult to measure — things like brand perception and consideration. Through survey-based methodology, advertisers can understand how CTV campaigns are impacting the top of the funnel and contributing to overall brand awareness.

Companies like **Cint** visualize daily brand lift metrics in an easy-to-use reporting dashboard.





Klaviyo
+
AdRoll CTV

The AdRoll + Klaviyo Integration

AdRoll integrates directly with Klaviyo, leveraging ecommerce data to personalize marketing experiences and elevate performance.

Why Klaviyo brands love the AdRoll integration:



Advanced reporting & analytics

Track ROI and inform smart campaign changes with clear, centralized reporting.



Target Klaviyo audiences

Import your Klaviyo lists and segments to be used in web, CTV, and social retargeting campaigns.



Increase ROAS

Boost your return on ad spend by targeting highly qualified buyers to drive more conversions.



Accurate audience data

Dynamic lists and segments keep your audience data fresh and allow you to avoid manual uploads.



Programmatic predictions

Place optimal bids — and save budget — using powerful AI and 15+ years of data.



Top-notch support

Get expert help whenever you need it (from humans, not robots).

Ready to put your brand on the big screen?

Download AdRoll in the [Klaviyo App Marketplace](#) and launch your first CTV campaign today.

INSTALL THE ADROLL APP

