



CTV for ABM, Now Connected to HubSpot



NordVPN



Wispr Flow

airOps



Profound



Numeral

242M

US streaming viewers,
2026

\$580K

Qualified pipeline, AirOps

47%

of all TV viewing is now
streaming

Why CTV Completes Your ABM



98% match to real households.

Vibe matches your list against real ingested data, rather than modeled identities like other CTV platforms.



2-2.5x higher deal quality.

B2B deals turn on consensus across a 5-16 person committee. CTV reaches every role you enrich, even the non-clickers.



283% streaming ROAS.

While search and social ROAS fell 20%. CTV's reach makes every downstream channel convert cheaper.

We Ran This on Ourselves

251 accounts. 3.7M impressions. 439K households. 97.5% completion. One campaign per account, launched through the Vibe API in under 15 minutes.

Already in HubSpot? Sync a list, pair it with Vibe's Pixel, and CTV shows up in the same pipeline view as every other channel.



Scan for the full playbook



When you educate at the top of funnel with CTV, everything downstream converts better, people already understand what we do by the time they hit our site."



Matt Swulinski
Head of Growth
Wispr Flow

ABM on LinkedIn vs. Meta vs. CTV

Account-based teams already run the same play on two channels. Here is how the third compares.

	 CTV	 LinkedIn Ads	 Meta Ads
How you target accounts	Custom audience upload or firmographic build	Company + title filters, or custom audience upload (contact/company list)	Custom audience upload (CRM list)
Where the committee is	Anywhere streaming takes place: On the couch, on their phone, on a tablet	At their desk, scrolling	On their phone
Reaches the non-clicker	Yes, view-based	No, click-based	No, click-based
CPM to reach senior titles	\$20 to \$50	\$55 to \$150	Up ~ 20% YoY
Competitive density	Greenspace	Every competitor, same auction	High

Sources:

Nielsen The Gauge 2026, Dreamdata 2026, Demand Gen Report 2026, eMarketer.



We saw Vibe's campaign reach us at JFrog through an unexpected channel, a colleague's streaming account, and it was relevant enough that I reached out myself to learn more."



Rebeca McDiarmid
Senior ABM Manager, JFrog