vibe.co

CTV for E-commerce:

The 2025 strategy & activation guide

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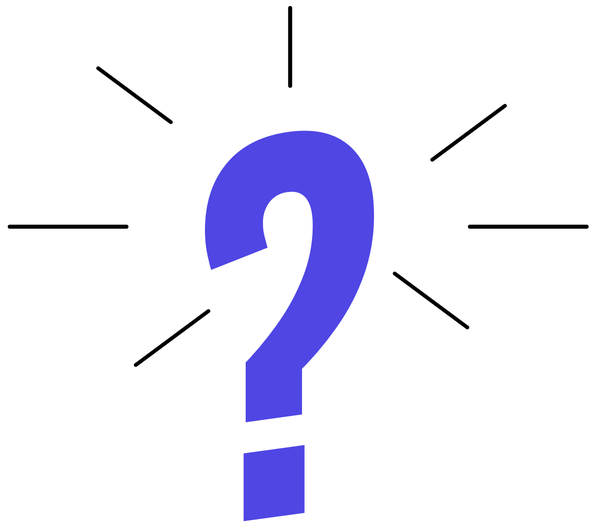
How Vibe.co is redefining what's possible with CTV

Ecommerce marketing is facing a strategic inflection point: tried-and-true digital channels like Meta, Google, TikTok still dominate ad budgets, but cracks are showing. Rising acquisition costs, privacy-driven signal loss, and creative fatigue are squeezing margins and forcing e-commerce brands to rethink their growth playbooks.

And yet, consumers are still spending and marketers need to learn how to efficiently channel that demand. Which channels actually move product? Which strategies scale profitably? Which platforms offer both precision and reach in a post-tracking world?

Let’s break it down.



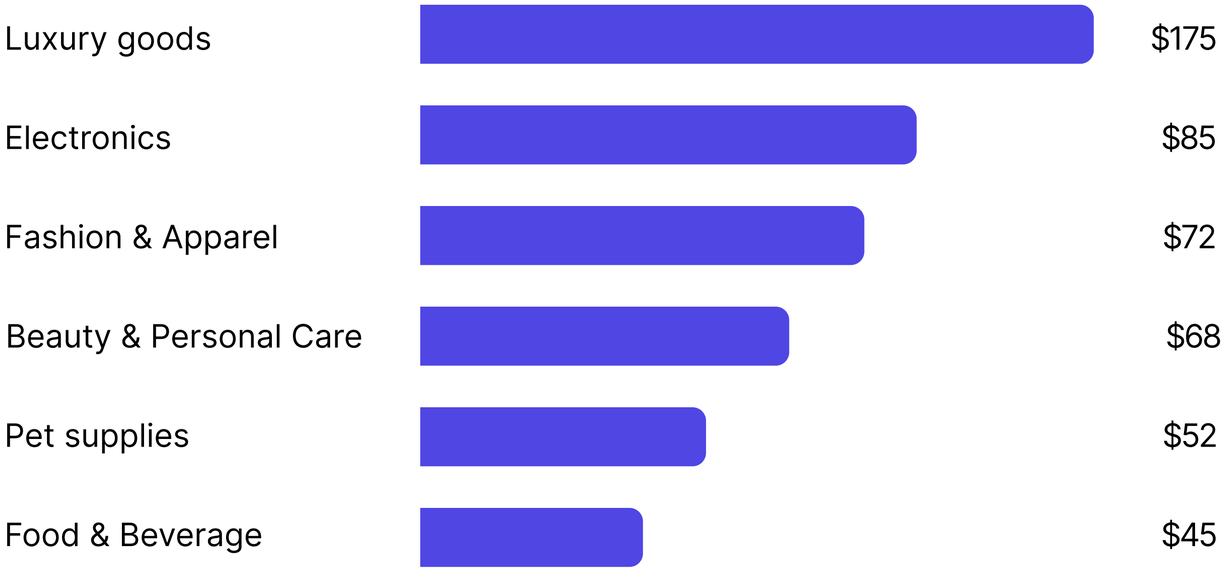
The state of Ecommerce advertising and what’s next

Ecommerce advertising is at a crossroads. As social platforms plateau and acquisition costs climb, brands are shifting toward smarter, more scalable channels. In 2025, CTV has stepped out of the “emerging” category offering real reach, data-driven targeting, and measurable results that connect directly to your store.

The state of Ecommerce advertising and what’s next?

CAC is still rising

Customer acquisition costs are climbing **CPCs up 30–60%** across major platforms in the past two years. Meanwhile, conversion rates are flat. When competition goes up and signal quality goes down, CAC becomes unsustainable.



Source: upcounting industry analysis 2025

Customer Acquisition Costs are averaging $78 in 2025 up 40% since 2020.

Vibe advantage

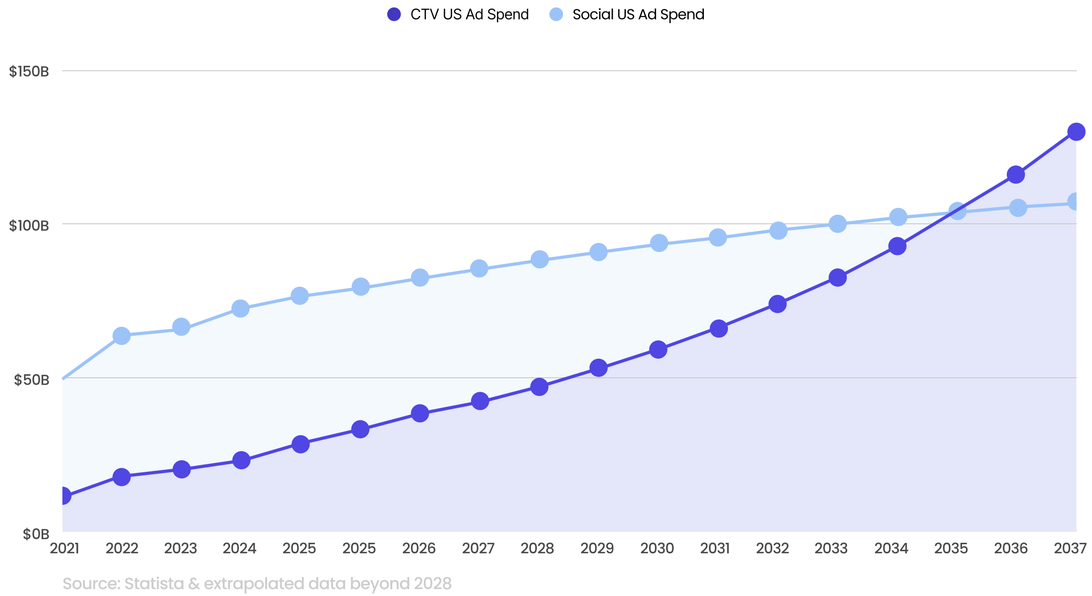
Vibe targets smarter with CRM + AI optimization tools on CTV, improving efficiency and keeping CAC in check

The state of Ecommerce advertising and what's next

Paid social is losing its punch

Time spent on social has plateaued. Why? Retargeting is less effective, creative burnout and swipe fatigue are dragging down performance, and paid social is no longer the engine it once was:

As social growth keeps slowing down and CTV growth is sustained thanks to SMB ad spend, CTV could surpass social ad spend by 2035



Source: Statista & extrapolated data beyond 2028

"Social Performance is plateauing—even as costs rise."

- CTRs and ROAS are in steady decline
- Platforms are deprioritizing brand pages in favor of algorithmic discovery
- Signal loss = weaker lookalikes, fuzzier funnels

Vibe advantage

CTV reaches 94% of U.S. households, with 47% YoY growth in CTV-attributed eCommerce sales. It's no longer just for brand lift, it's measurable action.

CTV is no longer “Emerging”

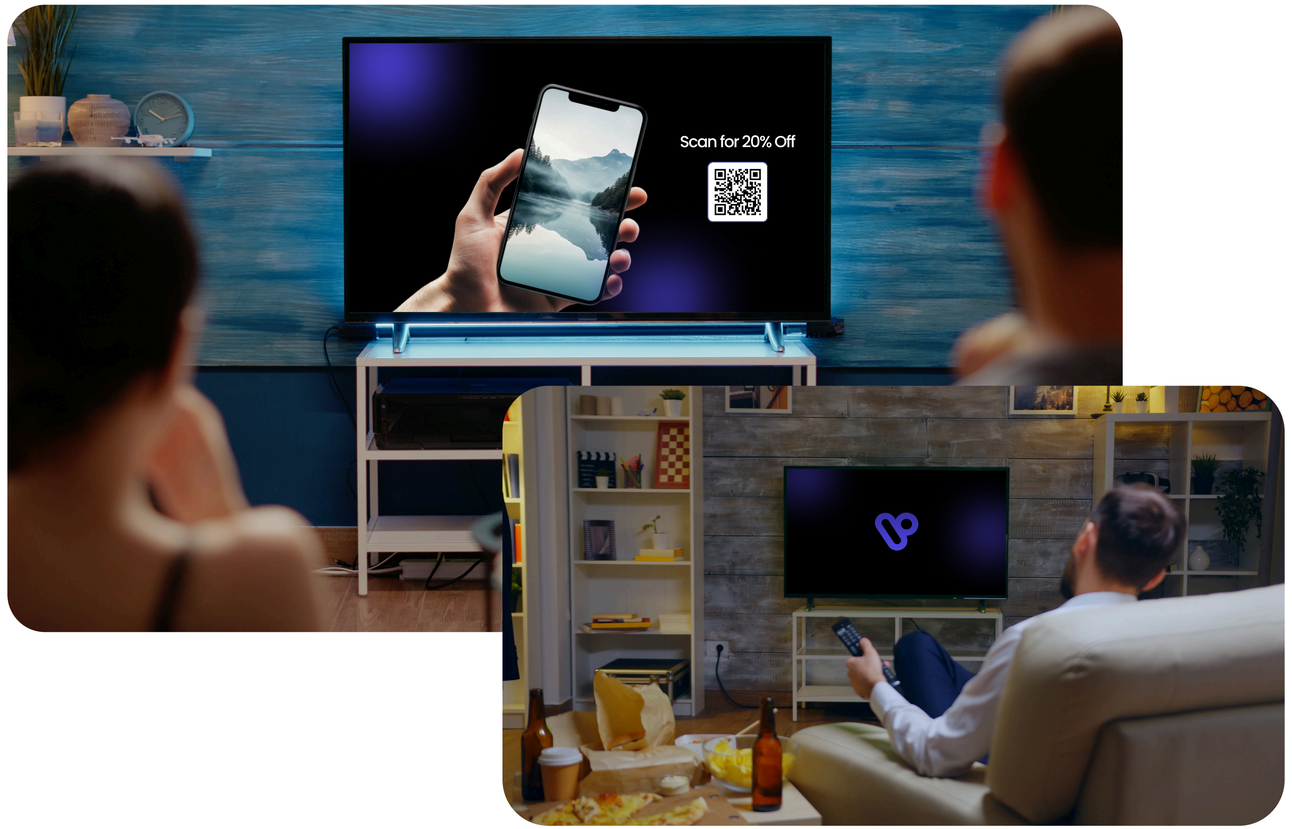
CTV reaches 94% of U.S. households, with 47% YoY growth in CTV-attributed eCommerce sales. It's no longer just for brand lift, it’s measurable performance.

Why it works

- Cookieless 1p targeting
- AI-enabled creative testing
- Real-time optimization
- Premium trust from TV environments

Vibe advantage

Vibe’s performance network connects commerce and content: shoppable CTV, outcome-based measurement, and real-time optimization.



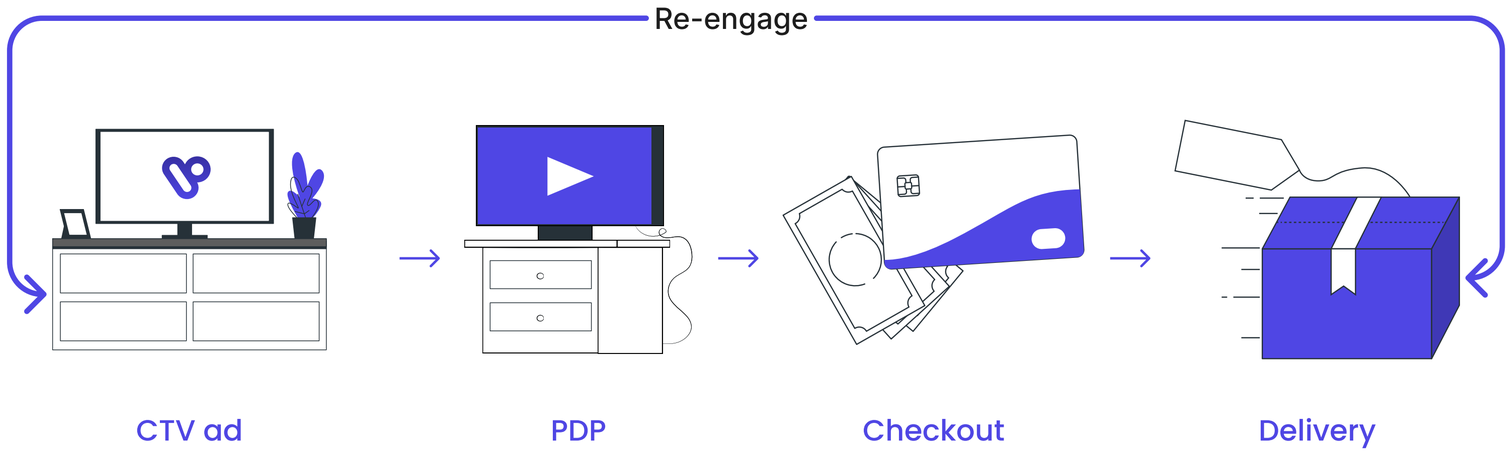
The state of Ecommerce advertising and what's next

Conversion ≠ Just the click

81% of shoppers abandon carts if delivery options don't suit them. 79% expect easy returns. Ads alone don't close the sale, the entire experience has to be coherent.

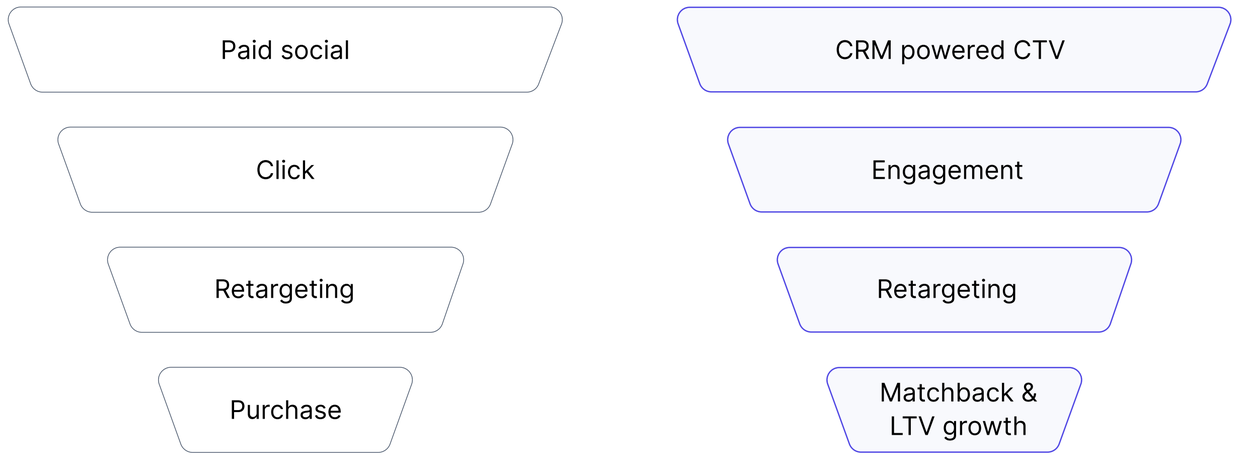
Vibe advantage

Aligns campaign creative with customer behavior via Shopify + Klaviyo, ensuring each touchpoint works in sync.



"Friction kills conversion"

The new funnel, built for 2025



"Performance is no longer a one-click game."

The shift is already happening:

Social is saturated. Cookies are crumbling. CAC is climbing. CTV is delivering better results across the full funnel.

Why vibe.co

- Built for performance marketers
- Full Shopify + Klaviyo sync
- Real-time matchback + attribution
- Lower CAC, higher trust, scalable results

The state of Ecommerce advertising and what's next

Why CTV works for Ecommerce

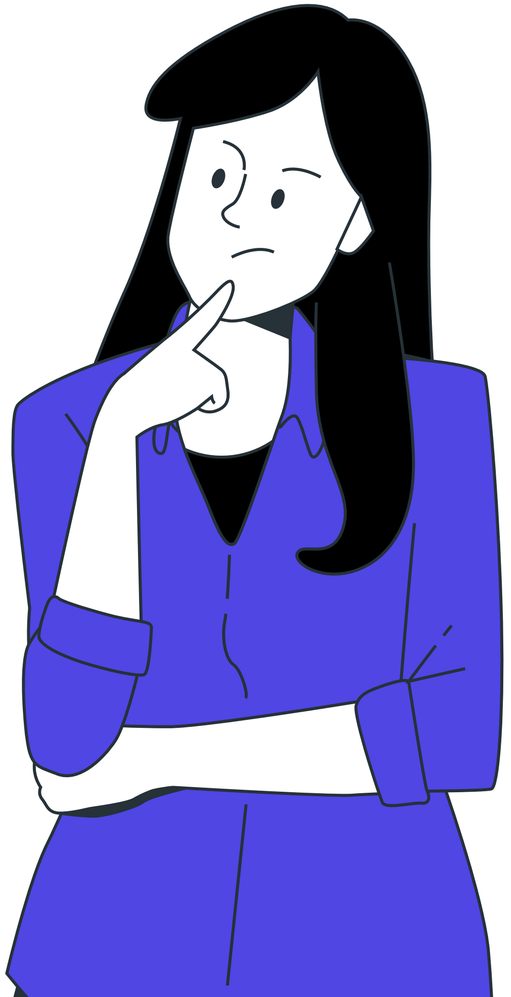
Connected TV delivers measurable impact by connecting campaigns directly to your store data and customer behaviors. When campaigns are optimized in real time and attribution is precise, CTV becomes a powerful performance channel that drives real growth for e-commerce brands. This section outlines how to leverage these advantages effectively.

Why CTV works for Ecommerce

Problem: Traditional CTV isn’t built for Ecommerce

- Broad demo targeting
- Modelled attribution
- No direct integration with Shopify or Klaviyo

Traditional CTV	vibe.co
Broad audience	First party targeting via Shopify & Klaviyo
Monthly reporting	Real time analytics
Awareness only	Full funnel tracking



Why CTV works for Ecommerce

Solution: Vibe.co connects streaming TV to your store

Premium, brand-safe streaming inventory

Reach without the noise.

500+ ad-supported streaming platforms with granular targeting that converts.

Why CTV works for Ecommerce
Why CTV works for Ecommerce

Solution: Vibe.co connects streaming TV to your store

Targeting that runs on your data

- Cart abandoners in last 3–7 days
- Customers with >$100 AOV
- Email subscribers who haven’t opened in 60+ days

10 recommended Klaviyo starting point segments:

- Added to Cart Last 30 Days (No Purchase) Why: Recover high-intent buyers
- Viewed Product 3+ Times Last 14 Days (No Purchase) Why: Push decision-making
- Engaged (Opened/Clicked) Last 30 Days Why: Core audience for campaigns
- First-Time Buyers in Last 90 Days Why: Nurture loyalty
- Multiple Add-to-Carts Without Purchase Why: Push checkout
- Email Engaged but SMS Not Subscribed Why: Grow SMS list
- High Lifetime Value (LTV > $500), No Order Last 180 Days Why: VIP recovery
- Engaged (Opened/Clicked) Last 120 Days, No Purchase Why: Win back buyers
- Inactive Cart Abandoners (Added to Cart 60–90 Days Ago) Why: Reactivate old carts
- Unengaged Last 180 Days (Opened 0 Emails) Why: List hygiene

Why CTV works for Ecommerce

Why CTV works for Ecommerce

Solution: Vibe.co connects streaming TV to your store

Real-time, transparent attribution

Every ad impression can be tied to site visits, add to carts, and purchases using Vibe Pixel + IP matching.

“Attribution that connects exposure to revenue.”

Why CTV works for Ecommerce

Why CTV works for Ecommerce

Solution: Vibe.co connects streaming TV to your store

Every ad impression can be tied to site visits, add to carts, and purchases using Vibe Pixel + IP matching.

Shopify & Klaviyo integration in action

- Shopify signals: viewed SKUs, AOV, checkout steps
- Klaviyo segments: active loyalty users, churn risks, one-time buyers

KLAVIYO triggers → vibe.co Campaign logic

Purchase event → Upsell campaign trigger

“No exports, no lag, just live data.”

Michael Schneider
Marketing lead

"Vibe’s account management team was super helpful in getting us on board and the platform is so easy to use and transparent. I can really drill down on the data I’m actually interested in."

Jasmine Abney
Senior manager of paid social

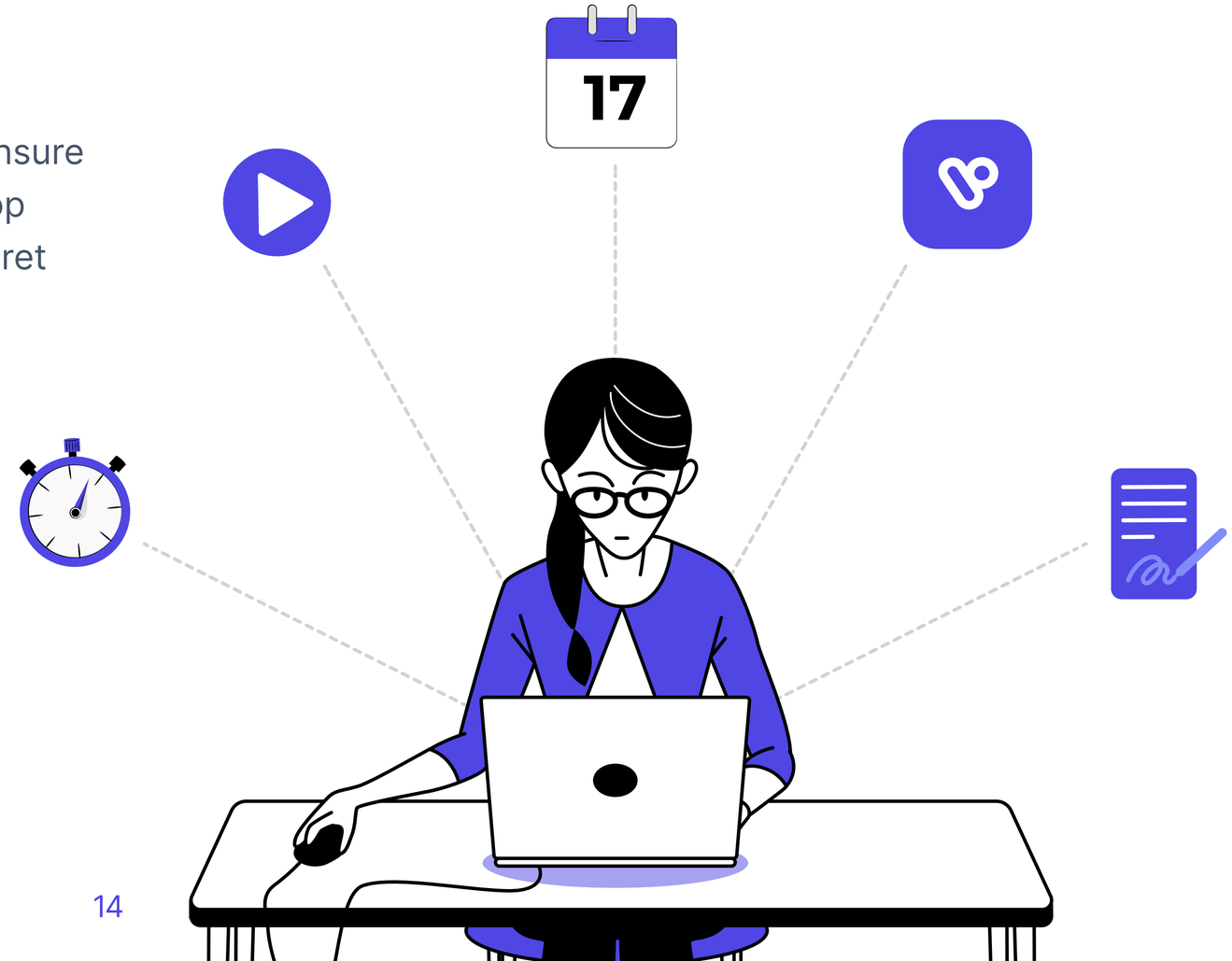
SIJO

"There’s this assumption that CTV is for awareness only. But we’re proving it can drive real action especially when you can sync it to a shopper’s email behavior and purchase history."

Why CTV works for Ecommerce

What to measure and why it matters

Measuring the right performance indicators is essential to ensure your CTV campaigns are delivering results. Below are the top KPIs to track, along with optimization tips to help you interpret and act on the data effectively.



What to measure and why It matters

Cost per completed view (CPCV)

Why It matters

CPCV measures the cost to deliver a full ad view. It directly reflects the efficiency of your spend and how well your creative resonates with audiences.

Optimization tips

- Focus on high-engagement inventory:

  Review eCPM by app or channel and allocate budget to placements with lower CPCVs.

- Leverage high-quality creatives:

  Ads with engaging visuals and clear messaging are more likely to be completed. Ensure your brand name and URL are prominently visible.

- Cap frequency strategically

  to avoid oversaturating audiences while maximizing completed views.

PAMOS

Vibe benchmark

CPCV target: $0.02–$0.04

$0.03 CPCV, achieved through premium placement optimization.

What to measure and why It matters

ROAS (Return on ad spend)

Why It matters

ROAS measures how much revenue each advertising dollar generates. It gives a clear insight into the profitability of your campaigns.

Optimization tips

- Enable the Vibe.co pixel

  for precise tracking of sales and site actions attributed to CTV exposure.
- Segment audiences intelligently

  to enhance return. For example, retarget site visitors alongside prospecting campaigns to create a holistic funnel.
- Refine geography targeting

  if specific regions yield greater ROAS, and push more spend toward those high-performing audiences.

SIJO

Vibe benchmark

ROAS target: 3.5x–5x

4.1x ROAS through retargeting and integrating Shopify data.

What to measure and why It matters

What to measure and why It matters

Site visits + branded search lift

Why it matters

Measuring site traffic and lift in branded search terms directly demonstrates interest generated by your Streaming TV campaign. These metrics also indicate mid-funnel engagement before conversion.

Optimization tips

- Enable the Vibe.co pixel

  for precise tracking of sales and site actions attributed to CTV exposure.
- Segment audiences intelligently

  to enhance return. For example, retarget site visitors alongside prospecting campaigns to create a holistic funnel.
- Refine geography targeting

  if specific regions yield greater ROAS, and push more spend toward those high-performing audiences.

ZORIS

Vibe benchmark

Site visit target: 10%+ lift in weekly sessions

Branded search lift target: 15% post-campaign

Cost per session: $2.16 - $15

What to measure and why It matters

What to measure and why It matters

MMM & Incrementality

Vibe.co has massively expanded its ecosystem to include every kind of incremental testing solution our advertisers need. Measure your campaigns' incremental impact with one of Vibe.co's 40+ measurement and reporting integrations.

MMM & Incrementality

Your CTV creative & calendar toolkit

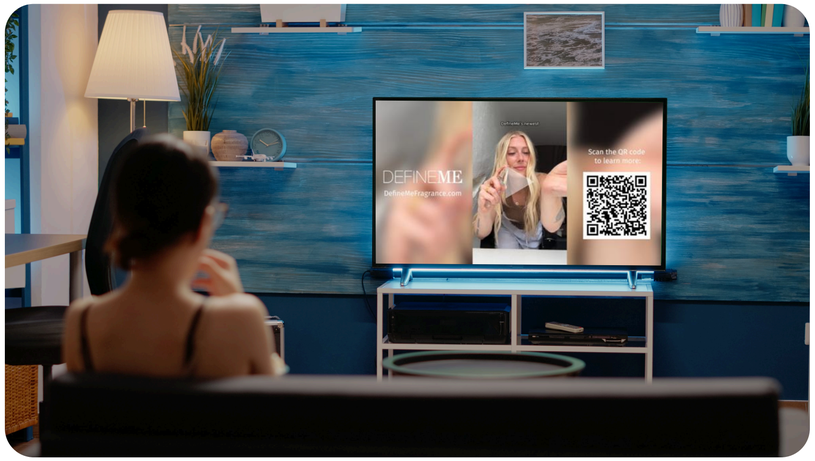
Creating impactful ads for Streaming TV requires formats and strategies that resonate with viewers, drive engagement, and deliver tangible results. Below, we outline top-performing eCommerce styles, along with actionable tips to optimize messaging and visuals.

Your CTV creative & calendar toolkit

Top-performing Ecommerce ad examples

1. Creator-style testimonials: Leverage authentic storytelling from relatable creators. These ads foster trust and provide social proof by showing real people sharing their genuine experiences with your product.

- Why it works:
  84% of consumers trust peer recommendations over ads, making this format highly persuasive and engaging.
- Example:
  A skincare creator sharing a step-by-step morning routine using your products while showcasing visible results.
- Pro tip:
  Match creatives with your target demographics for maximum relatability. Provide clear instructions and maintain authenticity in tone.



Watch the video

Your CTV creative & calendar toolkit

Top-performing Ecommerce ad examples

2. Quick product demos: Showcase your product in action within the first few seconds of the ad. Highlight key features and solve specific pain points to keep viewers engaged.

- Why it works:
  65% of consumers are more likely to buy after watching a product video.
- Example:
  A step-by-step video showing how your kitchen gadget slices, dices, and prepares food in seconds.
- Pro tip:
  Add overlays or voiceovers to highlight product benefits during the demo.

Watch the video

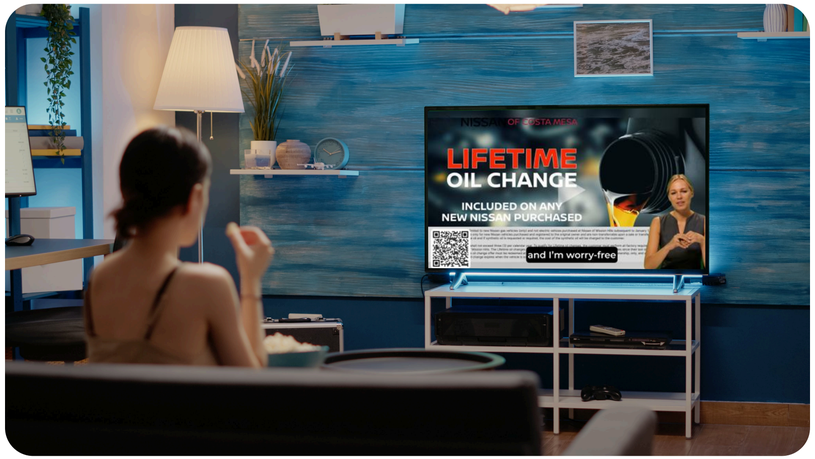
Your CTV creative & calendar toolkit

Your CTV creative & calendar toolkit

Top-performing Ecommerce ad examples

3. Promo sale ads: Advertise time-sensitive promotions or seasonal sales with bold visuals and compelling offers.

- Why it works:
  These ads create urgency and drive immediate conversions, especially during peak shopping periods like Black Friday.
- Example:
  “40% off sitewide! Today only!” splashed across dynamic product shots with upbeat music.
- Pro tip:
  Combine urgency with incentives like free shipping or limited-edition products.



Watch the video

Your CTV creative & calendar toolkit

Your CTV creative & calendar toolkit

Creative calendar by industry

Steady period — evergreen creative performs well

Key period — update creative for strong performance

Critical period — launch fresh creative to maximize impact

Month	Tentpole events	Supplements	Beauty/ Wellness	Apparel	Homegoods/ Outdoor	Luxury / Gifting	CTV strategy layer
January	New year's resolutions	3	2	1			Leverage resolution themes; focus on lifestyle visuals + QR for trial offers
February	Superbowl, Valentine's day	2	3	2	1	3	Big-screen storytelling for emotional buying, Super bowl co-viewing promos
March	Oscars, Spring refresh	1	2	2	1	1	Glamour messaging for awards season; lean into visual storytelling
April	Earth day, Spring sales	1	2	2	2	1	Use sustainability and values-led messaging; align with niche audience targeting
May	Mother's day, Graduation		3	1	1	3	Showcase gifting moments; use emotional storytelling and countdowns
June	Summer kickoff, Father's day	2	1	3	3	2	Focus on outdoor lifestyle; align creatives with family and travel themes

Your CTV creative & calendar toolkit

Your CTV creative & calendar toolkit

Creative calendar by industry

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Critical period — launch fresh creative to maximize impact

Month	Tentpole events	Supplements	Beauty/ Wellness	Apparel	Homegoods/ Outdoor	Luxury / Gifting	CTV Strategy layer
July	Travel, Independence day	2	1	3	3	1	CTV perfect for capturing summer co-viewing; drive mid-season offers
August	Back to school prep	2	1	3	1		Ramp up new routines; cross-device strategy with CTV+social
September	Back to routine	3	2	2	1		Use educational or habit focused creative; CTV boosts recall
October	MLB Playoffs, Holiday prep	1	1	2	2	1	Start top-of-funnel gifting awareness; retarget through Q4
November	Black friday, Awards season	3	3	3	3	3	Go big: household targeting, urgency messaging, QR-driven promos
December	Holiday, NFL playoffs	3	3	3	3	3	CTV shines in high-attention co viewing; build urgency+ offer reminders

Your CTV creative & calendar toolkit

Checklist

Top-performing CTV ad styles for Ecomm:

- Creator-style testimonials feels authentic and social-native. ☐
- Promo sale ads highlight urgency with seasonal offers. ☐
- Quick product demos show value clearly and fast ☐
- Screenshots or stills from real customer ads build trust. ☐

CTA writing tips:

- Hook with the problem or desire
- Drive urgency (“Ends sunday!” “only while supplies last”)

Quick creative checklist (CTV-tuned):

- Show the product in the first 3 seconds ☐
- Add urgency (sale, limited run, seasonal tie in) ☐
- Always use a clear, direct CTA (e.g., “Shop now,” “Try today”) ☐
- Always use a clear, direct CTA (e.g., “Shop now,” “Try today”) ☐
- Create 15s AND a 30s videos to allow for testing on different ad placements ☐

Your CTV creative & calendar toolkit

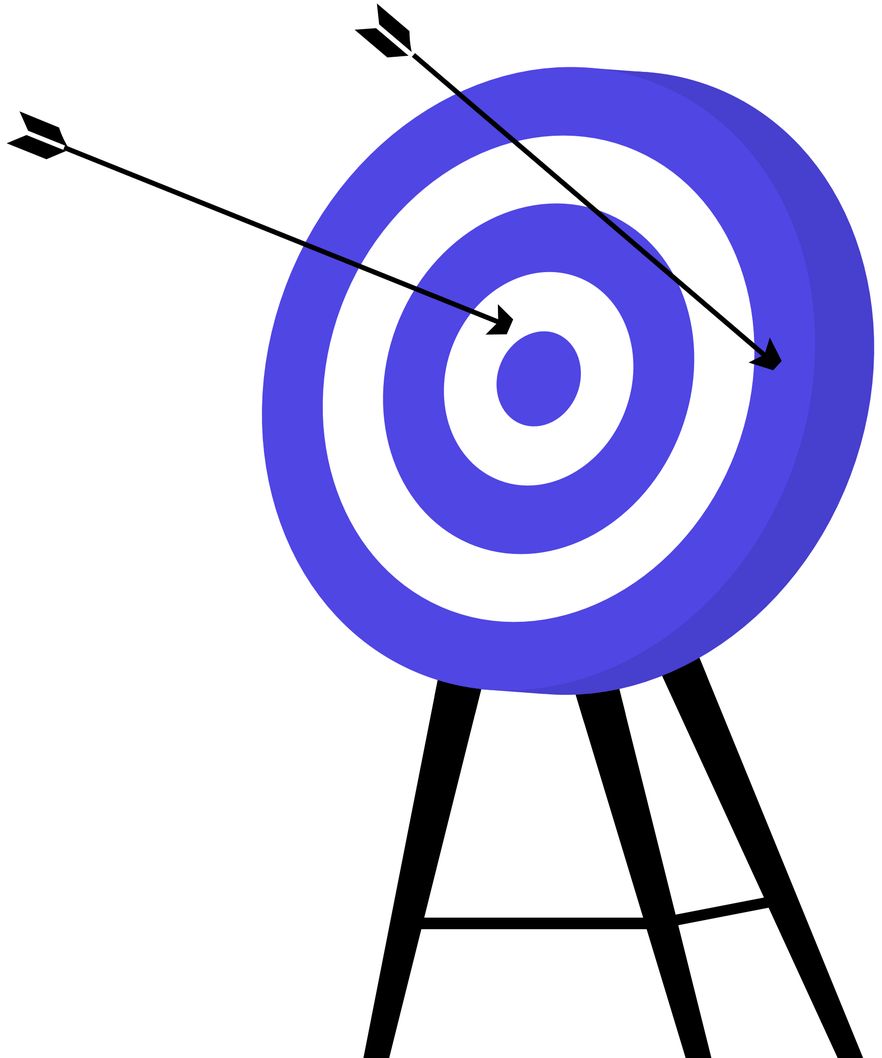
Your CTV creative & calendar toolkit

CTV targeting strategies that learn as you grow

Reaching the right audience, with the right message, at the right time.

CTV advertising performs best when powered by thoughtful audience design. With platforms like Vibe.co, you have access to household-level precision, flexible delivery controls, and behavioral data integrations. The goal isn't just to "reach more people," but to guide campaign delivery with real intent signals and learn as you go.

Here's how to approach targeting in three parts:



CTV targeting strategies that learn as you grow

1. The right audience

Build a strategy rooted in who your customers actually are and how they behave.

CTV viewers are naturally more engaged: they've opted into their streaming environment, and their attention is less fragmented than on social feeds. Start broad, and let the data point you toward the segments that deliver.

Campaign Goal:

- Awareness: Cast a wide net across apps and screens.
- Website Traffic: Optimize for pixel-based actions.
- Retargeting: Focus on known audiences abandoners, repeat buyers, high-LTV cohorts.

Screens:

- Target by DMA, city, zip, or exclude regions.
  All inventory remains CTV-grade—just viewed across different devices.

Interests & Behaviors:

- In-market shoppers, deal-seekers, and niche enthusiasts. (e.g., fitness, beauty, tech)
  Pull from Shopify & Klaviyo segments like cart abandoners, recent purchasers, or dormant users.

Location:

- Target by DMA, city, zip, or exclude regions.
  Localized offers like "Ships Free to [City]" boost response.

Demographics:

- Start with known parameters. (e.g., age 25–44, $75K+ income)
  Layer on education, household size, or zip-level filters as needed.

Targeting Layer	Example	Vibe Control
DMA	New York, LA	Zip/City/DMA toggle ✓
Demographics	25–44, $75K+ income	Multi-select filters ✓
Behavior	Cart abandoner	Shopify/Klaviyo sync ✓
Screens	TV, mobile, tablet	Device-level opt-in ✓

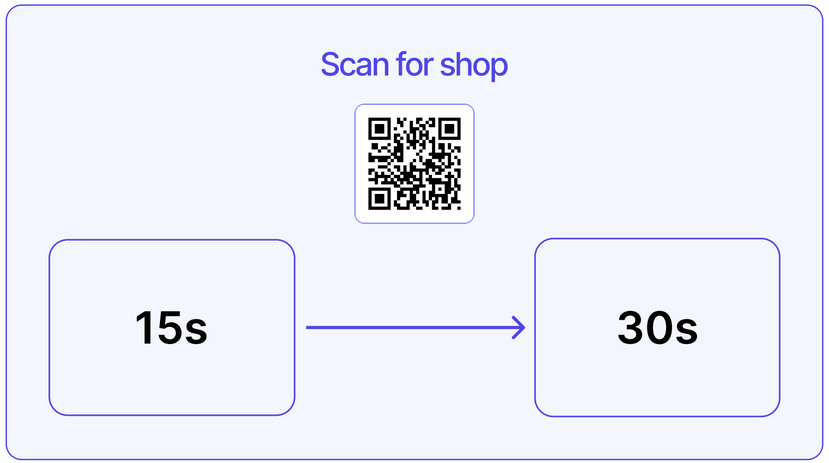
2. The right message

Targeting means little without relevant, watchable creative.

Make it easy for viewers to connect what they viewed on CTV to finding you online - show the URL and brand name on screen - optimize creatives to the "second screen" i.e. viewer's taking action on their mobile devices, computers, and tablets.

Format recommendations:

- Run both 30- and 15-second versions.CTV ad pods vary in structure, and having both gives you full access to all possible inventory.
- Avoid 5-second ads unless your message is truly immediate.
- Lead with product visuals and a hook in the first 3 seconds.



Tailoring to audiences:

- Cart abandoners: Remind them what they left behind with product imagery and urgency.
- Deal seekers: Highlight the promotion clearly—“50% Off This Weekend”
- Niche buyers: Mirror their interests—"Skincare that works overnight" or “Gear made for serious cyclists”

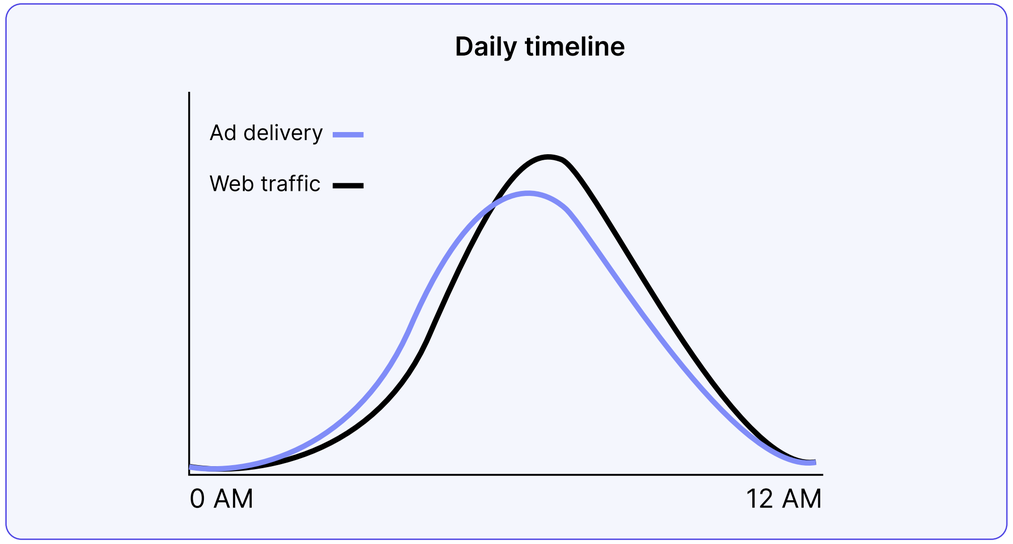
3. The right time

Timing drives context and performance.

Start broad, then refine using web and pixel analytics to align delivery with periods of high engagement. The Vibe platform allows delivery by daypart and day of the week.

Setup tips:

- Begin with full-day delivery to gather insights.
- Use pixel data to spot conversion peaks. (e.g., evenings, weekends)
- Toggle off low-performing windows once patterns emerge.
- Set household frequency caps (default is 5/day) to balance visibility with fatigue.



Effective CTV targeting is not about precision for its own sake it's about connecting your message to the right audience with enough scale and flexibility to optimize over time. With Vibe.co's direct integrations, real-time feedback loops, and granular control, targeting becomes a living system, not a static checklist.

What success looks like: Ecomm wins with CTV

E-commerce is evolving, and the old playbook is breaking down. With rising acquisition costs and paid social fatigue, brands need channels that drive real results. CTV has stepped up delivering measurable outcomes like higher ROAS, lower CAC, and stronger branded search lift. Backed by real-time data and integrations with Shopify and Klaviyo, CTV isn't just awareness it's performance. Here's how modern brands are turning views into revenue.

	Results/KPI		
MESHKI	2,967.68% ROAS for retargeting	$0.93 cost per session	$20 CPM
	311% ROAS	$0.33 cost per session	$23 avg CPM
Airdog Silicon Valley air expert	450% ROAS	53%+ Lift in CVR	$10K+ Incremental revenue
Hoodsly	409% ROAS	$0.02 Cost per view	662k Impression under 2 weeks
Eden Prairie Center	458% reach increase	96%+ VTR	Most visited mall in the region

What success looks like: Ecomm wins with CTV

By vibe.co

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