The Great Unification of

45% dedicate 20-40% of their total media ad spend to converged TV campaigns.

Online Outcomes:
- Improved Ad Relevance: 62% of respondents cited this as a top benefit of converged TV campaigns.
- Increased reach: 45% of respondents.
- Cost savings: 54% of respondents dedicated 40-50% of their ad budget to converged TV, which helped reduce ad waste across platforms and publishers, and save time due to working with a cross-platform, unified view.

Data Ownership:
- Data Ownership: A close second at 59%.
- Inconsistent Measurement: 89%.
- Walled Gardens: 42%.
- Team Silos: 72%.

Uniform Converged TV:
- State of Converged TV: 66% of respondents said "consolidated tech" was very important for them, and 51% said "viewership fragmentation" was a very important pain point.
- Converged TV Spend: 42% of respondents said their ad spend on converged TV increased year over year.

Benefits of unifying converged TV campaign reach performance:
- Increased reach and performance: 35%.
- Improved ad relevance: 62%.
- "Creative personalization," deep engagement, and unlocking walled gardens: 54%.
- "Increased data ownership:" 54%.
- "Cost savings:" 54%.

Challenges of a converged TV market:
- "Creative personalization," deep engagement by improving cross-platform personalization and creative performance: 23%.
- "Viewership fragmentation" was cited as the top-ranked pain point among 45%.
- "Inconsistent measurement" followed at 32%.
- "Buying Silos": 37%.

Investment into converged TV campaigns is growing – there's no doubt about it. With the fast-growing channel, and its presence of a unified view, driving "Improved ad relevance" was cited by 62% of respondents as a top benefit. A close second, at 59%, was getting "increased data ownership," 54%.

We Need to Talk About Identity:
- "Identity resolution" is typically allocated to CTV.
- "Identity resolution" is somewhere in the middle.

The shift to "converged TV" – a market filled with different platforms, data sources, and landscapes – one that is no longer bound by time, platforms, locations, or devices. The time is now for advertisers to get a unified view into reach and performance, and understand the customer journey, and unlock walled gardens.

Innovid brings together ad delivery, creative personalization, and cross-platform metrics, and more – has had a profound impact on every aspect of our industry. According to respondents, the "metrics that matter" for their needs of modern viewers, brands and agencies are challenged by a fragmented media landscape – one that is no longer bound by time, platforms, locations, or devices.