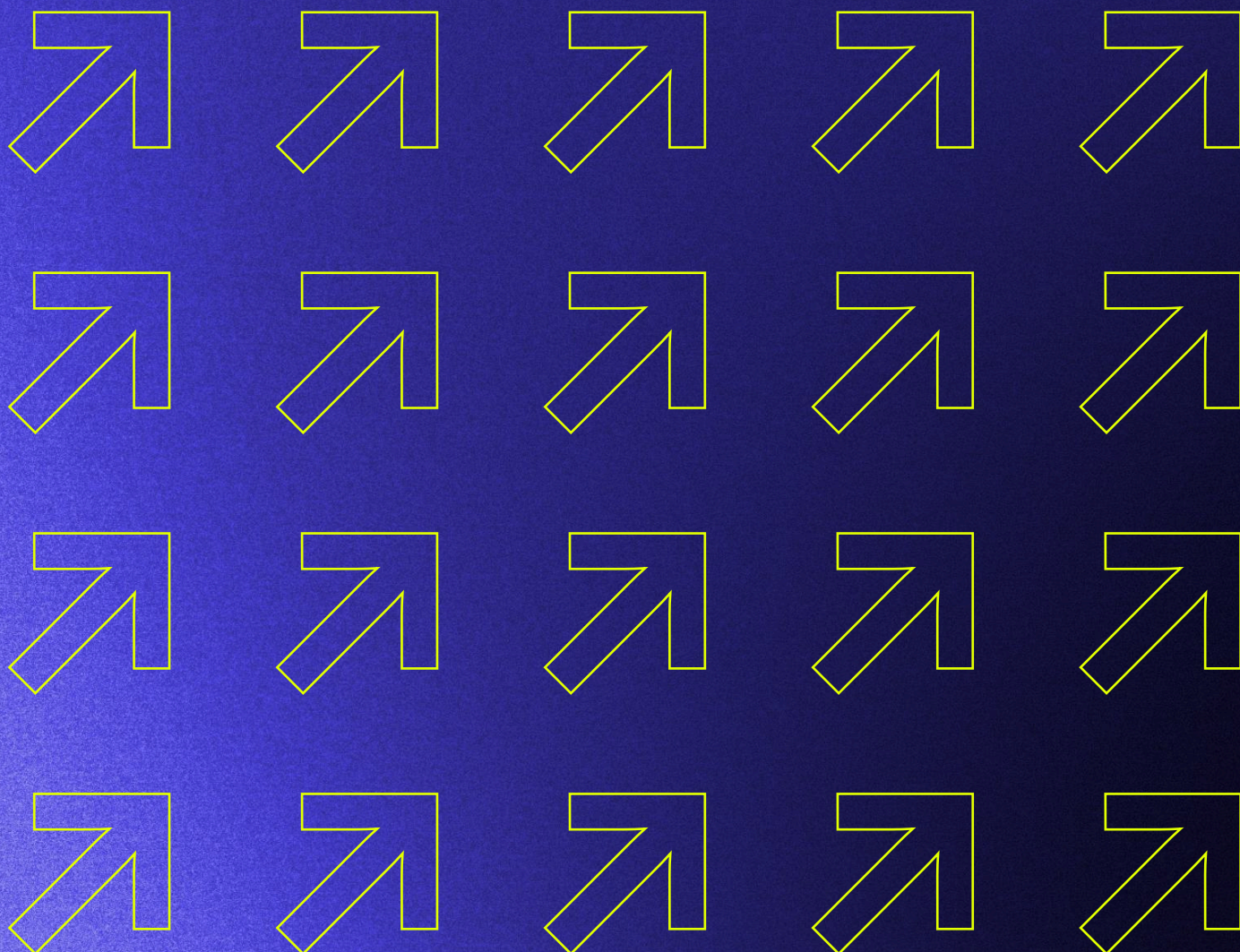


# 2026 CTV performance playbook





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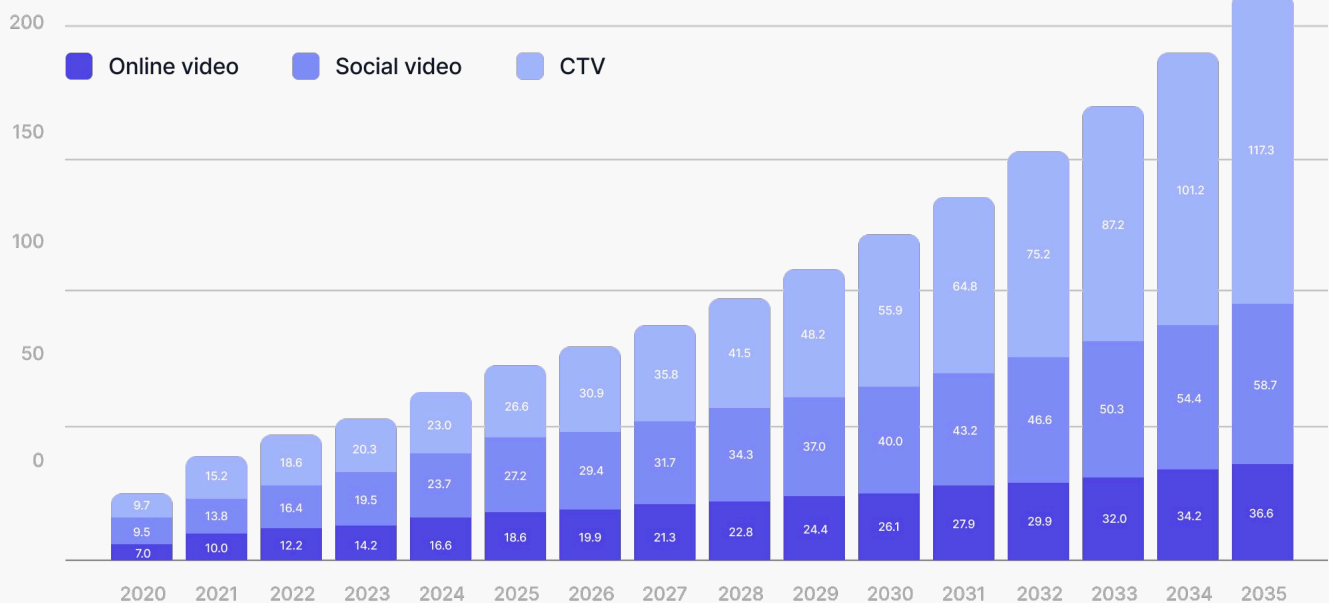
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# Enterprise marketers' inflection point

You've mastered and saturated the performance funnels on social and search. As these platforms become more expensive, your primary mandate is finding new, incremental growth. Connected TV (CTV) is the fastest-growing ad market, projected to exceed \$117 billion by 2035 and soon eclipse social ad spend.

U.S. annual digital video ad spend by type (\$B)



However, CTV remains an opaque "black box" plagued by bot fraud, opaque supply chains, and metrics that can't be verified in your systems.

# The CTV paradox: A \$30B channel held back by fraud and flawed data

Connected TV (CTV) is the fastest-growing segment in digital advertising, projected to exceed \$30 billion in U.S. ad spend by the end of 2025. But despite such rapid expansion, CTV remains one of the most opaque and least trusted channels in digital media buying:

**20.8%**

of CTV impressions were actually fake content.

Peer39, 2025

**65%**

of all fraud in CTV environments is bot fraud.

DoubleVerify, 2025

The issue extends beyond bad actors:

- CTV's ID infrastructure is fragmented
- Signal is lost across devices and platforms
- Using first-party data needs to plug into reach and frequency control
- There is an urge to reduce ad waste and improve campaign efficiency

CTV fraud doesn't come from bots. Smart refrigerators, python code on servers, and even javascript code in ad slots have been documented fabricating fake CTV bid requests by the hundreds of billions, pretending to be major CTV streaming apps. In CTV fraud, not only did the ads NOT run on a large-screen TV, the ads didn't run at all.



Dr. Augustine Fou  
FouAnalytics



These challenges have made it difficult for advertisers to confirm who actually sees their ads. In many cases, “low-cost reach” equates to unverified impressions delivered to non-human traffic.

This breakdown of transparency and targeting precision has prevented brands from realizing CTV’s full performance potential. Brands faced with escalating cost of acquisition and shrinking margins require verifiable, first-party data to accurately measure incremental outcomes.

# Vibe.co addresses these challenges in 4 key ways:

## 1. Certified Supply

All CTV supply on Vibe.co is authenticated through *Certified Supply*, a closed marketplace that connects advertisers directly to streaming publishers. **No resellers, no recycled inventory.**

Every impression is sourced through direct publisher integrations, eliminating the opacity and inefficiency of the open market.

Industry studies show that up to 25–40% of open-exchange CTV inventory passes through intermediaries or resellers, often reselling the same inventory multiple times. This is a process that drives hidden fees, duplicate impressions, and inflated CPMs.

Vibe.co takes a stricter approach: zero resellers, zero daisy-chain bidding.



## 2. Proprietary audience data

Vibe.co's identity graph is built exclusively from first-party and trusted partner data.

It never uses data brokers. Data brokers prioritize reach over accuracy and recycle low-quality data with no incentive to make it perform. Vibe.co only uses data tied to real engagement signals, ensuring high fidelity, relevance, and outcomes instead of inflated audience numbers.

Each verified viewer profile ties back to real purchase and viewing behavior, enabling advertisers to target with confidence and avoid uncertain data and guesswork. The result: cleaner signals, stronger match rates, and audience precision grounded in truth.

## 3. Hypertargeting precision

Vibe.co's unified audience graph connects TV, web, and app behavior for granular, household-level segmentation and optimization.

All targeting data is transactional. This enables Vibe.co to treat TV ads like a recommendation engine, delivering messages based on real consumer intent, not broad assumptions.

Vibe.co's machine learning continuously refines delivery toward high intent viewers, based on performance data.

## 4. Transparent measurement and attribution

Vibe.co's multi-layer measurement framework links impressions to verified transactions, providing transparent, third-party validated reporting.

So, why CTV now?



# Why Connected TV?

## The next performance frontier

CTV isn't old TV with a new name. It's a full-funnel, performance-capable channel that reaches audiences where they actually spend time on premium, large-screen environments with intent-friendly contexts, from live sports to lifestyle and entertainment.

TV should operate like a performance channel. With persistent CTAs, it can drive real site traffic and conversions, not just awareness. But fraud, inconsistent standards, and weak attribution have slowed that evolution. Vibe.co overcomes these barriers, finally turning TV into a trusted, measurable performance engine.

## Put your brand in front of real buyers, not fake viewers

For all its promise, CTV still suffers from the same transparency problems that plagued early programmatic advertising.

The open marketplace is flooded with reseller layers, spoofed apps, and unverifiable impressions, making it difficult for advertisers to know where their ads actually ran or whether they were seen by real people.

Fragmented ID systems and device-level signal loss further complicate measurement, leaving brands with overlapping reach, wasted spend, and little confidence in their reported results.

That's why verification matters.





**Vibe.co's Certified Supply** eliminates those risks by creating a **closed marketplace that connects advertisers directly to verified streaming publishers**. Every impression is authenticated at the source. Meaning no resellers, no recycled inventory, and no intermediaries taking hidden cuts.

Vibe's direct integration strategy ensures that advertisers access the CTV inventory they intend to in the most streamlined way. Philo is a strong supporter of increased transparency and efficiency in the programmatic ecosystem through direct supply paths.

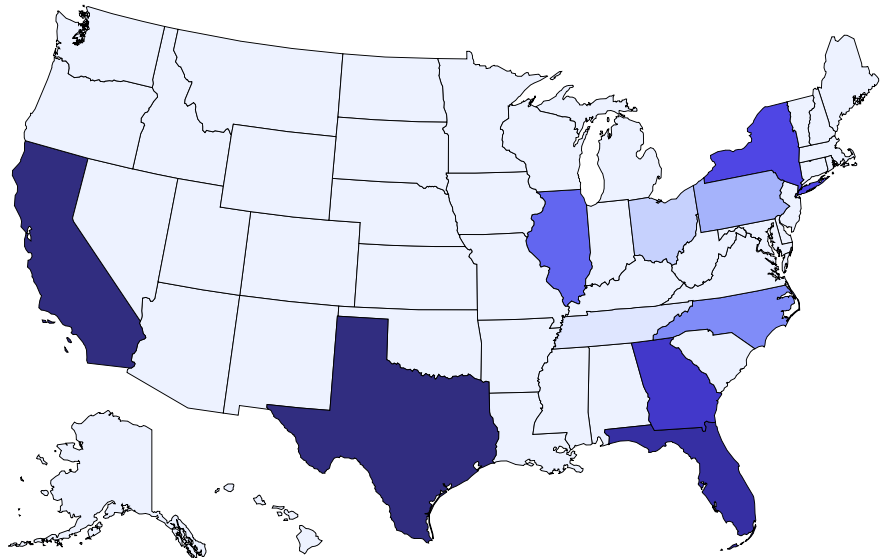


Aulden Kaye Yi  
Head of Advertising Partnerships at Philo

The result is **a transparent, fraud-free ecosystem** that ensures campaign quality, brand safety, and measurable performance, setting the foundation for Vibe.co's precision targeting and attribution systems.

Top regions with highest impressions

|            |       |
|------------|-------|
| Texas      | 89.4M |
| California | 61M   |
| Florida    | 56M   |
| Georgia    | 42M   |
| New York   | 36M   |
| Illinois   | 35M   |



Vibe.co spans **500+ apps and channels**, giving you true national reach and we back it with verified inventory data so you know exactly where your impressions come from.



# Introducing the most reliable identity graph in CTV

CTV has a fraud problem. Inflated numbers, fake viewers , and recycled data pools make it difficult to know what's real. While most CTV platforms rely on intermediaries that expand reach but also introduce cost, opacity, and fraud, Vibe.co takes the opposite approach.



## Most CTV platforms

---

### 100% reseller-free supply

Direct publisher integrations or verified Deal IDs only.

### Certified human audiences

No bots, no data slop.

### Proprietary identity graph

Over 80M real, active, and verified households updated continuously.

### Inflated impressions

Ads are reported as “viewed” even when they play muted in the background, or on devices that were never on.

### Fake audiences

Bot farms and device spoofing inflate view counts, tricking advertisers into paying for non-human “viewers.”

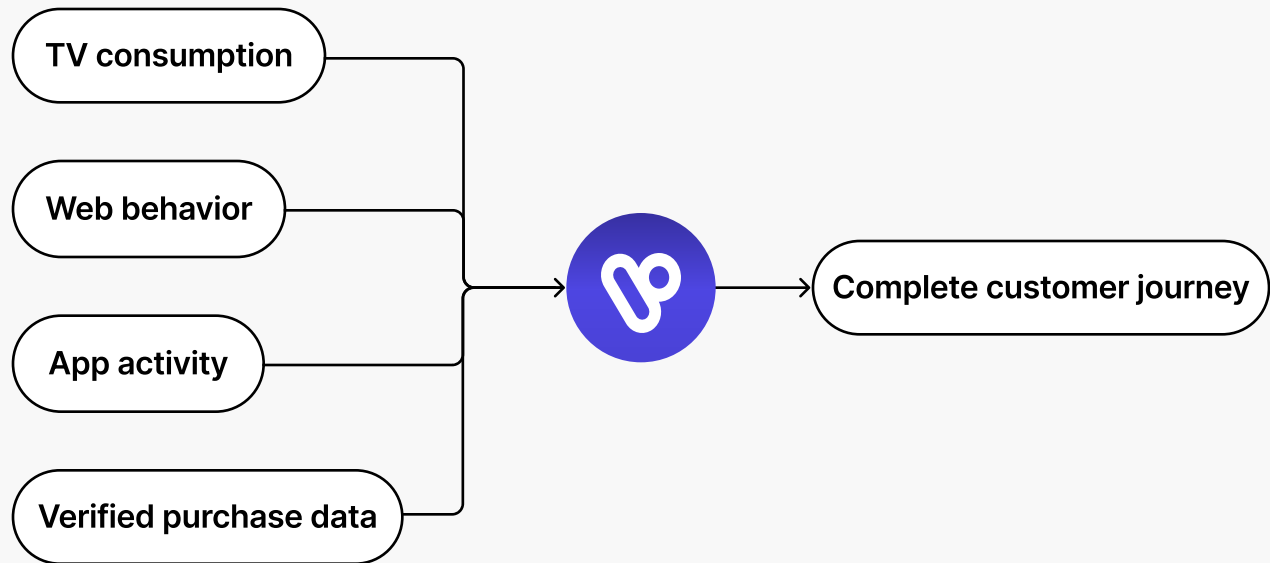
### Recycled data pools

Many providers resell outdated or borrowed audience data, which kills targeting efficiency on CTV.

Over the past 12 months, Vibe.co’s Certified Supply network has authenticated **over 80M active CTV viewers IDs** , each tied to real households and real purchase behavior. These verified households are built using proprietary fingerprinting technology that triangulates viewing, browsing, and transaction data from first-party and partner sources.



Vibe.co's ID graph is unique as it connects **TV consumption, web behavior, app activity, and verified purchase data**, creating a unified, 360° view of the customer journey.



## 100% CTV supply coverage

Data comes from 500+ CTV apps and channels. Full-funnel visibility across premium streaming.

## Verified pixel-level data

Tracks real purchases from ads using direct pixels. Links ad views to real business outcomes.

## Exclusive first-party partners

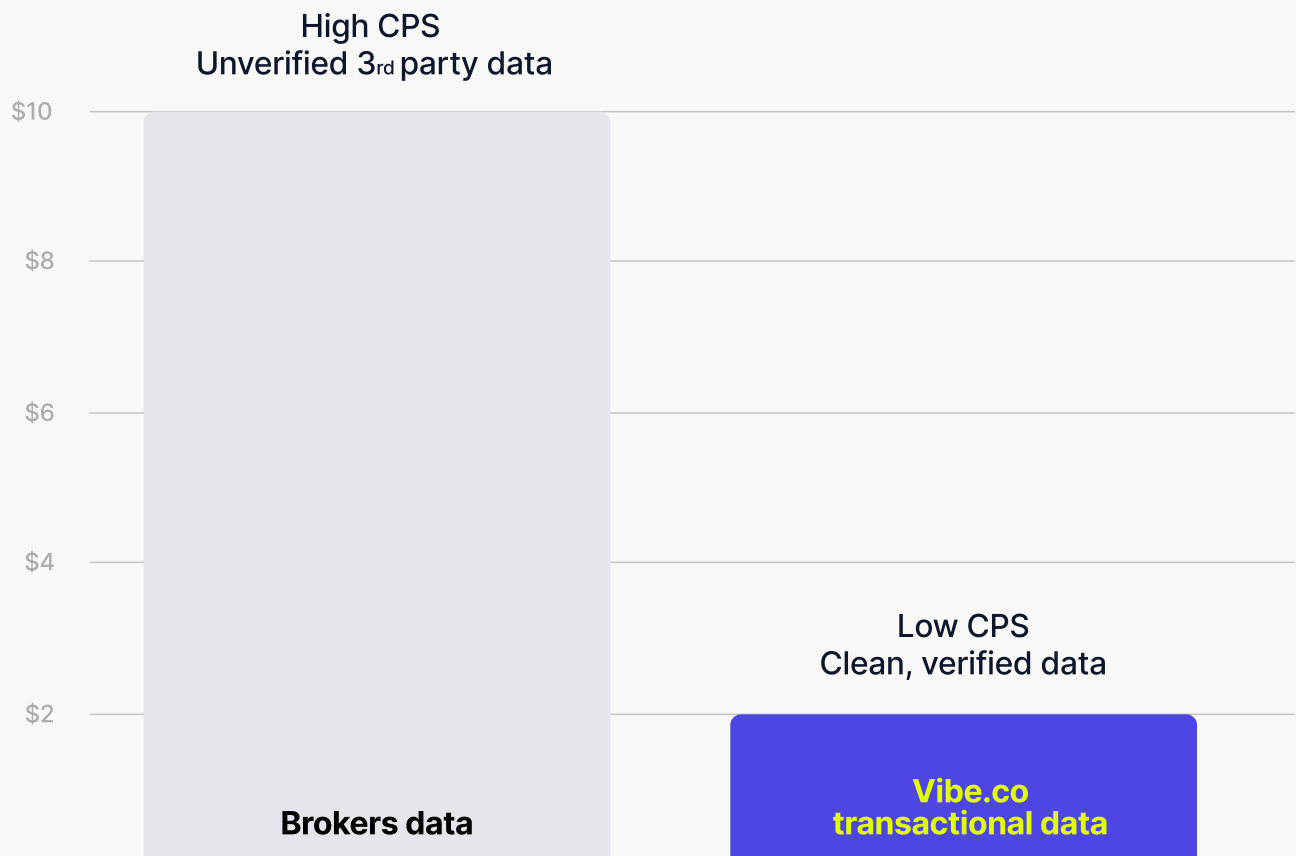
Data from trusted eCommerce, retail and finance partners. Privacy-safe, accurate audience and transaction data.

# Unlocking a new performance channel, at a lower cost

This first-party graph allows Vibe.co to measure outcomes with precision. Every ad impression is tied back to a verified household and tracked from view to visit to purchase.

With this approach, **Vibe.co increased performance by up to 10x**, by offering lower Cost Per Session (CPS) and optimized performance.

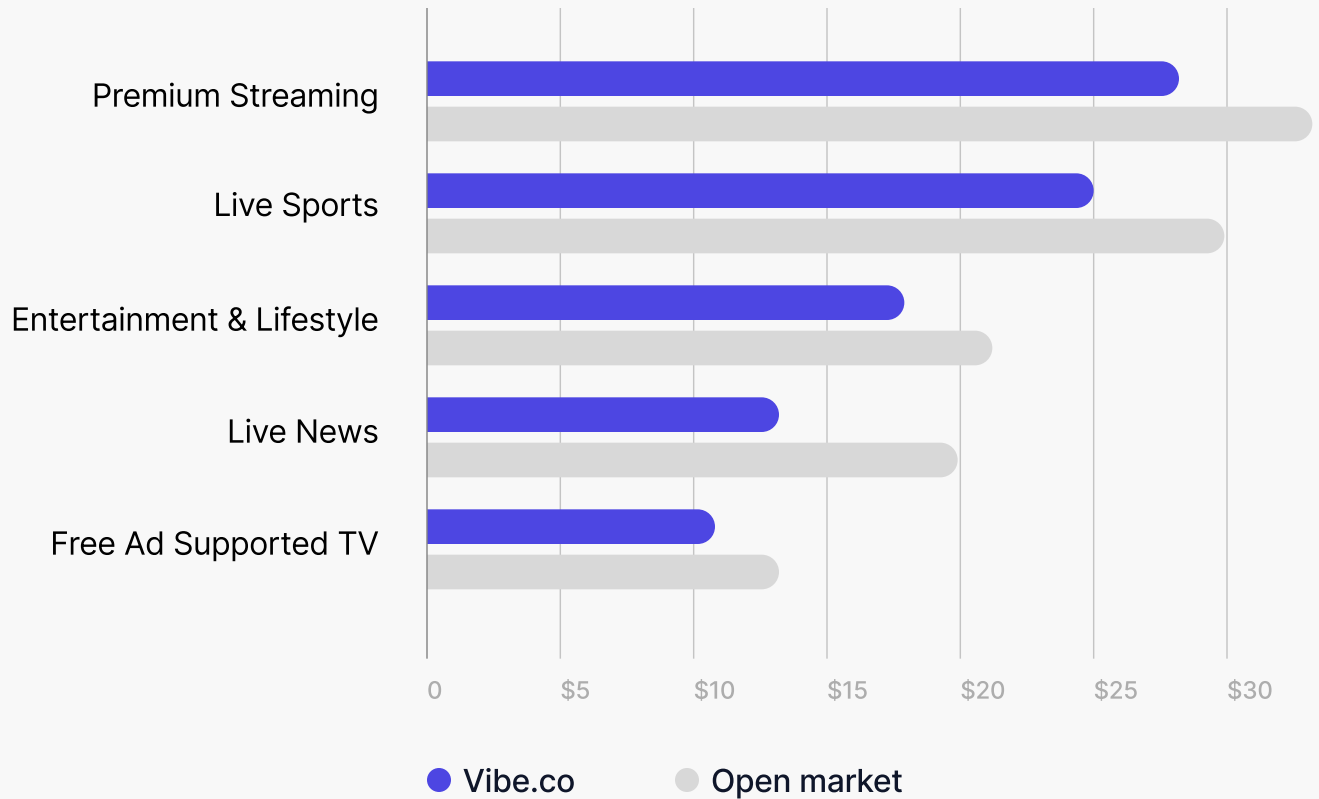
Vibe.co's proprietary data offers lower CPS, and better performance





Balancing lead quality and cost is important, hence why **Vibe.co's reasonably low CPMs drive high quality leads** when compared to the open market:

### Average CPM by channel category: Vibe.co vs open market



## Turning CTV views into measurable revenue

What matters is what viewers do after seeing your ad. Vibe.co's stack connects TV consumption with web and app analytics to illuminate the path from impression to purchase.

That visibility lets brands see not just who watched, but who ends up buying after seeing an ad.

## Vibe.co's measurement ecosystem

Vibe.co's measurement ecosystem links TV viewership, web analytics, and app data into one unified performance layer. Here's how it works:

### Pixel + MMP integrations

Vibe.co connects through first-party pixels and leading Mobile Measurement Partners (MMPs) to capture verified post-exposure behavior across web and app ecosystems.

These integrations close the loop between CTV ad impressions and real customer actions, giving brands transparent, first-party attribution without relying on walled-garden data.

### Purchase benchmarks

Benchmark performance by audience and vertical to contextualize CPA, ROAS, and conversion rates across categories.

### Partner data enrichment

Integrate third-party commerce and financial data to strengthen attribution and refine in-market targeting.

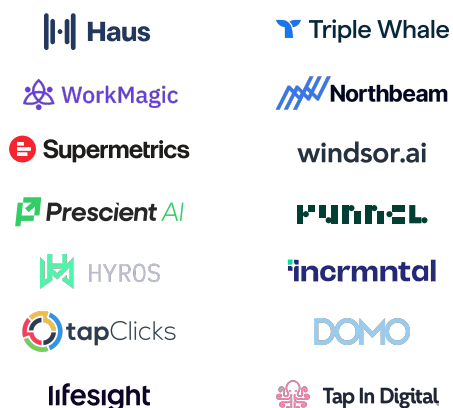
### Incrementality measurement

Measure incremental lift by comparing exposed versus unexposed audiences to determine the true revenue impact of CTV campaigns.

#### CRM & CDP



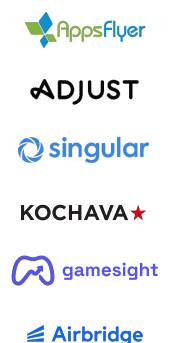
#### Measurement & Incrementality



#### Web Analytics



#### App Analytics



These connections capture post-exposure visits and conversions in near real time, bridging the gap between CTV and your owned data.

From our own experience when running Vibe.co's internal marketing, we successfully tracked 35,906 IPs from our website, with 24,839 CTV ad watches over the last 30 days, **with a 70% match rate.**

This is how CTV graduates from merely an awareness channel to a measurable acquisition and growth lever.

## Key takeaways

Performance CTV isn't about view counts like linear and traditional TV.

### CTV drives measurable performance

Creative with persistent on-screen CTAs converts awareness into site visits and purchases.

### Prioritize verified inventory

Avoid open-exchange resellers, spoofed apps, and fake impressions to ensure real viewers.

### Target real households

Use first-party, verified identity data for precision and higher match rates.

### Track full-funnel outcomes

Connect ad exposure to visits and purchases using pixels, MMPs, and partner data.

### Measure incrementality

Understand the true lift your campaigns generate by comparing exposed and unexposed audiences.

### Optimize cost and ROI

Verified CTV supply lowers CPM/CPS while improving conversion efficiency and ROAS.



# Hypertargeting precision

## Built different: how Vibe.co powers true hypertargeting

For enterprise brands, profitability relies on reaching the right customers at the right time. That's where **hyper-targeting** comes in.

Vibe.co's system was built from the ground up to bring the precision of digital to the scale and attention of TV. That means evolving beyond generic broad reach to matching audiences, connecting identities, and measuring outcomes with surgical accuracy.

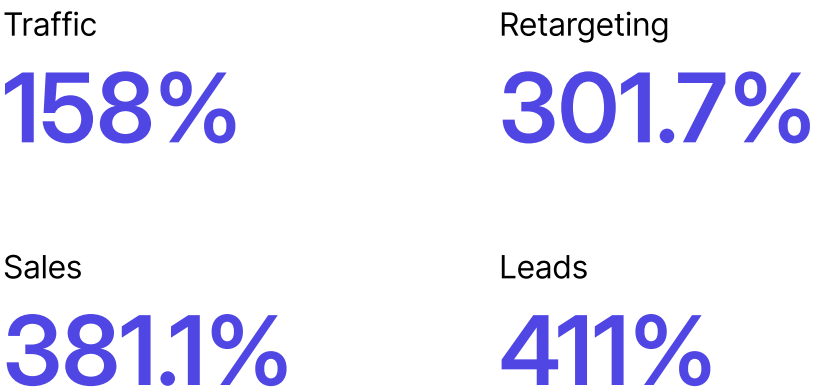
For operators who've mastered Meta and Google, hypertargeted CTV represents the next frontier of performance marketing. And Vibe.co makes TV ads as targeted as Instagram Ads.

## Turning engagement into CTV audiences

Vibe.co enables eCommerce brands to launch retargeting and re-engagement campaigns by strategically leveraging various audience partners:

- Upload your CRM audiences (HubSpot, Twilio Segment, and Klaviyo) to retarget prospects that have been visiting your site
- Enable CRM activation by re-engaging your customer segments directly into streaming TV

Over the past year, brands leveraging Klaviyo-integrated campaigns through Vibe.co achieved high ROAS across different campaign goals:



Brands like Sijo Home, Meshki, and Sota Clothing consistently garnered triple-digit ROAS, proving that retargeted CTV impressions can convert with the same efficiency as paid social (without the rising CPMs or signal loss).

| Campaign type                                                                       | Campaign type         | Result                                                 |
|-------------------------------------------------------------------------------------|-----------------------|--------------------------------------------------------|
|  | Klaviyo + Retargeting | 98.9% VTR                                              |
|  | CRM Retargeting       | +17% AOV, \$0.33 CPS, 200% higher spend with lower CPA |
|  | CRM Retargeting       | 311% ROAS, \$0.33 CPS                                  |
|  | CRM Retargeting       | 409% ROAS                                              |



Across verticals, Vibe.co's match rates consistently recover a large portion of a brand's site audience on CTV.

Now performance marketers can re-engage high-intent shoppers where attention is strongest, driving measurable conversion without increasing social or search dependency.

## Net new acquisition: scaling beyond the known

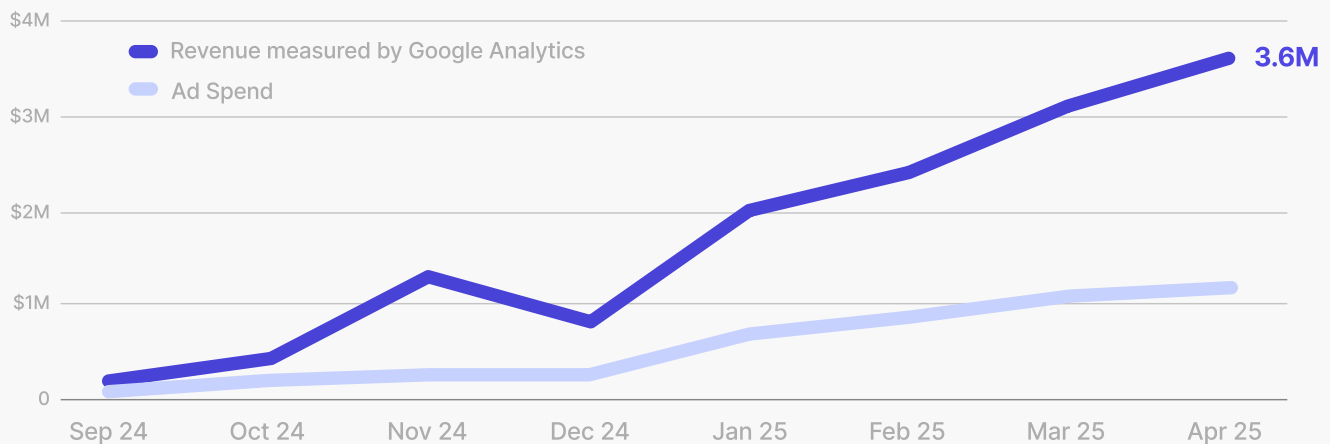
Once retargeting is optimized, the next layer is prospecting.

That means finding new potential buyers who look, act, and buy like your best customers. Vibe.co's proprietary AI models analyze first-party site behavior to create dynamic lookalike audiences from your most valuable segments.

Beyond your own data, **Vibe.co's ID graph powers hundreds of prebuilt demographic and intent segments**, from high-income households to active shoppers in specific verticals.

These verified audiences let brands expand reach efficiently, without sacrificing precision or performance.

### Vibe.co empowers thousands of marketers to drive measurable results



But automation doesn't mean loss of control. With Vibe.co, marketers can:

- Run fully automated campaigns leveraging Vibe.co's AI models
- Manually configure campaigns with custom channel, demographic, or keyword filters for more granular oversight.

This balance of control and intelligence gives enterprise eCommerce brands the flexibility to test, learn, and scale with confidence:

| Brand                                                                               | Use case                                  | Result                              |
|-------------------------------------------------------------------------------------|-------------------------------------------|-------------------------------------|
|    | Klaviyo retargeting + statewide awareness | 312% ROAS, \$0.41 CPS               |
|    | Product launch + prospecting              | 450% ROAS, 53 % lift in website CVR |
|   | CTV retargeting + audience expansion      | 311% ROAS, \$0.33 CPS               |
|  | Seasonal retargeting + awareness          | 600% ROAS, \$0.02 CPV               |

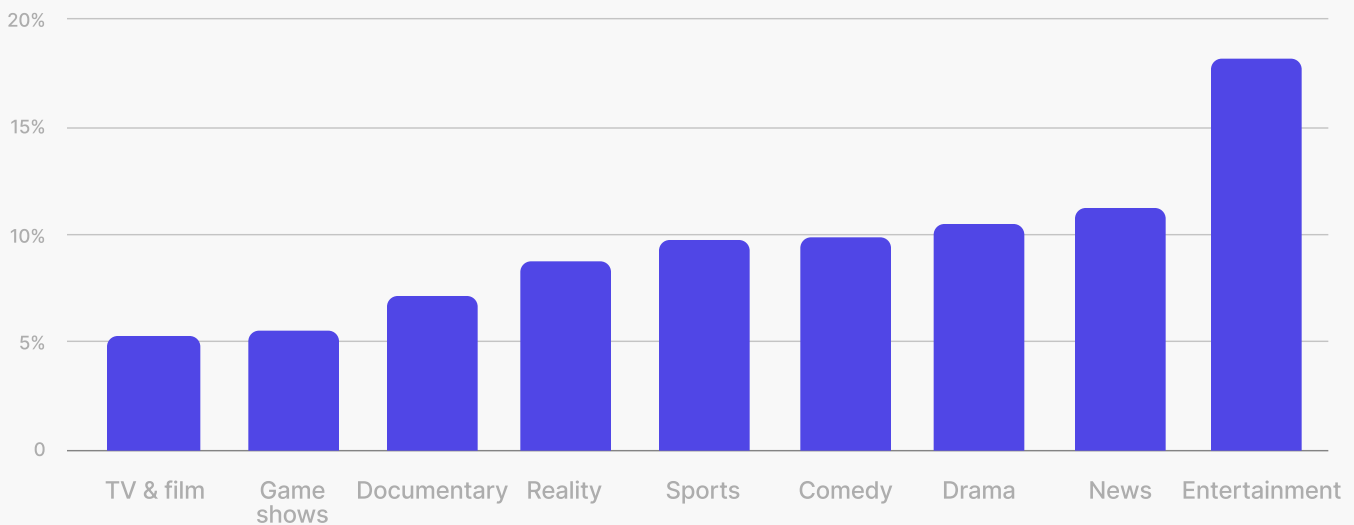
**Here are some stats we gathered at Vibe.co from our internal data:**

CPM rates differ slightly across age and gender groups, with males generally seeing higher CPMs than females. Younger audiences (18–20) tend to have the highest rates overall.

|        | 18-20   | 21-24   | 25-34   | 35-44   | 45-54   | 55-64   | 65+     |
|--------|---------|---------|---------|---------|---------|---------|---------|
| Male   | \$15.00 | \$14.20 | \$14.10 | \$13.80 | \$14.50 | \$13.20 | \$12.80 |
| Female | \$13.20 | \$13.40 | \$13.90 | \$14.60 | \$13.30 | \$14.70 | \$12.70 |

Entertainment leads as the most-watched category on streaming TV, followed by news and drama, while action, TV & film, and game shows capture smaller yet steady audiences.

## Streaming TV consumption behaviours



## Key takeaways

Hypertargeting is the foundation of performing CTV. It's how marketers reclaim efficiency in an era where precision equals profit.

### The practical impact is twofold:

1. You can retarget a meaningful share of known site traffic on CTV with confident match rates;
2. You can prospect into net-new audiences using signals that correlate with actual buying over broad demographics.

This is how CTV graduates from merely an awareness channel to a measurable acquisition and growth lever.

# The importance of creatives

## Storytelling still wins on the biggest screen

The most sophisticated targeting and measurement can't compensate for uninspiring creatives. With CTV, viewers aren't scrolling past ads on their phones. They're watching intently on a 60-inch screen, where quality and clarity are instantly visible.

The difference between average and exceptional impact comes down to how brands translate emotion into action. The best ads blend strong storytelling, clear messaging, and authentic delivery with seamless branding and sound design.

## What works

The most consistent elements of high-performing CTV creative include:

- Emotional storytelling that builds connection before conversion.
- Concise, single-message framing that avoids clutter or split attention.
- Strong, visible CTAs—often both spoken and on-screen.
- Authentic characters and testimonials that feel relatable, not scripted.
- Distinctive brand identity sustained through color, tone, and audio.
- Product-focused ads, highlighting your solution

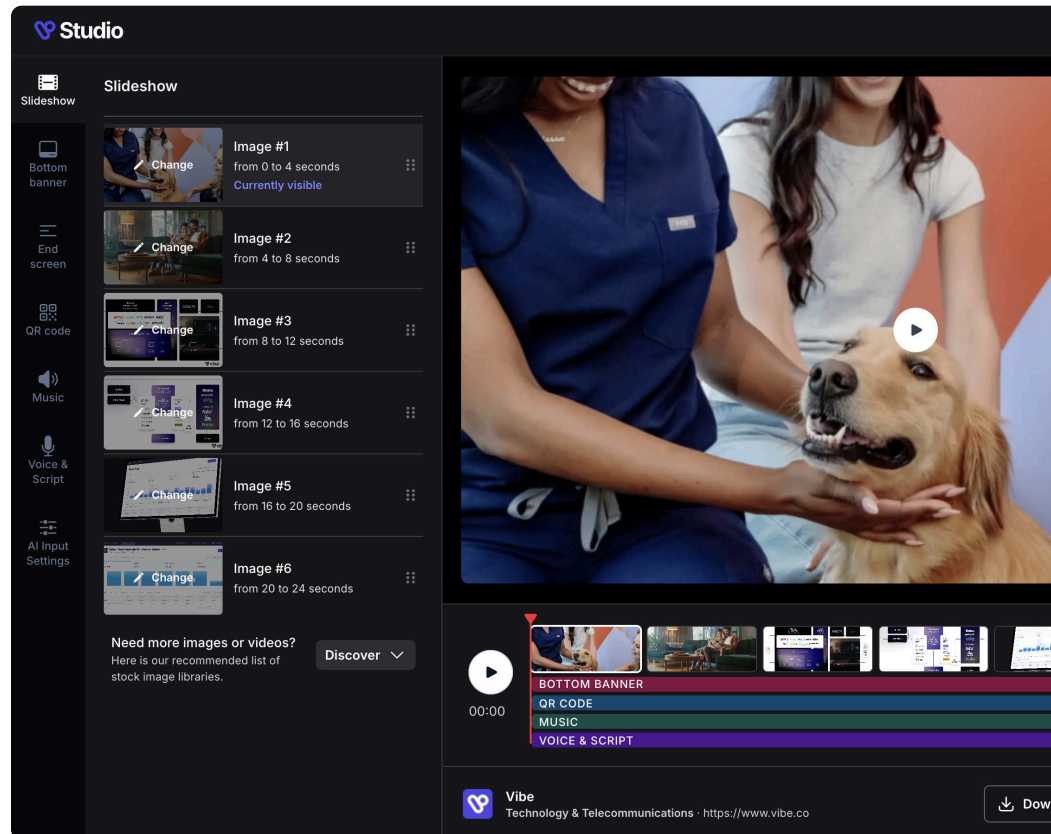


# How AI is changing creative production

Vibe Studio brings data and automation into the creative process without losing the human edge. By pairing proprietary audience insights with generative tools, brands can:

- Reduce production cost by up to 80% when switching to AI-powered workflows.
- Rapidly test narrative structures, pacing, and tone.
- Save time thinking about creating an ad

In 2025, over 20% of all ads launched through Vibe.co were AI-generated with Vibe Studio.



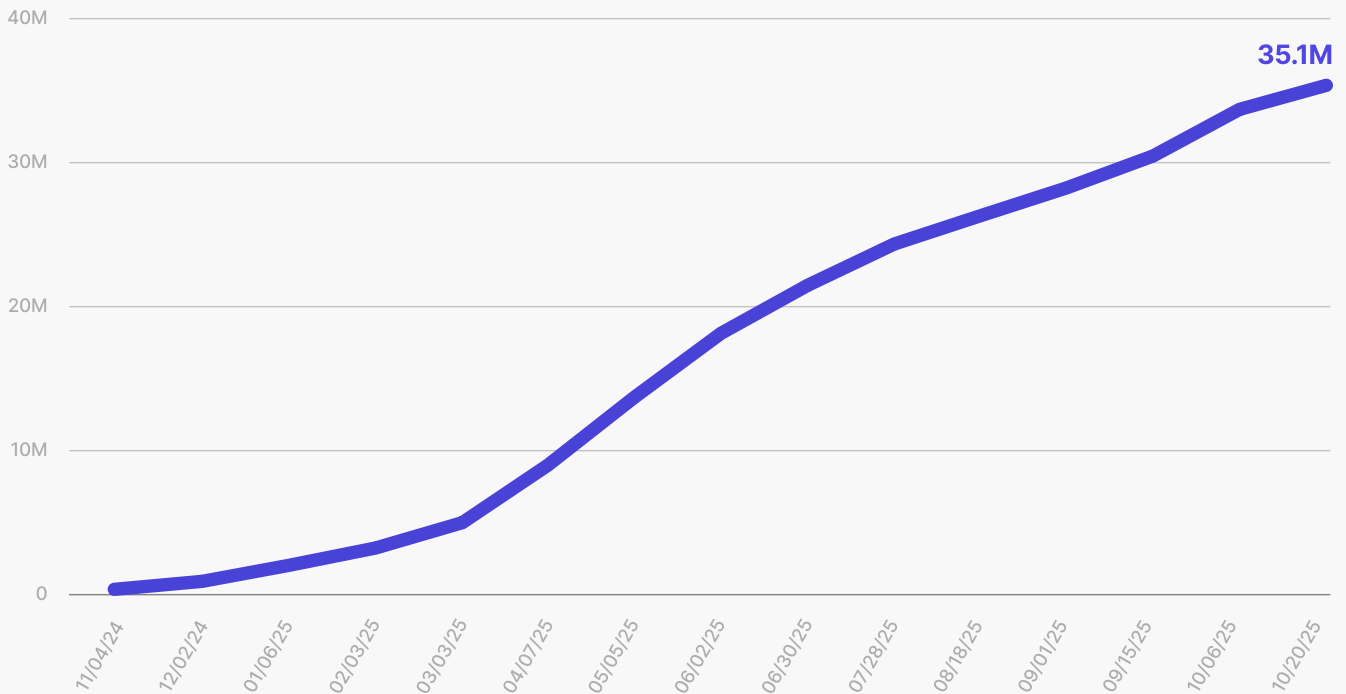
Each ad generated in Vibe Studio is optimized through iterative learning across creative variables like format, copy, and visual composition, at no cost. The result is faster production cycles, lower creative fatigue, and higher-performing campaigns across streaming environments.



# The new creative imperative

In the age of AI-assisted targeting and measurable CTV performance, creatives have become one of the most vital levers in marketing. The takeaway is simple: earn viewer attention through creative that feels human, relevant, and made for the medium.

Running total of impressions of AI-generated creatives



# Key takeaways

## Hook early

On CTV, there's no "scroll." You have 3 seconds to earn viewers attention before they mentally tune out. Use motion, a human face, or a clear problem statement—not a slow-building product shot.

## Design for "sound-off"

Over 60% of CTV ads play at low volume. Think of your ad as a silent billboard. The story must be 100% comprehensible through clear captions, bold text overlays, and strong visual storytelling.

## One ad, one message

The living room is a shared, distracted environment. Don't ask viewers to remember three things. Ask them to remember one. A single, concise message (e.g., "Free Shipping This Weekend") with a clear CTA outperforms a list of features.

## Show your product

Shed light on your product and don't shy away from highlighting three USPs combined with a clear CTA.

## Clear, persistent CTA

Make the path from sofa to site frictionless. QR codes are now a trained behavior. Your CTA (QR code, URL, or "Search Vibe") must be on-screen long enough to be legible and actionable.

## Test and iterate

Do not treat CTV creative like a traditional, high-cost Super Bowl ad. Treat it like a performance social ad. Use Vibe Studio, our AI-assisted creative suite, to rapidly version and test narratives, pacing, and CTAs. Be prepared to test 10 variations to find the 2 that scale.





# Measurement and incrementality

## From black box to clear attribution

CTV is expanding as a performance channel, but much of the ecosystem still operates in the dark.

Many platforms offer glossy in-platform dashboards but rely on closed, self-reported data. That means performance that often looks good on paper but can't be validated outside the platform itself. That leaves advertisers with inflated metrics and little proof of real outcomes.

**Vibe.co offers a different approach.** Rather than relying on opaque, in-platform dashboards, Vibe.co combines first-party data with third-party verified reporting to connect CTV performance directly to measurable outcomes.

The solution is a transparent measurement framework that blends Vibe.co's proprietary, first-party identity graph with validation from independent third-party partners, ensuring every impression, click, and conversion can be traced with confidence.

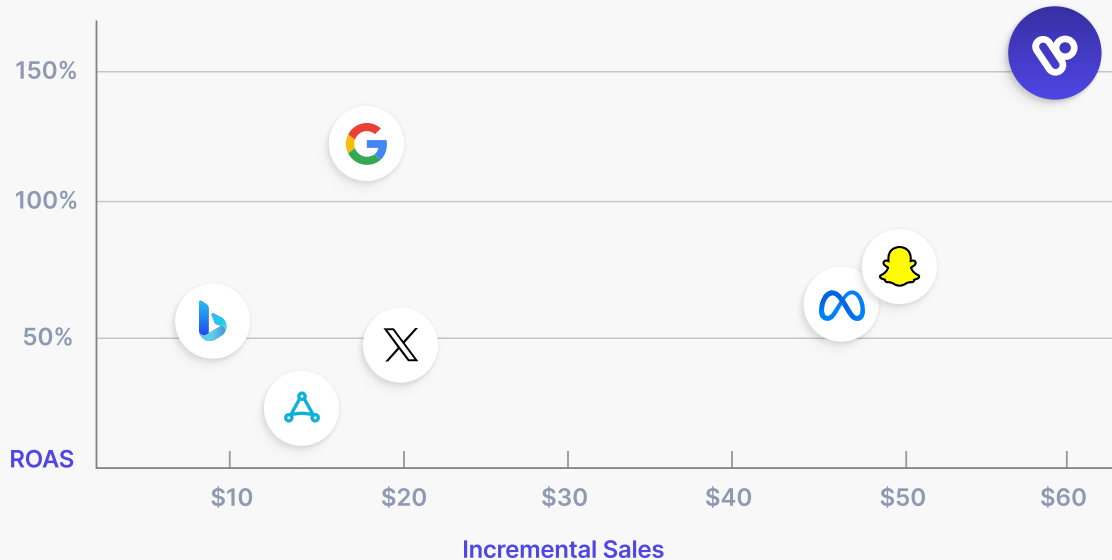
Rather than asking brands to trust a platform's internal numbers, Vibe.co delivers auditable, partner-verified performance, so every dollar spent is backed by transparent proof from ad delivery to transaction.

## Transparent attribution framework

Incrementality is where Vibe.co leads. In independent comparisons across major platforms, Vibe.co outperformed Google, Meta, and Snapchat on both incremental sales and ROAS efficiency.



## Vibe.co dominates on incrementality and efficiency



## CTV's power: 81% new buyers

WorkMagic combines Incrementality Test, MMM, and MTA to help brands measure the true impact of CTV. A leading men's apparel brand ran a Launch-to-Measure CTV lift test with WorkMagic to validate CTV's impact on Shopify sales.

Designed as a cost-effective, low-impact test, **it found that Vibe.co was responsible for 9% of its total Shopify orders.**

The results showed that CTV not only drove incremental revenue but also attracted higher-value new customers, with 81% of incremental orders coming from first-time buyers.

# 81%

Incremental orders from **new** customers

# 9%

Incremental orders from **existing** customers



## Incrementality proves long-term causal lift

**Northbeam brings CTV performance into real time.** Through its **Clicks + Deterministic Views (C+DV)** integration with Vibe, brands can see **same-day CAC and ROAS benchmarks** tied directly to verified CTV impressions.



**Vibe's average CAC is only \$115,** compared to an average of \$245 across paid social



This represents a 55% lower CAC while maintaining a **1.7x ROAS**



**CAC stability (week-over-week change averaged) +8.7%,** far more consistent than paid social (+28%)



## Vibe.co stands out in terms of incremental impact

Tap In Digital's models typically recommend a reduction in spend from StackAdapt to other more impactful channels. For example, they have seen a reduction in spend on StackAdapt drive a higher impact across the media mix in other models.

| Platform                                                                                              | Incremental CPA | Lift     | Quality         |
|-------------------------------------------------------------------------------------------------------|-----------------|----------|-----------------|
|  <b>vibe.co</b>    | \$29            | Highest  | Verified supply |
|  <b>mntn</b>       | \$47            | Moderate | Poor            |
|  <b>StackAdapt</b> | \$64            | Low      | Poor            |

# How the attribution stack works

The attribution stack unifies multiple measurement methods—pixel attribution, incrementality testing, Multi-Touch Attribution, Media Mix Modeling, and unified triangulation—to capture and validate marketing impact across channels. Together, these layers provide a transparent, data-driven view of true performance, from individual touchpoints to overall business outcomes.

| Measurement layer                              | Purpose                                                                                    | Key metrics                                                   | Key difference                                                              | Partner findings                                                                                                              |
|------------------------------------------------|--------------------------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>Pixel attribution (Vibe.co proprietary)</b> | Tracks verified post-view behavior across web and app.                                     | Impression, session, and conversion.                          | Deterministic, first-party visibility connecting exposure to real outcomes. | Enables direct mapping of CTV exposure to Shopify and app conversions in near-real time (WorkMagic x Branch Furniture, 2025). |
| <b>Incrementality testing</b>                  | Causal measurement technique that uses geography as the unit of experimentation.           | Net-new revenue vs. control groups.                           | Proves true incremental sales lift.                                         | +27% iROAS improvement, +65% increase in profit on ad spend (WorkMagic x Jordan Craig, 2025).                                 |
| <b>Multi-Touch Attribution (MTA)</b>           | Measures the contribution of digital touchpoints along a customer journey to a conversion. | Weighted contribution of each touchpoint.                     | Illuminates CTV's role in blended CAC and cross-channel ROAS.               | 55% lower CAC vs. paid social and +8.7% higher week-over-week stability (Northbeam, 2025).                                    |
| <b>Media Mix Modeling (MMM)</b>                | Measures the impact of all marketing channels on sales or revenue.                         | Net-new revenue, channel elasticity, and diminishing returns. | Measures incremental sales lift and supports CFO-grade budget planning.     | In profit on ad spend, and 19% MER improvement during BFCM (WorkMagic x Branch Furniture, 2025).                              |
| <b>Unified triangulation</b>                   | Aligns MTA, MMM, and deterministic attribution on one causal foundation.                   | Cross-validates performance data across models.               | Creates a self-correcting, transparent measurement ecosystem.               | 10–30% MER improvement across client portfolio in six months (WorkMagic, 2025).                                               |



# Incrementality highlights

Vibe.co's CTV performance is independently verified through controlled lift testing across multiple DTC brands.



For every \$1 in Vibe CTV spend, advertisers generated an average of **\$1.52 in incremental revenue**.



CTV contributed **6% of total Shopify** orders during testing periods.



**Results validated** using Vibe.co's proprietary pixel and third-party lift-test frameworks.

These findings confirm that CTV, when powered by verified audiences and transparent measurement, drives measurable incremental growth rather than just “modeled” attribution.

## Key takeaways

### Avoid over-attribution

IP matching is directional, not definitive. Always measure performance using third-party measurement platforms.

### Enable cross-channel validation

Integrate Vibe.co pixel data with Google Analytics, MMM, or MTA systems to align marketing and finance.

### Run lift tests regularly

Use market-level holdouts to confirm incrementality before scaling. You can run an incrementality test by default.

### Align with finance early

CFO trust grows when methodology and assumptions are accurate and transparent.

### Track creative variation separately

Identify which assets actually move incremental ROAS rather than impressions or last click “sales”.



# Executive conclusion

## The CTV opportunity

Enterprise eCommerce marketing has reached an inflection point. Meta and Google remain indispensable, but they've also become saturated, expensive, and opaque.

Brute force creative volume and spend on Meta will have increasingly diminishing returns moving forward. In contrast, CTV has evolved into the most efficient path to new reach, real attention, and transparent, measurable profit.

CTV's advantage lies in its hybrid nature: the scale and storytelling power of television combined with the targeting precision and measurability of digital.

The brands that recognize this early can redeploy budgets and attention toward a channel that can legitimately prove its worth.

Vibe.co turns CTV into a true performance channel by combining the three pillars of modern marketing discipline.

## Why Vibe.co?

### Purchase benchmarks

A data foundation built on 80M+ consumer profiles with rich behavioral, viewing, and purchase signals. This gives operators both reach and resolution, with every impression an opportunity tied to a real identity.

### Partner data enrichment

The blend of CRM integrations and machine learning makes it possible to reach both known customers and high-propensity lookalikes at scale. Vibe.co's system aligns creative, placement, and timing with actual buying intent, beyond broad, generalized demographic cohorts.



### Transparent measurement

Every campaign is backed by CFO-grade attribution. Pixels, integrations, and incrementality testing connect exposure to revenue, proving that “performance TV” is no longer an oxymoron.

## With Vibe.co you reach real buyers, not just unverifiable “viewers”

With direct publisher integrations, verified household data, and real incrementality measurement, Vibe.co transforms CTV from a brand awareness expense into a true profit driver.

Every impression is verified.  
Every campaign is measurable.  
Every dollar drives accountable growth.

That’s what makes Vibe.co the first performance-grade CTV platform instead of just another channel to spend your marketing budget.

# Ready to grow beyond Meta?

Try Vibe.co hypertargeted CTV ads today and experience the future of performance marketing.

[Book a demo](#)





# How to choose the right CTV partner: your cheatsheet

| Criteria                              |  vibe.co                                                  | Competition                                                                            |
|---------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| <b>Certified supply</b>               | Direct publisher integrations with zero resellers. All inventory authenticated.                                                            | Aggregated supply through intermediaries, increasing fraud and opacity.                |
| <b>Data integrity</b>                 | 100% verified viewer data from proprietary, first-party identity graph.                                                                    | Reliant on probabilistic or third-party data sources.                                  |
| <b>Identity framework</b>             | Built on first-party pixels, CRM integrations, and verified behavioral signals.                                                            | Dependent on inferred or recycled device-level data.                                   |
| <b>Measurement and incrementality</b> | Integrated with reliable measurement partners, and driving incremental results (e.g. WorkMagic's 9% uplift and Northbeam's 55% lower CAC). | In-platform, self-reported dashboards with limited transparency; no causal validation. |
| <b>Creative synergy</b>               | Integrated with Vibe Studio for AI-driven creative testing, personalization, and versioning.                                               | Limited creative iteration tools; no AI-based feedback loops.                          |
| <b>CRM and data re-use</b>            | Direct CRM connectivity for lifecycle targeting and LTV optimization.                                                                      | Minimal CRM integration; campaigns remain siloed.                                      |
| <b>Lead time</b>                      | Campaigns can go live same-day with verified publisher supply.                                                                             | Multi-week onboarding and integration cycles before launch.                            |
| <b>Channel focus</b>                  | Pure CTV. No dilution across display or low-quality web inventory.                                                                         | Bundled inventory across CTV, display, and mobile.                                     |