

2025

CTV SURVEY

Why more marketers are betting on CTV



I WANT
MY CTV



01

OVERVIEW & METHODOLOGY

Key highlights and how we ran the survey



CTV AT A GLANCE



2025 CTV SURVEY

With the rise of CTV continuing at an exponential rate, we went straight to the marketers running real CTV campaigns with Adikteev. After months of testing, tweaking, and talking to our partners, we pulled together the key trends shaping how app marketers are spending, measuring, and scaling on the big screen. Think of this as your cheat sheet to where CTV is headed (and how to keep up).

28%

CTV share of ad budgets in 2025 (up from 14% in 2023), including branding.

50%

CTV budget reallocated from linear TV.

48%

Of marketers will rely on ID-free targeting (contextual targeting).

72%

Plan to increase programmatic CTV spend in 2025.



EXECUTIVE SUMMARY AND INDEX



EMILIEN EYCHENNE

Co-founder & CGO @ Adikteev

“ We saw a gap in CTV and built a solution around it—combining smarter targeting with a retention-first mindset. Everything we’ve learned about driving results, we brought to the top of the funnel with CTV. ”

Welcome to the 2025 Adikteev CTV Survey! As connected TV becomes essential for app marketers, this report offers a snapshot of how real teams are spending, targeting, and measuring CTV performance.

Whether you're new to CTV or refining campaigns, use this guide to benchmark your efforts and shape smarter strategies for 2025.

INDEX

[01. Methodology](#)

[02. CTV Adoption](#)

[03. Retargeting with CTV](#)

[04. Barriers to Adoption](#)

[05. Breaking Through on CTV](#)



METHODOLOGY

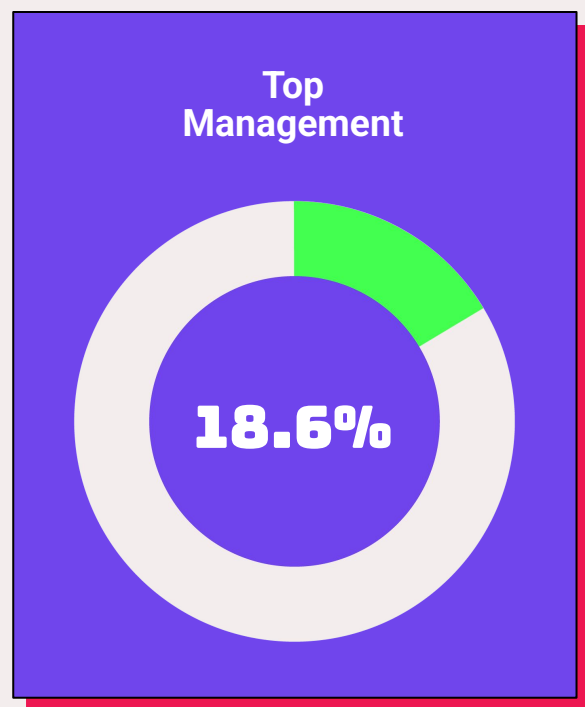
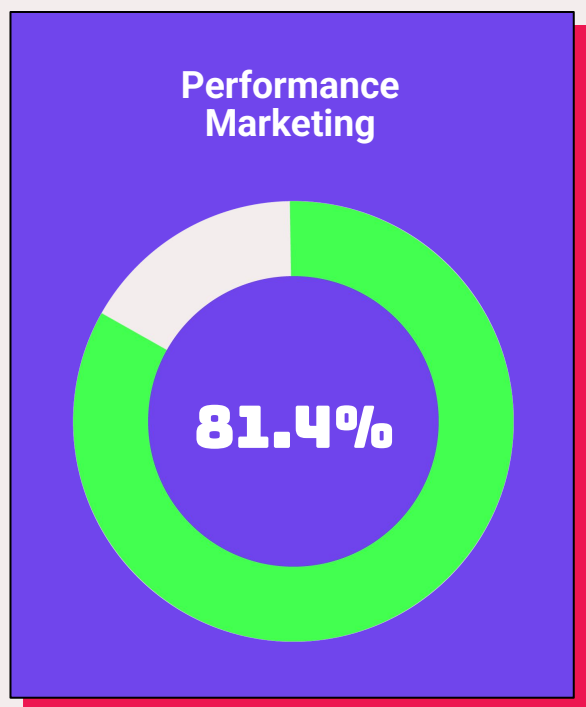


2025 CTV SURVEY

We surveyed over 40 marketers and top leadership members from dating to gaming apps. Of those surveyed, 18.6% were in top management roles, while 81.4% were performance marketers.

This mix gave us a balanced view of both strategic and hands-on perspectives on CTV advertising.

PERFORMANCE MARKETING VS. TOP MANAGEMENT





CTV PERFORMANCE IN 2025



2025 CTV SURVEY



CLÉMENT FAVIER

Chief Operating Officer
@ Adikteev

“

It's not about being first to CTV. It's about being the one who understands how to turn those views into outcomes.

”



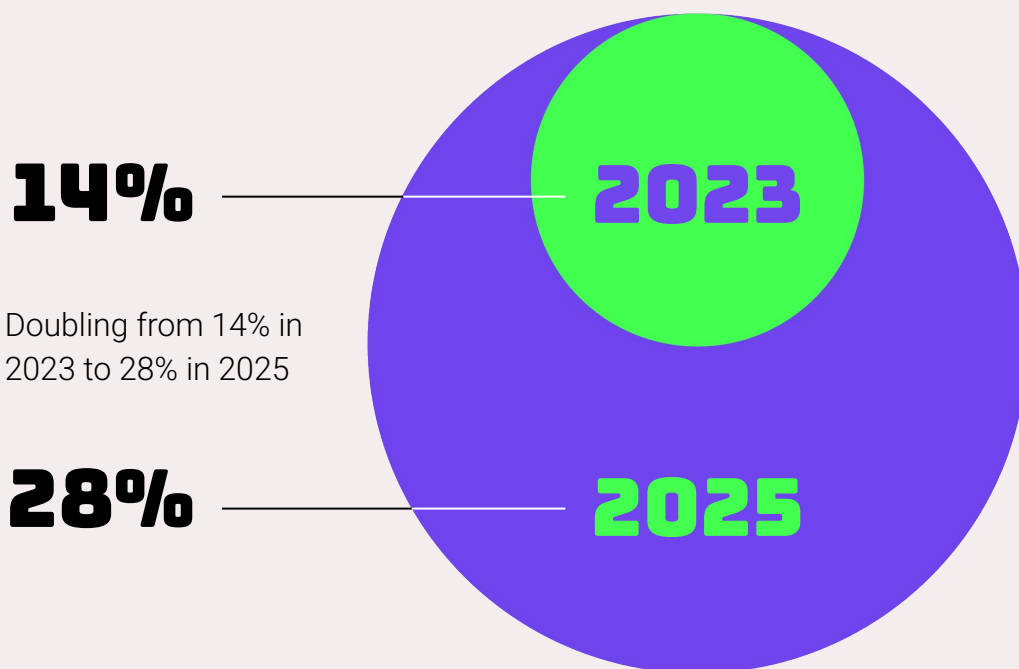
CEDRIC JACQUIOT

Chief Technology Officer
@ Adikteev

“

The marketers seeing real returns are the ones treating it like mobile with performance goals, precise targeting, and a demand for accountability.

”

**14%****2023**

Doubling from 14% in
2023 to 28% in 2025

28%**2025**

CTV is evolving fast, with its share of ad budgets doubling from 14% in 2023 to 28% in 2025.

Programmatic buying is on the rise too, with 72% planning to increase their investment this year.

With 48% leaning into ID-free, contextual targeting, it's clear that CTV is adapting to a privacy-first world while becoming a bigger piece of the performance puzzle.



02

CTV

ADOPTION

Key highlights around the evolving perception of CTV



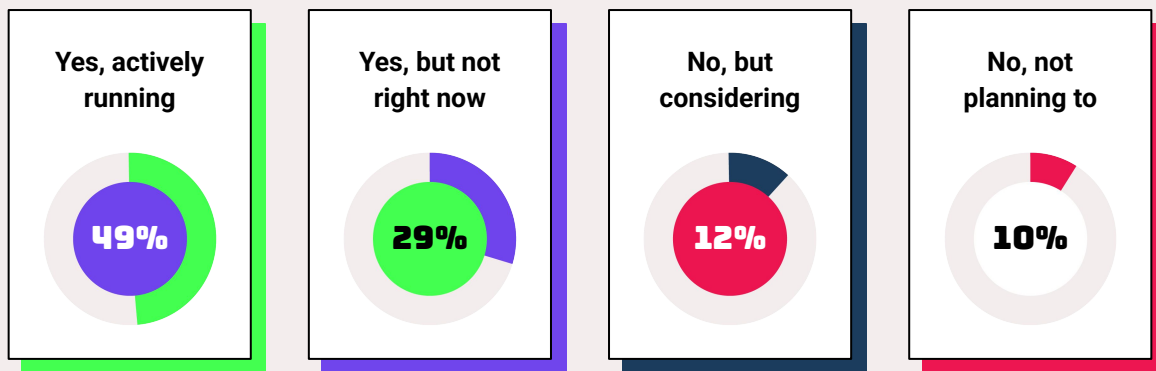
CTV ADOPTION AND PERCEIVED VALUE



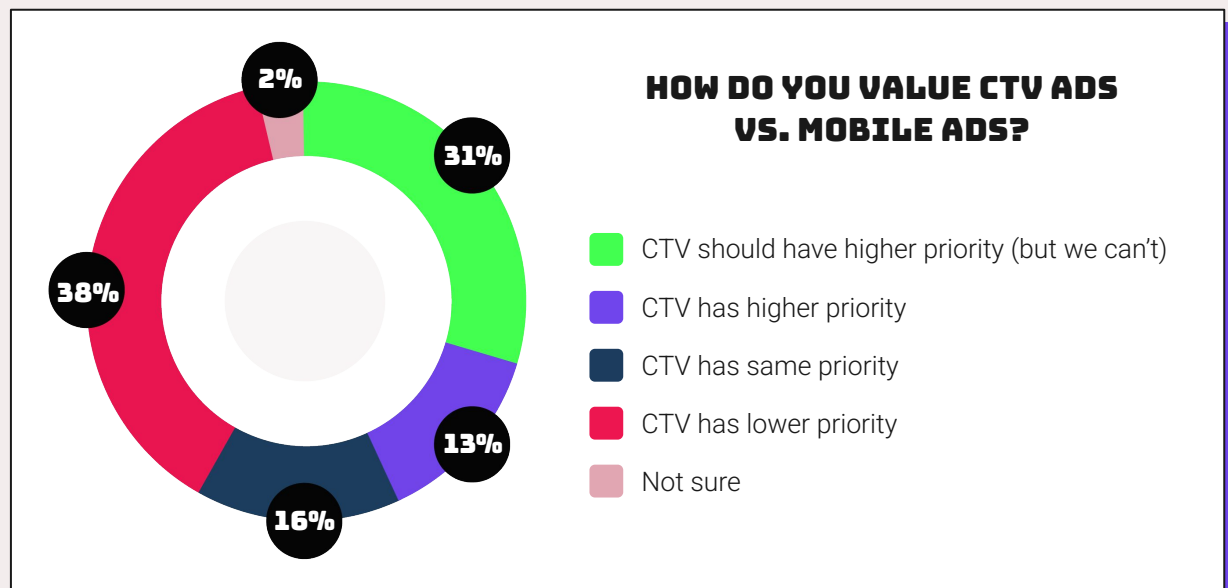
2025 CTV SURVEY

CTV is quickly shifting from a nice-to-have to a must-have. With 78% of marketers already running or having previously run campaigns on connected TV—and another 12% considering it—it's clear the channel is no longer experimental. Only 10% aren't exploring it, showing just how essential CTV has become in modern marketing strategies.

ARE YOU RUNNING CTV ADS FOR MOBILE UA?



Marketers are beginning to view CTV as more than just a complementary channel. Over 40% say they already value it more than mobile or would like to in the future. Another 16% see it as equally important, while 38% still consider it less valuable. This shift highlights growing confidence in CTV's ability to deliver strong results.





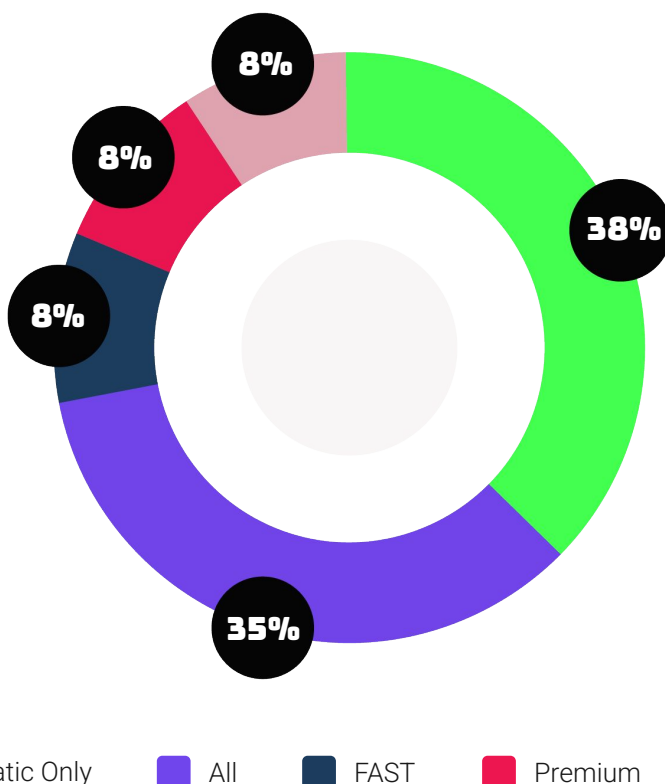
PROGRAMMATIC IS THE PREFERRED INVENTORY



2025 CTV SURVEY

When it comes to CTV inventory, programmatic is the top choice for app marketers. Most of the apps surveyed rely on DSPs as their primary source, often mixing in other options like FAST channels or premium apps more selectively. This preference reflects a need for scale, flexibility, and performance. Marketers want control and efficiency, not just reach.

WHAT TYPE OF CTV INVENTORY DO YOU PRIORITIZE FOR UA CAMPAIGNS?



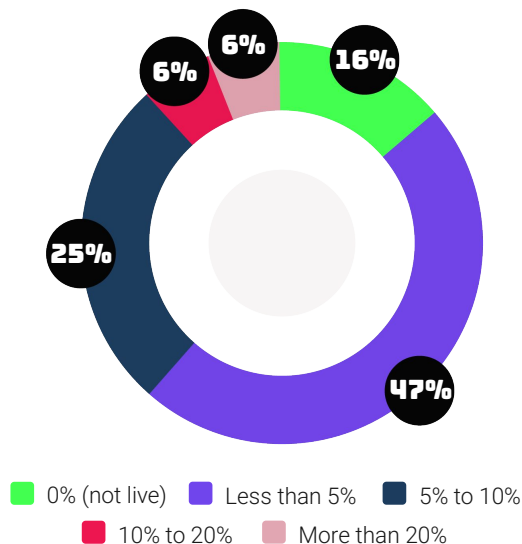


BUDGET ALLOCATION ON CTV

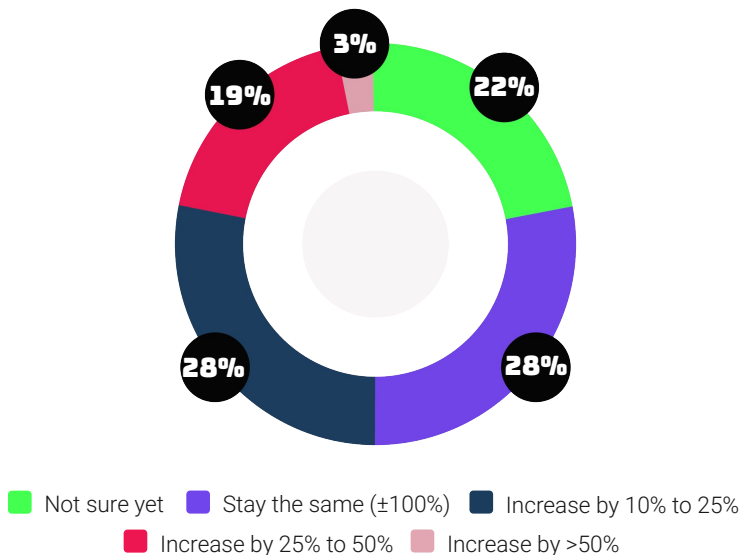


While most marketers currently allocate less than 10% of their UA budgets to CTV, momentum is building. **Half** of respondents plan to increase their CTV spend in 2025.

WHAT % OF YOUR UA BUDGET IS CURRENTLY ALLOCATED TO CTV?



HOW DO YOU EXPECT YOUR CTV BUDGET FOR UA TO CHANGE IN 2025?



This signals growing confidence in the channel's performance potential, even if many are still in the early stages. As budgets shift, it's clear that marketers are starting to see CTV not just as an experimental add-on, but as a scalable part of their acquisition mix.



03

RETARGETING WITH CTV

Has CTV advanced enough to facilitate retargeting success?



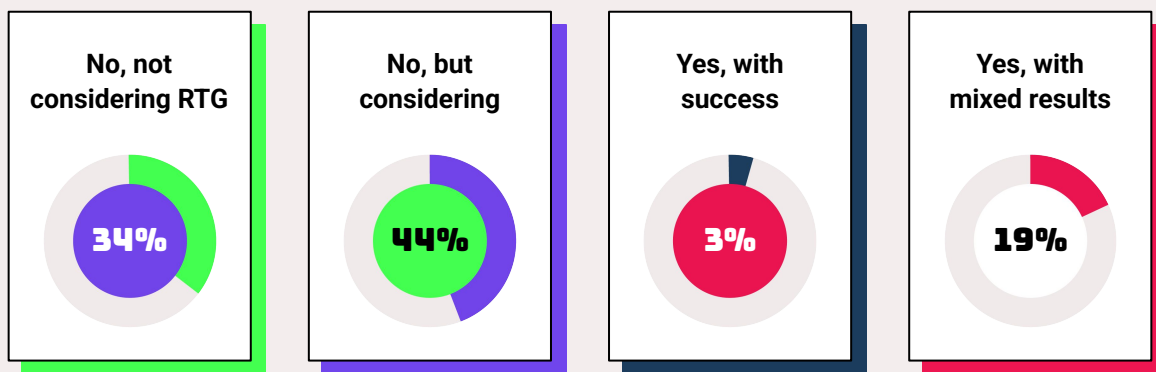
RETARGETING ON CTV IS AN UNTAPPED OPPORTUNITY



2025 CTV SURVEY

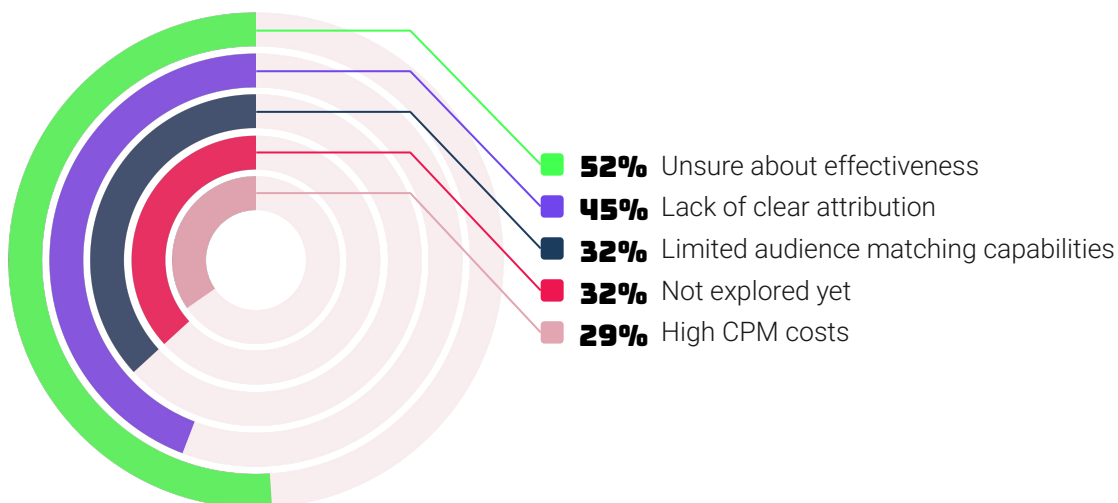
80% of respondents have not yet tested CTV for re-engaging existing or lapsed users. This signals a clear gap between awareness and action, with many marketers still hesitant to explore this channel for retargeting.

HAVE YOU USED CTV FOR APP RETARGETING?



While some see potential, most are waiting for stronger proof of effectiveness before committing spend. The biggest barrier is measurement. Without reliable attribution tools in the past, marketers have struggle to justify investment or prove ROI. Clearer metrics from solutions like Adikteev's will be key to driving broader adoption.

IF YOU HAVEN'T USED CTV FOR RETARGETING, WHY?





04

BARRIERS TO ADOPTION

Perceived hurdles to success on CTV

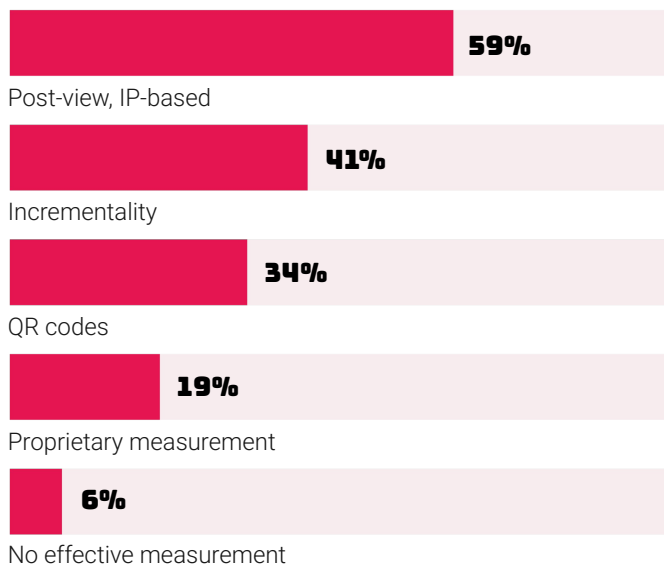


MEASURING PERFORMANCE

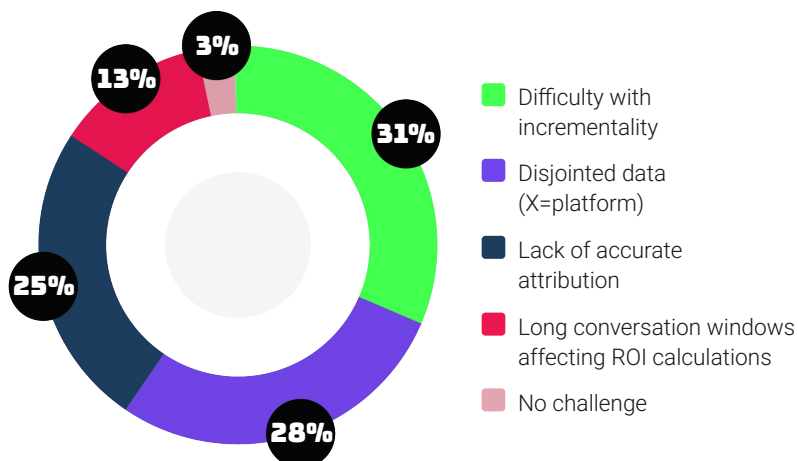


Measuring the impact of CTV campaigns remains a major challenge for app marketers. Most rely on post-view attribution, which offers limited insight into true performance. Cross-platform tracking adds another layer of complexity, making it hard to connect CTV exposure with mobile app installs.

HOW DO YOU CURRENTLY MEASURE CTV IMPACT ON INSTALLS?



WHAT IS YOUR BIGGEST CHALLENGE IN CTV MEASUREMENT?



This lack of clarity slows decision-making and hinders budget growth. Marketers need more robust, standardized methods to measure success. Without them, CTV risks being undervalued compared to other performance channels. This gap in the market is exactly why we created our UA-focused, retention-optimized CTV solution.



TOOLS & PROOF ARE NEEDED



Marketers see strong potential in CTV, but better tools and clearer proof are needed to drive adoption. Attribution and measurement top the list of concerns, followed by high CPMs and limited targeting options. These gaps make it difficult to scale CTV as a reliable user acquisition channel.

To move forward, marketers want solutions that offer more transparency and control. Improved attribution models, smarter targeting, and cost efficiencies will be key to unlocking CTV's full performance potential.

WHAT WOULD MAKE CTV A MORE ATTRACTIVE UA CHANNEL?



Better attribution & measurement



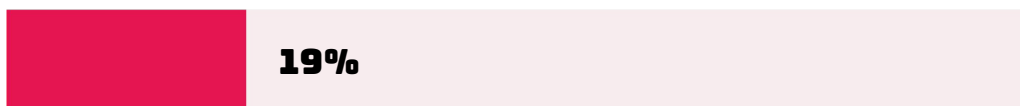
Lower CPMs



More granular targeting



Case studies proofs



More engaging creatives



05

BREAKING THROUGH ON CTV

How to turn CTV into a performance channel



GET RESULTS FROM YOUR CTV CAMPAIGNS



MEASUREMENT IS YOUR POWER LEVER

Combine various measurement methods to build confidence in your results. Keep an eye open on how competitors and third-party tools approach CTV measurement.

RETARGETING IS A HIDDEN GEM

Retargeting on CTV is wide open. While many are still overlooking it, target high-value users to drive measurable returns fast. Early movers will define the benchmarks.

BENCHMARK EVERYTHING

Compare your CTV CPIs to mobile and industry norms—then use those insights to double down where performance beats the average. Let the data guide you to smarter spend.



**READY TO GET
STARTED?** Join our performance channel

[CONTACT US](#)