

# MEDIA IMPACT REPORT

Unlocking Show-Level Data in CTV Advertising

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## /BRIEFING ROOM

# Unlocking Show-Level Data in CTV Advertising

By [Sydney Brower](#), *Programmatic Specialist*

For years, advertisers have pushed for greater transparency in connected TV (CTV), seeking the same show-level visibility they've long relied on in linear TV. While major streaming publishers continue to restrict access to this data, Rain the Growth Agency has found new ways to bridge the gap—leveraging virtual multi-channel video programming distributors (vMVPDs) and custom algorithms to enhance targeting precision.

## The Show-Level Data Challenge

Unlike linear TV, where advertisers receive reports detailing which programs drive the strongest performance, most CTV platforms limit targeting to the publisher or genre level, providing little insight into specific show placements. Publishers often cite Video Privacy Protection Act regulations and revenue protection as reasons for withholding this data, fearing advertisers will over-invest in select inventory while neglecting other content. However, show-level transparency is essential for performance-driven campaigns, enabling advertisers to allocate budgets more effectively and optimize placements based on proven success. Without it, CTV campaigns rely on broader, less precise targeting methods that limit efficiency.

## Finding a Workaround: Leveraging vMVPDs and Custom Algorithms

To counter these limitations, we developed a strategic approach to CTV targeting, aligning with insights from Pontiac Intelligence, a demand side platform (DSP) partner that provides show-level targeting.

A recent Pontiac analysis revealed that show-level targeting was the second most influential factor in conversion performance—second only to ZIP code. This analysis was based on Spectrum private marketplace (PMP) performance data.

vMVPDs, such as Spectrum, are uniquely positioned to provide show-level transparency because they distribute content from multiple networks rather than owning it outright. This makes them less restrictive in passing bidstream signals, enabling advertisers to bid deterministically against specific shows.

By integrating Nielsen's Gracenote metadata, we can probabilistically match bid request signals (e.g., channel, time of day, ZIP code) to actual program schedules, achieving ~95% accuracy in identifying show placements.

## Applying Linear Learnings to CTV Campaigns

Recognizing the value of show-level targeting, Rain the Growth Agency developed a CTV campaign targeting a client's top-performing linear TV shows. The goal was to extend proven linear successes into digital environments, improving campaign efficiency and audience relevance.

### Key Results:

- While impression volume remained low due to targeting constraints, performance was highly efficient, reinforcing the value of show-level alignment.
- CPMs were slightly higher, but the improved engagement and conversion rates offset the costs, making this a viable long-term strategy.
- This campaign demonstrated that aligning CTV with linear TV insights can drive more effective media investments.

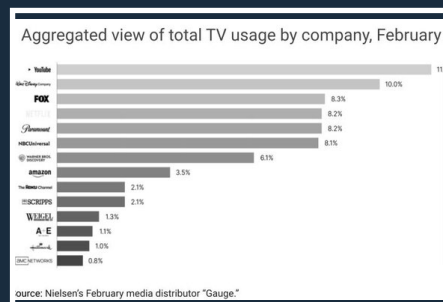
## What's Next? The Push for Greater Transparency

As advertisers continue to demand more visibility into CTV ad placements, industry-wide shifts will be necessary to level the playing field between digital and linear buying.

- More vMVPDs and DSPs should begin offering series-level reporting, allowing for greater scalability in these strategies.
- Publishers will need to adapt to advertiser demands for transparency, particularly as privacy-compliant solutions (such as encrypted clean rooms) gain traction.
- Advertisers must remain proactive, pushing for greater visibility while adopting creative workarounds to maximize targeting precision.

At Rain the Growth Agency, we remain committed to advancing CTV transparency and performance-driven advertising. By combining linear TV insights, vMVPD capabilities, and innovative data strategies, we're helping brands optimize their media investments and maximize ROI in an evolving video landscape.

## /QUICK HITS



In A First, YouTube Tops Nielsen Viewing Sources In February  
[\[MediaPost\]](#)



Advertisers Are Starting To Walk Away From Platforms' AI Solutions That Once Promised Them Everything  
[\[Digiday\]](#)



Advertisers Upped Women's Sports Spend By Triple Digits In 2024  
[\[Marketing Brew\]](#)



## /UPDATES

# LiveRamp's RampUp Conference—All About Collaboration

By **Mark Brown**, Executive Lead

Every February, marketing technology platform LiveRamp hosts their RampUp conference in San Francisco, bringing together key players in marketing, data science, and marketing technology. For a company that bills itself as a “data collaboration” platform, it’s not surprising that the theme for this year’s conference was “collaboration.” That theme resurfaced in just about every presentation and product demo across the two-day conference.

Scott Howe, LiveRamp’s CEO, kicked off the event with a keynote address that mined a great analogy between California’s various natural environments and marketing technology. Titled “Nature’s Blueprint: Building the Ultimate Data Collaboration Network,” Howe made the case that the marketing technology ecosystem is interconnected, just like nature. In front of a backdrop of gorgeous California landscapes, he made the case that marketers can learn some valuable lessons from nature:

### 1. **Leverage interoperability and win together.**

We are all dependent on each other. Marketers can achieve greater success by connecting their existing data and tools with others in the marketing ecosystem. Not surprisingly, he offered LiveRamp’s Connect tools as the way to make those connections to “win together.”

2. **We must evolve.** Just as plants and animals evolve to adapt to changing environments and conditions, marketers need to evolve to the changing marketing landscape. In particular, Howe focused on the rapid growth of generative AI as the type of change that marketers need to evolve with, quickly adopting it into their approaches to data organization and analysis.
3. **Control your destiny.** In nature, it is about survival of the fittest. Marketers need to have a similar mindset. When they see an opportunity, they need to take it before one of their competitors beats them to it. The message was to be a leader, not a follower.

Once Howe set the stage with the theme of collaboration, the rest of the conference focused on various LiveRamp partners showcasing how they leverage the platform to collaborate between marketers, publishers, and marketing technology providers. Within those presentations, there were three hot-button areas that resurfaced across the course of the conference:

1. **Retail media networks (RMNs).** RMNs are one of the fastest growing advertising channels, and LiveRamp’s collaborative platform lends itself to many applications in the space. Retailers who



are in the process of building out a RMN, such as sports and live entertainment company AEG Worldwide, talked about how they leverage LiveRamp to organize their data, get it to market, and gather customer insights. Another panel featured more established RMNs—Uber, CVS, and Best Buy—sharing their thoughts on coming innovations in the RMN space, from leaning into CTV to leveraging clean rooms to streamline the adtech supply chain.

- 2. Connected TV (CTV).** While CTV isn't exactly a new topic, marketers and publishers alike continued to express optimism about the growth of CTV and how they can collaborate (there's that theme again!) to leverage each other's data in ways unavailable in linear TV. A consistent message was the value of CTV to work across the funnel: delivering both brand building and transactions in measurable ways.
- 3. Artificial Intelligence.** It wouldn't be a martech conference if AI wasn't mentioned at least a hundred times. It was. The innovators panel was asked where they would invest a billion dollars (if they had it) and every one mentioned an AI solution: for adtech, media planning, optimization, and dynamic creative optimization. Many of the product showcases featured real-life AI applications in many of these areas.

A panel dedicated to AI showcased a few of those products. Newton AI leverages a group of dedicated expert agents training in data cleansing and analytics that are overseen by a "controller" agent that acts like a general contractor to dole out assignments, gather results, put them into simple visualizations (including updating presentations), and even acting on them in media platforms. Publicis' CoreAI tool streamlines agency workflow and is trained with proprietary identity and media information for client security. And Rembrand uses AI to create virtual product integrations into existing TV programs.

The highlight of RampUp was Thursday's keynote presentation by FUBU founder and *Shark Tank* "shark" Daymond John. John captivated the packed ballroom telling the story of his rise from handing out flyers for the local mall in Queens to making his own hats and shirts at home and selling them on the street to eventually building a multi-billion dollar hip-hop streetwear brand. John's origin story was punctuated with personal photos, homespun advice, old school hip hop tracks, and plenty of friendly jabs at his fellow sharks - especially "Mr. Wonderful," Kevin O'Leary.

Some of John's notable adages included "Responsibility must be taken, it can't be given," "You cannot react, you must respond," and "thank everyone for your success, blame only yourself for your failures."

For a closing mantra, he suggested that everyone be a **SHARK**:

**Set goals**—read them every morning when you get up and every night before you go to bed.

**Homework**—do your homework before making any decision.

**Amor**—love what you do.

**Remember**—that you are the brand.

**Keep swimming**





/NOTEPAD

## From Code to Cut: AI's Takeover of Video Production

By [Scott McClure](#), SVP, Creative

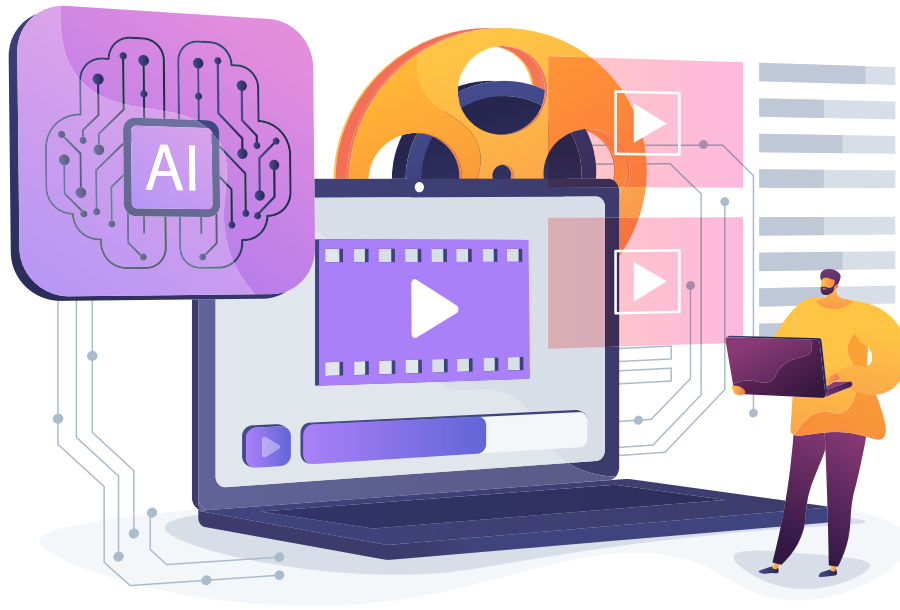
AI video is moving fast—but is it ready for prime time? AI-generated video is evolving at breakneck speed—new features are rolling out almost weekly, making what seemed impossible just months ago feel routine today. It all kicked off in late 2024 with OpenAI's release of Sora, a game-changing tool that showcased just how far AI could push realistic video generation. But if you thought that was the peak, you'd be wrong. Since then, platforms like Runway, Pika, and Kling have been competing to outdo each other with longer clips, better physics, and more precise motion control.

The pace is exhilarating, but here's the thing: brands still haven't quite figured out how to use AI video the right way. Case in point? Coca-Cola's 2024 holiday ad—an ambitious attempt at an AI-driven spot that ended up feeling a little...off. Viewers called it out for its uncanny visuals and lack of emotional warmth, proving that while AI is powerful, it still needs a human touch to really resonate.

And if you were expecting the Super Bowl to be a full-on AI showcase, you might've noticed a surprising absence of AI-generated creative. That wasn't an accident. The industry is still feeling out how AI video fits into mainstream advertising, and audiences haven't fully bought in yet. There's still a bit of a trust gap—people don't want their favorite brands to feel too "machine-made," especially when it comes to delivering the storytelling.

### How We're Using AI Video—Without Losing the Human Touch

Despite some growing pains, AI video is already making an impact in advertising—when used the right way. We've been testing out Kling, Pika, and Runway to determine which tool best fits our production needs, and along the way, we've discovered some clever ways to integrate AI into TV/video work for clients. The key? AI isn't replacing production—it's augmenting it.



Rather than generating entire commercials from scratch, we've been blending AI elements into traditional shoots to enhance efficiency and creativity. AI has been particularly useful in rapid pre-visualization, allowing us to create test shots quickly before filming during an actual production. It has also streamlined background and scene enhancements, reducing the time and costs associated with post-production work.

And guess what? It's working. Some of our AI-assisted campaigns from late 2024 are performing well in-market, proving that when used smartly, AI can enhance creativity rather than replace it.

## The Road Ahead: 2025 Will Be Huge for AI Video

If 2024 was the warm-up, 2025 is when things get serious. AI video tools will continue getting better, faster, and more accessible, and we predict many more brands will start experimenting with AI-enhanced content—whether audiences are ready for it or not.

But the real challenge? Using AI ethically and responsibly. As we push forward, we're committed to making sure these tools support creativity, not strip it away. The future of AI video is exciting—but like any great story, it needs the right balance of tech and human ingenuity to truly connect.

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## Need More Guidance?



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