Advertisers' Holiday Wish List



Spend More on TV

59% of advertisers are increasing their Black Friday Cyber Monday (BFCM) TV budgets this year, with **22%** planning a significant increase.



Get in the Spirit Early This Year

54% of advertisers will be on air before mid-November, and **17%** are starting as early as October.



Keep Linear on the Nice List

When asked which channels they're prioritizing for BFCM media buys, linear TV **(76%)** and streaming/CTV **(73%) ranked in the top 3.**



Put AI to Work

61% of advertisers are already using AI in their BFCM TV campaigns across creative, targeting, optimization, strategy, reporting, and production.



Measure What Matters

70% of advertisers use pixel-based attribution to measure TV performance, while **83%** say maximizing performance matters more than clearing budget.



Get Creators and TV on the Same Page

15% are already repurposing creator content for TV/CTV, while **24%** are actively exploring the convergence even if they haven't committed to it for the holiday season.



Use The Gift that Keeps on Giving: Existing Creative

Only 20% are developing BFCM-specific creative, while **37%** are repurposing existing non-holiday creative.



Drive Digital Sales, Not Door Busters

58% of advertisers are focused on their DTC websites for BFCM, with **39%** taking an omnichannel approach that's still centered on digital.



No Holiday Break on Performance

39% say their CPA and CPM thresholds for TV have not changed for BFCM compared to the rest of the year.

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