

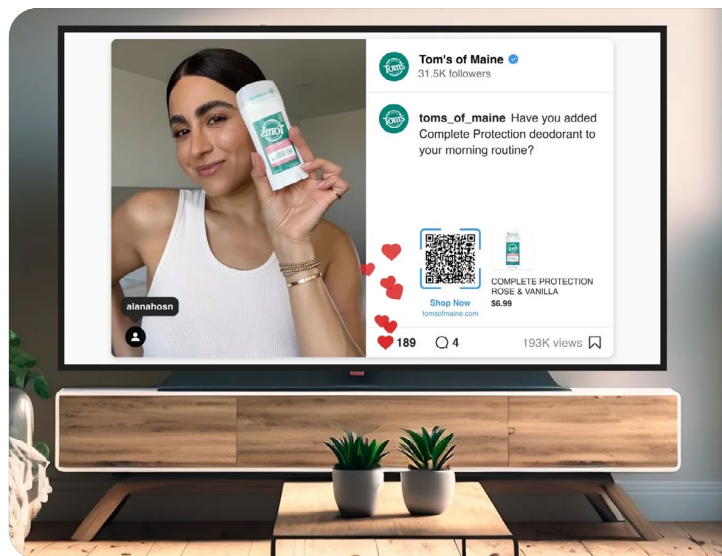
Social CTV Creative Ads

Bring your brand's Instagram, TikTok, Pinterest, X, and Facebook posts to the premium living room environment.

Instantly Turn Your Social Video Posts into 4K CTV Ads

Social CTV ads are TV creative that retain the look, feel, and experience of the original social media post while maintaining regularly updated social metadata (like, comment, & view counts). They can be generated instantly from social media posts providing enhanced benefits over traditional TV creative.

Social CTV creative is the **most authentic way** to distribute social media posts as TV ads.



Why Use Social CTV Creative Ads?

Social CTV Creative Ads effortlessly bring your social media content to the big screen, maximizing engagement and reach. Here are the key benefits that make this solution essential for your advertising strategy:



Stand Out from the Crowd

Social TV experiences are familiar and instantly resonate with viewers driving awareness, action, and recall.



Instant Creative Creation

Generate ready-to-air CTV ads from your social posts in minutes, allowing quick reactions to market trends and promotions.



No Additional Production Costs

Leverage your existing social media content to create 4K CTV ads instantly, saving on production expenses and maximizing your marketing budget.



Ability to Include a QR Code

Boost viewer interaction by incorporating QR codes in your ads, guiding them to landing pages or special offers, and creating a seamless link between your TV and online marketing efforts.



The social look and feel of the creative stood out from what is normally seen on TV. Social CTV drove results we never expected.

kate farms®

Brady Crandall
Director of Marketing



How It Works

At Strategus, we collaborate with the most innovative industry leaders to deliver cutting-edge advertising solutions. That's why we've partnered with Spaceback, making it incredibly simple to transform your social media content into compelling CTV ads.

The process is designed to be seamless and efficient, allowing you to leverage your existing social posts with minimal effort and maximum impact.



SPACEBACK

1 Import Social Media Post

Instantly import your social video posts into the Spaceback platform.

2 Generate Creative

Customize creative settings, tracking tags, and landing page and generate a GCM ad tag.

3 Distribute Anywhere

Activate with any media platform or streaming service to easily track and report.

4 Test and Optimize

Experiment with creative types, continuously monitor performance, and refine your ads for best results.

Want to learn more about adding Social Creative Ads to your advertising strategy?

Visit strategus.com or contact us at connect@strategus.com