

A STEP-BY-STEP GUIDE

How Retail Brands Launch & Scale TV Advertising

Built on real results from real brands — apparel, beauty, home goods, and the DTC disruptors who made TV their most profitable channel.

RETAIL PLAYBOOK
2026

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Why Retail Brands Can't Afford To Ignore TV

There comes a moment in the life of almost every growing retail brand when the channels that got you here stop taking you further. Meta costs climb. New audiences dry up. The digital playbook plateaus.

That was Jones Road Beauty in late 2023 — a loyal base, a strong social presence, and a growth engine that had quietly stalled. On Christmas Day, they ran their first TV ad. Within a month, Meta efficiency improved, site traffic rose, and branded search increased.

Tecovas had a similar reckoning. When they turned TV off entirely to test its value, website visits dropped over 20% and search efficiency plummeted. When TV came back, everything recovered.

Stories like these are no longer the exception. The rise of CTV, advances in attribution, and a new generation of TV platforms have lowered the barrier dramatically. Brands can now launch for a few thousand dollars, measure it like digital, and optimize in real time.

20 - 25%

Of **Jones Road's** spend went to TV during peak periods — from experiment to foundation.

20%

Drop in **Tecovas** website visits when they turned TV off to test its value.

\$500

Per week — where a meaningful **CTV retargeting** pilot can begin today.

Six Myths About TV, Answered

THE MYTH	THE TRUTH
"TV is too expensive for us."	CTV retargeting starts at \$500/week. Meaningful pilots run \$75K–\$150K — less than most brands spend on a single Meta push.
"We can't measure it like digital."	Tatari's dashboard shows CPV, CPA, and site lift within minutes of a spot airing — across web, in-store, Amazon, and phone calls.
"TV is a brand play, not performance."	Wild Earth cut CPA 60%. Aroma360 cut CPA 80%. BYLT Basics boosted Black Friday conversions 50%.
"It's only for big brands."	Made In launched TV before crossing \$10M in revenue. Pholicious started at \$500/week and expanded to 1,900 Walmart stores in three weeks.
"Streaming is enough — skip linear."	Nielsen shows a ~50/50 linear/streaming split. When brands cut linear, CPA rises. Together, they outperform either channel alone.
"We can't tie TV to retail or Amazon."	Tatari attributed 5.7% of Saatva's showroom sales to TV. For one brand, factoring in Amazon dropped reported CPA by 90%.

01

UNDERSTANDING THE TV LANDSCAPE

Linear, Streaming & Why You Need Both

Ask a room full of retail marketers what "TV advertising" means, and most will say streaming. CTV feels familiar — targeted, measurable, native to the digital playbook. That's not wrong, but it's incomplete. Linear TV isn't dead. Nielsen consistently shows a near 50/50 split between linear and streaming, and high-tune-in moments like the NFL swing audiences heavily back to broadcast.

The most sophisticated advertisers don't treat the two as competing strategies — they run one convergent TV strategy, each channel doing what it does best. Linear delivers scale and efficient CPMs; streaming delivers precision. When one Tatari advertiser paused linear to lean into streaming, CPV rose and CPA trended up — without linear's top-of-funnel strength, streaming's efficiency eroded.

"Linear has more scale and more efficient CPMs, but streaming allows us to reach our target audience, so balancing both allows us to achieve more efficient outcomes."

Melissa Lertsmitivanta · Head of User Acquisition, Dave

■ THE CONVERGENT VIEW

Don't Choose Between Linear And Streaming

Together they create something neither achieves alone: a complete conversion funnel, from first impression to final purchase. The brands winning on TV today don't choose — they orchestrate both.



Active on Every Screen



FABLETICS

50%

Lower CPM with 15s ads vs. 30s ads thanks to efficient testing.

20%

Increase in Facebook efficiency once linear and streaming ads started to air.

THE CHALLENGE

Fabletics had built a performance marketing machine on digital. But when Facebook efficiency started tightening, the team needed a new lever for scale; one that could match their accountability standards and work alongside existing channels.

THE APPROACH

Fabletics ran a mix of linear and streaming placements to unlock new scale, measuring impact within minutes of airings using Tatari's real-time dashboard.

THE RESULT

TV lifted site visits and conversions tied directly to airings. More importantly, it created a halo effect on digital channels like Facebook and made existing paid channels more efficient.

[READ THE FULL CASE STUDY →](#)

02

GETTING STARTED ON TV

Retargeting Is TV's Smartest Entry Point

For many retail brands, the biggest barrier to TV isn't cost — it's uncertainty. How do we know if it's working? What if we can't prove the return? There's a straightforward answer any brand with a website and a pixel can act on today: start with retargeting. CTV retargeting works like display retargeting — drop a pixel, build an audience of visitors, and serve them ads.

The difference is where those ads appear. Instead of a banner scrolled past in a second, the ad occupies a full-screen, unskippable streaming experience — 15 or 30 seconds to tell your story to someone who already showed interest. In internal studies, Tatari has seen retargeting perform 250% more efficiently than prospecting. Start with the people you already have, where they're most likely to act.

"We thought TV was out of reach. Starting with streaming retargeting felt doable, and the results gave us confidence to jump into linear."

Joseph Trudeau · Co-Founder, Pholicious

■ WHY IT WORKS

A Warm Audience At Full Attention

Retargeting meets people who already showed interest in the highest-attention environment available. Wild Earth layered CTV retargeting onto linear and saw CPA drop 60%; Aroma360 doubled ROAS through behavioral segmentation.



From Shark Tank To 1,900 Walmart Stores

PHOLICIOUS

250%

More efficient: retargeting vs. prospecting — Tatari platform data.

\$500

Pholicious's starting weekly CTV budget.

4x

Walmart.com impressions surged from 150K to 600K on airing weekends.

THE CHALLENGE

Post-Shark Tank buzz needed to convert into sustained retail velocity ahead of a major Walmart expansion.

THE APPROACH

Installed the Tatari Pixel via one-click Shopify integration, launched CTV retargeting at \$500/week, then moved into linear with Walmart-speci

THE RESULT

In-store distribution expanded from 500 to 1,900 Walmart stores within three weeks of launching linear.

[READ THE FULL CASE STUDY →](#)

03

SETTING YOUR GOALS

What Do You Actually Want TV To Do?

Before a dollar gets spent, the most important question a retail brand can ask is: what do I actually want TV to do for me? TV can build awareness from scratch, deepen consideration for a known brand, drive discovery for a product never seen outside Instagram, or lend credibility no algorithm can manufacture. The brands that get the most out of TV enter with a clear goal and measure against it.

PATTERN Beauty ran a deliberate 12-week phased campaign — a month to test, a month to optimize, a month to scale — with third-party lift studies validating each step. Turtlebox found TV validated the brand in ways performance marketing couldn't. For brands whose revenue concentrates around Black Friday and holiday, TV becomes a demand-generation engine: BYLT Basics saw a 50% conversion boost during peak windows.

"TV enabled us to scale brand awareness and consideration in an efficient and measurable way. That insight reshaped how we think about the role of TV in our media mix."

Isabel Davis · VP of Ecommerce, PATTERN Beauty

■ BEFORE YOU SPEND

Define The Goal, Then Measure Against It

Whether the goal is awareness, legitimacy, or demand generation — define it upfront, build the measurement framework around it, and treat the first campaign as a learning opportunity, not a one-time bet.



First-Time Advertiser To Performance Powerhouse

VUORI

\$150k

Vuori's pilot budget for their first-ever TV campaign

4 weeks

Duration of the test campaign

5-6

Creatives tested simultaneously across linear and streaming

THE CHALLENGE

A digitally native performance apparel brand needed to expand reach and build brand authority without abandoning its performance mindset.

THE APPROACH

Committed a \$150K pilot over four weeks, testing five to six creatives across linear and streaming — produced in-house and validated with Tatari before launch.

THE RESULT

Immediate, measurable traffic lift tied to specific airings. TV moved from a one-time pilot to a core, always-on growth channel.

[READ THE FULL CASE STUDY →](#)

04

LOWERING YOUR CAC.

TV Makes Every Channel Cheaper

The most common objection isn't philosophical, it's financial: TV feels expensive. For a performance team built on trackable digital spend, putting real budget into television can feel like a step backward. Here's what the data shows — for brand after brand, TV doesn't just pay for itself. It makes every other channel cheaper.

Wild Earth cut CPA 60% after layering streaming onto linear. Aroma360 slashed CPA 80% from a single Shark Tank placement. Jones Road found TV didn't just open new channels — it made Meta work better, as TV-exposed audiences flowed in with fresher intent. Fabletics tested creative in :30, then cut to :15 once proven, effectively doubling reach on the same budget.

"TV used to feel like a black box. Now, it's one of our most measurable and effective growth channels — especially during the holiday."

Chip Malt · CEO, Made In

■ THE REAL MATH

TV Makes Every Other Channel Cheaper

New audiences exposed on TV flow into Meta with fresher intent, improving conversion across the board. The question stops being "can we afford TV?" and starts being "can we afford not to have it?"



Acquisition Is Made On TV

MADE IN

10-15x

More impressions than Facebook or TikTok

4.5x

Increase in conversions during Black Friday

400k+

New retargeting prospects built from TV awareness

THE CHALLENGE

Premium cookware brand Made In wanted TV to be a real acquisition engine, not just a branding play.

THE APPROACH

Shifted from generic DTC-style creative to cinematic chef-led storytelling, accessing MLB Home Run Derby and NFC Championship placements at up to 86% off through Tatari fire sales.

THE RESULT

Cost-per-visitor cut in half. TV now delivers 10-15x more impressions than Facebook or TikTok and is Made In's largest media investment.

[READ THE FULL CASE STUDY →](#)

05

UNLOCKING TV'S HALO EFFECT

How TV Boosts Every Channel

Imagine you've launched a multi-channel campaign. A few weeks in, Instagram looks like the hero and TV looks like it's quietly holding its own. Should you shift budget out of TV? Before you do, look closer. A meaningful portion of the visitors converting through Instagram saw your TV ad first. They didn't click — but they were primed.

That's the halo effect, and it's often the difference between TV looking like a decent channel and the best investment in the mix. Tatari has measured it across hundreds of brands. Tecovas ran the cleanest experiment: when they paused TV, the halo disappeared almost immediately — Google Shopping degraded, paid search became less efficient, direct traffic fell. When campaigns restarted, everything recovered.

"The day we turned TV on was the day query volumes were up and our post-purchase survey was saying all these buyers are here because they heard about us from TV."

Ankur Goyal · SVP of Growth, Coterie

■ THE METHODOLOGY

How Tatari Measures the Halo

Site visitors are split into two groups — those who saw a TV ad in the last seven days and those who didn't — and their conversion rates compared. Across 100 brands, 9 out of 10 saw higher CVR from TV-exposed visitors.



The Blackout Test

TECOVAS

20%+	16x	6-8 months
Drop in website visits when TV campaigns were paused	Site visit increase from a single World Series placement	Time for TV-acquired visitors to start converting into customers

THE EXPERIMENT	Tecovas paused all TV spend to prove TV's internal value.
WHEN TV WENT DARK	Website visits dropped 20%. Google Shopping degraded. Paid search efficiency fell. Even channels with no direct TV connection suffered.
WHEN TV CAME BACK	Everything covered in lockstep. TV is now the fastest-growing budget allocation in Tecovas's entire marketing mix.

[READ THE FULL CASE STUDY →](#)

06

MEASURING EVERYTHING

Proving TV's Impact Across Every Sales Channel

Ask any performance marketer why they've been hesitant about TV, and measurement is almost always part of the answer. How do you connect a spot that aired Tuesday night to a purchase Thursday afternoon — or a store visit the following weekend? TV's biggest transformation over the last several years isn't reach or targeting. It's measurement.

TV's impact doesn't stop at the website. It reaches search, social, physical stores, Amazon, and call centers. Tatari's dashboard correlates cost-per-visitor and conversions to specific airings within minutes. Roughly 80% of retail sales still happen in stores — Tatari attributed 5.7% of Saatva's showroom sales to TV. And because two-thirds of shoppers start on Amazon, factoring it in can cut reported CPA by more than 90%.

"Getting this kind of visibility into how our TV ads perform at the regional level has been a game changer. We can now see which markets translate ad exposure into store visits and purchases."

Alex Diesbach · VP of Digital Marketing, Saatva

■ FOLLOW THE PURCHASE

Measurement Doesn't Stop At The Website

Measuring TV properly means following the consumer wherever the purchase actually happens — web, in-store, Amazon, and phone. Phone calls convert 10–15x more often than web leads, and Tatari + Invoca can trace the full path from impression to call.



From TV To Showroom

saatva

80%

Of retail sales still occur in physical stores.

5.7%

Of Saatva's retail sales directly attributed to TV spend.

40%

increase in branded search volume

THE CHALLENGE

Luxury DTC mattress brand Saatva needed to prove TV was driving both website conversions and showroom visits.

THE APPROACH

Tatari built a Gamma Generalized Linear Model connecting DMA-level TV spend to weekly store sales, and a Tatari + Invoca integration traced the path from impression to phone purchase.

THE RESULT

5.7% of total retail sales attributed directly to TV, plus a 40% increase in branded search and 20% more branded search-generated revenue.

[READ THE FULL CASE STUDY →](#)

07

GOING BIG

Premium Placements, Tentpole Events & Contextual Fit

There's a moment in most successful TV journeys where the question shifts. It stops being "does TV work for us?" and starts being "how do we go bigger?" When that moment arrives, premium placements and tentpole events become the conversation — and the brands that get the most out of them aren't just buying scale, they're buying the right scale, in the right context, at the right time.

Tecovas is the clearest example: NFL playoffs, NCAA football, WWE, and an MLB World Series spot that drove a 16x increase in site visits from a single placement — plus a Yellowstone sponsorship so contextually perfect it spoke directly to their identity. Ariat saw its highest-ever response rate in Yellowstone. And you don't need Super Bowl budgets: Made In accessed premium placements at up to 86% off.

"Yellowstone was one of the most watched shows on TV — an absolute perfect fit for our brand. The response was phenomenal, the highest response rate we've ever seen."

Tricia LaBarge · Sr. Director of Brand Media & Digital Marketing, Ariat

■ ACCESS, NOT JUST BUDGET

Premium Isn't Only For Super Bowl Budgets

Made In accessed MLB Home Run Derby and NFC Championship placements at up to 86% off through Tatari's direct publisher relationships. The access isn't about budget — it's about having the right partner.



Don't Sleep on Premium Placements

52%

Reduction in customer acquisition costs

612k

Incremental installs driven by the campaign

60%

Increase in subscriptions from streaming TV ads

THE STRATEGY

Calm used linear TV for premium brand storytelling — including celebrity partnerships with LeBron James — while running CTV for performance and direct acquisition.

THE PLACEMENTS

Live premium news programming during the Presidential Election, where Calm's ads caught social virality and earned the brand AdAge Marketer of the Year.

THE RESULT

Increase in all metrics - proof that the right placement at the right cultural moment pays off.

[READ THE FULL CASE STUDY →](#)

08

PLANNING FOR WHAT'S NEXT

Interactive CTV And The Future Of Retail Advertising

Interactive CTV ads have been "the next big thing" for years — hyped at conferences, mocked up in pitch decks, but rarely encountered in the wild. That's changing, and for retail brands paying attention, the timing matters. The core idea always made sense: TV is the biggest, most attention-commanding screen in the home. What if viewers could actually do something while watching?

Avocado Mattress partnered with Tatari and Innovid so viewers could use their remote to browse nearby retail locations on-screen — no app switching, no disruption. The campaign exceeded delivery, came in under budget, and drove real foot traffic. Pause ads are emerging as the breakout format, capable of compressing the distance between a TV impression and a purchase decision.

"Interactive CTV ads helped us bridge the gap between attention and action on TV. When viewers are invited to engage on their terms, they're willing to do so."

Sidrah Althaus · VP of Digital Marketing, Avocado Green Brands

■ THE BREAKOUT FORMAT

Pause Ads Are Arriving

Appearing when a viewer initiates a break, pause ads occupy the full screen in a moment of natural attention. Research shows 51% of viewers take action after seeing one, and 63% prefer them to a frozen screen.



Pushing Play On Interactive Ads

AVOCADO

GREEN MATTRESS™

51%

Of viewers take action after seeing a pause ad.

63%

Of TV viewers prefer pauser ads to a frozen screen.

NOW

Interactive CTV infrastructure is maturing – the early mover advantage is real.

THE CHALLENGE

Drive foot traffic to retail locations for a high-consideration product customers want to experience before buying.

THE APPROACH

An interactive canvas-style action ad — viewers could use their remote to browse nearby Avocado retail locations directly on-screen. No app switching. No disruption.

THE RESULT

Campaign exceeded planned delivery, came in under budget, and outperformed Innovid's industry engagement benchmark.

[READ THE FULL CASE STUDY →](#)

WRAPPING IT UP

Building Your TV Playbook With Tatari

Every brand in this guide started somewhere — a pilot budget, a first spot, a leap of faith made less frightening by real measurement. What happened next followed a remarkably consistent arc. TV worked. Other channels got better. The team got bought in. The budget grew. And the question shifted from "should we be on TV?" to "how do we get more out of it?"

01.

Better Together

Linear and CTV are more powerful together than either is alone.

02.

Low-Risk Entry

Retargeting is a high-return entry point any brand with a website can test today.

03.

Fully Measurable

Measurement has caught up to TV's true impact — web, stores, Amazon, and phone.

■ THE TAKEAWAY

The brands winning on TV right now aren't the biggest ones. They're the most intentional ones.

The playbook is here. The only thing left is to run the first play.



Make TV Your Most Profitable Channel

Schedule a demo and see how Tatari helps retail brands launch, measure, and scale TV across linear and streaming — with the measurement to prove every dollar.

[SCHEDULE A DEMO TODAY →](#)

GET IN TOUCH

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