

It's Time to Q4 Like Never Before

As the effects of COVID-19 continue to influence consumer behavior and disrupt media plans, advertisers must prepare for a fourth quarter like we have never seen.

-  Political spending will affect inventory availability.
-  Live events and programming schedules will look different.
-  Shopping patterns and spending habits will continue to adapt.

As the leading single source of unified supply for cross-screen video, SpotX is here to help.



Political spending will change the landscape

As we enter the final stretch of the political season, spending will ramp up significantly. This will affect inventory availability and pricing. Non-political advertisers running campaigns on linear TV can expect to [feel the effects of pre-emption](#), resulting in displacement during the critical run-up to the holidays.

Sports will play hard

Two-thirds of the population self-identify as sports fans – many are avidly watching their favorite teams return to screens resulting in a [resurgence of sports inventory](#). Q4 sports inventory is likely to be abundant with multiple major leagues in action simultaneously, representing a unique opportunity for advertisers to reach engaged audiences.

Retailers will reinvent holiday plans

Despite an uncertain economy, retail sales have remained strong throughout the summer and are predicted to continue into the fall as evidenced by the [highest spending back-to-school season ever](#). The holidays are always a crucial period for retail. This year many will channel a larger portion of budget into video and, in particular, connected TV (CTV) to reach audiences on their preferred screens.

The combination of these factors has implications for advertisers across every vertical. To ensure a successful end of the year, we recommend adopting the following best practices.

Q4 Success Tips

1. Don't wait to place your buys until Q4.
2. Lock in preferential rates now before demand spikes and reduced supply triggers higher rates.
3. Make use of programmatic guaranteed deals to secure delivery against KPIs.
4. Shift spend from linear TV to CTV to avoid political pre-emption.
5. Reallocate digital out-of-home budgets to digital video to reach audiences wherever they are.

Did you know that SpotX reaches 50 million CTV households and 4 out of 5 viewers of ad-supported content? Download our latest report to learn more:

[CTV Is for Everyone](#)



Your SpotX account team is here to help.

Ask your SpotX account representative how we can help you Q4 like never before.
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