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Orange 142 Emerging Channels Council Releases "Best Practices Guide to CTV Advertising" Empowering Marketers to Increase Investments in the Channel

New guide provides strategies for businesses looking to maximize return on investments in Connected TV advertising

AUSTIN, Texas, April 9, 2025 /PRNewswire/ -- [Orange 142](#), a division of Direct Digital Holdings (NASDAQ: DRCT) and a leader in digital marketing solutions for destination marketing organizations, today announced the release of "Best Practices Guide to CTV Advertising," a comprehensive resource designed to help marketers effectively navigate the evolving Connected TV landscape. This timely guide addresses the transformational shift from traditional linear TV to streaming platforms, creating new opportunities for brands of all sizes.

With CTV spending projected to hit \$33.35 billion this year, marketers who understand how to leverage this channel effectively will have a significant competitive advantage. The eBook provides the foundational knowledge and tactical recommendations to create impactful, efficient, and measurable CTV campaigns.

"Nearly all US households now subscribe to streaming services, with more than half subscribing to four different platforms. In this diverse digital environment, brands have an unprecedented opportunity to connect with consumers through data-driven, cost-efficient TV advertising," said Lindsey Wilkes, SVP, Business Development, and head of the Emerging Channels Council at Orange 142. "Our guide bridges the knowledge gap for marketers who recognize CTV's potential but require clear strategic direction to maximize its impact."

Unlocking the Power of Connected TV

With its new eBook, Orange 142's Emerging Channels Council provides marketers with a practical approach to CTV advertising, providing clear guidance on implementation, measurement, and optimization. The guide enables brands to leverage CTV effectively regardless of their previous experience with the medium and breaks down complex concepts into actionable insights, including:

- The CTV Opportunity and Market Growth
- Benefits and Challenges of CTV
- Emerging Technologies and Trends in CTV Advertising
- Data and Privacy Considerations
- Measurement and Attribution Models for Effective Campaign Evaluation

"Best Practices Guide to CTV Advertising" is available at <https://orange142.com/emerging-channels-hub> and supports Orange 142's commitment to educating, guiding, and encouraging brands to excel in innovative digital advertising channels.

About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holding, the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies and execute campaigns on behalf of their clients.

Our team of experts has a deep understanding of the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest level of service and transparency. We believe that open communication and collaboration are essential to the success of every advertising and marketing initiative.

About Direct Digital Holdings

Direct Digital Holdings (Nasdaq: DRCT) combines cutting-edge sell-side and buy-side advertising solutions, providing data-driven digital media strategies that enhance reach and performance for brands, agencies, and publishers of all sizes. Our sell-side platform, Colossus SSP, offers curated access to premium, growth-oriented media properties throughout the digital ecosystem. On the buy-side, Orange 142 delivers customized, audience-focused digital marketing and advertising solutions that enable mid-market and enterprise companies to achieve measurable results across a range of platforms, including programmatic, search, social, CTV, and influencer marketing. With extensive expertise in high-growth sectors such as Travel & Tourism, Energy, Healthcare, and Financial Services, our teams deliver performance strategies that connect brands with their ideal audiences.

At Direct Digital Holdings, we prioritize personal relationships by humanizing technology, ensuring each client receives dedicated support and tailored digital marketing solutions regardless of company size. This empowers everyone to thrive by generating billions of monthly impressions across display, CTV, in-app, and emerging media channels through advanced targeting, comprehensive data insights, and cross-platform activation. DDH is "Digital advertising built for everyone."

For more information, visit www.directdigitalholdings.com.

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