Teads Launches CTV Performance: A New Way to Optimize and Measure Real Outcomes from Connected TV

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Beta launch introduces deterministic CTV measurement to global markets, connecting premium streaming exposure to qualified visits, leads, and sales

NEW YORK, Oct. 23, 2025 (GLOBE NEWSWIRE) -- Teads (NASDAQ: TEAD), the omnichannel outcomes platform for the open internet, today announced the beta launch of CTV Performance, an innovative performance solution that tracks exposure to action, bringing accountability to connected TV campaigns for the first time outside of the US.

CTV Performance enables advertisers to move beyond traditional CTV metrics like impressions and completion rates, offering a new layer of insight: the ability to track site visits, leads, and sales directly tied to CTV exposure. Built to complement Teads' broader omnichannel offering, this solution allows brands to use premium streaming environments for awareness and to drive mid-funnel outcomes with measurable impact.

"At Teads, we believe every screen can be an outcome-driving screen—CTV included," said Hugues Templier, CTV Business Lead at Teads. "With this launch, we're helping bridge the gap between brand and performance while making advanced measurement and optimization available to more advertisers. It's a meaningful step toward democratizing CTV as a channel that delivers both attention and outcomes."

The solution is already helping brands reframe how they think about performance on the big screen. In a recent campaign for Men's Wearhouse , CTV Performance enabled the brand to connect awareness and performance objectives across premium streaming and video environments. The campaign drove over 41,000 site visits and more than 50,000 incremental store visits, demonstrating how CTV can now play a measurable role further down the funnel.

Advertisers using CTV Performance benefit from:

- Confident attribution of site visits and conversions via Teads' Universal Pixel
- Optimized media delivery with impressions served only when cross-device measurement is possible through Teads' household graph
- Enhanced impact by focusing on viewers with the highest likelihood of taking action, identified through Teads' proprietary algorithm
- High-impact creative formats built for the CTV environment, enhanced with branded overlays and interactive features, developed in collaboration with Teads Studio

CTV Performance is now available in beta across key global markets, including the US, EU5, and APAC, with broader rollout, including additional creatives and formats, to follow.

About Teads
Teads Holding Co. ("Teads") (Nasdaq: TEAD) is the omnichannel outcomes platform for the Open Internet, driving full-funnel results for marketers across premium media. With a focus on meaningful business outcomes for branding and performance objectives, Teads drives value with every media dollar by leveraging predictive AI technology to connect quality media, beautiful brand creative, and context-driven addressability and measurement. One of the most scaled advertising platforms on the Open Internet, Teads is directly partnered with more than 10,000 publishers and 20,000 advertisers globally. The company is headquartered in New York, New York with a global team of nearly 1,800 people in 30+ countries.

For more information, visit www.teads.com.

Forward-Looking Statements
This press release contains forward-looking statements within the meaning of the federal securities laws, which statements involve substantial risks and uncertainties. Forward-looking statements generally relate to possible or assumed future results of our business, financial condition, results of operations, liquidity, plans and objectives. You can generally identify forward-looking statements because they contain words such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "guidance," "outlook," "target," "projects," "contemplates," "believes," "estimates," "predicts," "foresee," "potential" or "continue" or the negative of these terms or other similar expressions that concern our expectations, strategy, plans or intentions.

We have based these forward-looking statements largely on our current expectations and projections regarding future events and trends that we believe may affect our business, financial condition and results of operations. The outcome of the events described in these forward-looking statements is subject to risks, uncertainties and other factors, including but not limited to: the risk that advertisers may not adopt our new CTV Performance solution at the rate we expect or that the beta program may not be successful; the risk that the solution may not deliver the anticipated benefits of measurable performance outcomes like site visits, leads and sales; risks related to the successful development and scaling of new attribution and measurement technologies; our ability to compete effectively for performance-focused CTV budgets; and the other important risks described in the section entitled "Risk Factors" and elsewhere in the Annual Report on Form 10-K filed for the year ended December 31, 2024, and our Quarterly Reports on Form 10-Q filed for the quarters ended March 31, 2025, and June 30, 2025 filed with the Securities and Exchange Commission (the "SEC"), which are available on our website at https://investors.teads.com/ and on the SEC's website at www.sec.gov.

Accordingly, you should not rely upon forward-looking statements as predictions of future events. We cannot assure you that the results, events and circumstances reflected in the forward-looking statements will be achieved or occur, and actual results, events or circumstances could differ materially from those projected in the forward-looking statements. We undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which the statement is made or to reflect the occurrence of unanticipated events. We do not assume any obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.