

rain

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MEDIA IMPACT REPORT

Social Platforms Expanding into CTV

Also in this issue:

Why Linear TV Needs to Move at the Speed of Performance Media



/BRIEFING ROOM

Social Platforms Expanding into CTV

By Shuree Jones, Group Director, Paid Social, and Morgan Willis, Supervisor, Digital Video

Social platforms are increasingly looking to monetize their audience data beyond their owned-and-operated environments. Platforms like Pinterest and Meta have generated value primarily within their own apps and advertising ecosystems. With the Converged TV streaming boom, that strategy appears to be expanding into audience and identity layers for the broader CTV marketplace.

Pinterest recently launched a CTV audience extension product following its acquisition of tvScientific, allowing advertisers to target Pinterest audiences across third-party streaming inventory. This new offering uses Pinterest's intent and planning-based audience data. Early adopters indicate that this approach reportedly showed a 27% lift in performance.

Meta is also reportedly exploring ways to extend its advertising demand and audience capabilities into streaming TV through discussions with Magnite, FreeWheel, and TV manufacturers. No official product has launched, but these conversations suggest Meta views CTV as a significant future growth opportunity to move into the CTV and expand their revenue offerings.

What Specifically are Platforms Doing?

These two advancements reinforce a borader shift across the streaming ecosystem. As streaming inventory continues to become widely available across DSPs and activation platforms, data is emerging as the real differentiator. Here at Rain, we see our fair share of companies and partners selling us on how their audiences are the "next big thing" and how they will no doubt help us reach our clients' goals, however, these moves feel different.

Pinterest brings high-intent planning behavior, while Meta brings scale, identity, and deterministic audience data. Both are trying to address one of CTV's biggest industry challenges: measurable performance.

Enabling Performance in a Converged TV World

These moves show how the lines between social, programmatic, retail media, and CTV continue to blur and how it has become increasingly more important to have a diverse cross-channel media strategy. The focus is no longer just on premium video inventory, but on who owns the strongest audience intelligence and performance signals, and how they can be paired with premium, brand safe inventory.

The biggest opportunity for performance marketers is "performance TV." Advertisers increasingly want streaming campaigns to drive measurable business outcomes. Platforms that can better connect ad exposure to downstream actions may ultimately become the most influential players in the future of CTV.



/NOTEPAD

Why Linear TV Needs to Move at the Speed of Performance Media

By Stefanie Williams, Associate Director, Media Planning

For years, linear TV has been positioned as performance media's slower sibling. Digital channels learned to optimize continuously—responding to signals as they appeared—while television remained bound to longer planning cycles and delayed adjustments. The prevailing belief was that TV simply couldn't move any faster. That's no longer true.

As audiences fragment and digital and linear increasingly converge, the expectations advertisers place on media have changed. Performance isn't defined by channel; it's defined by outcomes. And accountability, adaptability, and learning are now table stakes across every screen. The issue has never been whether linear TV can perform. It's whether the infrastructure supporting it has been built to keep pace.

The Real Bottleneck Has Been Process

Linear TV has always generated valuable performance signals. What's held it back is the operational gap between insight and action.

Most legacy planning and optimization tools were designed to track delivery, not to support continuous decision-making. They rely on manual workflows, disconnected datasets, and delayed reporting. As a result, optimizations become episodic. Insights arrive after the opportunity to act has passed. At Rain, we realized that incremental improvements weren't enough. To make linear TV truly accountable, we needed to rethink how optimizations work—not as a periodic task, but as an ongoing one.

Shifting from Checkpoints to Continuous Learning

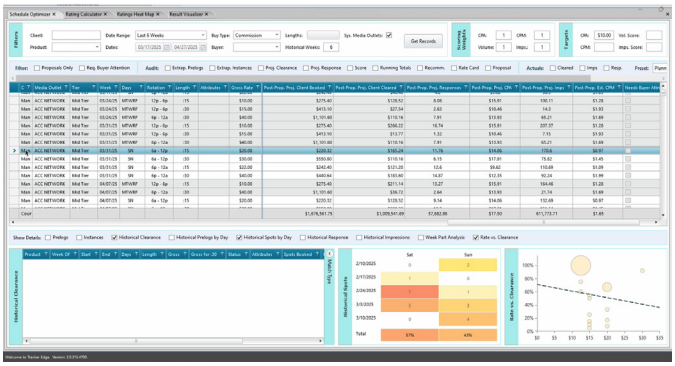
That led us to develop Schedule Optimizer as an operating system to help our planners. The goal was simplicity and speed: fewer manual steps, fewer handoffs, and fewer delays between learning and execution-allowing us to optimize in minutes, instead of hours and days. By integrating data science, automation, and planner expertise into one workflow, optimizations become fluid rather than reactive. Planning doesn't pause for reporting cycles; learning happens while media is still live.

Acting on Signals While They Still Matter

The challenge for our clients in today's market isn't data access—it's timing.

Schedule Optimizer, our AI tech solution built into our Tracker database that houses $40B in results data, brings together datasets—historical clearance, bookings, projected delivery—and continuously ingests real-time performance signals across attribution,

response, and engagement. This allows planners to evaluate effectiveness at meaningful levels of detail: program, daypart, weekpart, creative, and spot length. More importantly, those insights can be acted on immediately. Adjustments happen in market, not after a campaign concludes.



Rain's Schedule Optimizer

Raising the Bar for Linear TV

As digital and linear continue to converge, advertisers aren't comparing channels—they're comparing outcomes. Linear TV needs systems designed for the speed the market now demands. For us and our clients, this is an ongoing process. Performance media isn't about reviewing results and adjusting later. It's about learning continuously, optimizing deliberately, and building infrastructure that evolves as fast as the audience does.

That's the future of television—and it's already taking shape.

/QUICK HITS



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