

Shoppable TV Delivers — But Only When Context and Commerce Align

New research from KERV.ai unveils that consumers are open to buying on shoppable TV — if the ad experience is contextually relevant, personalized, and mobile-friendly.

48%

of viewers would scan a QR code if the ad was relevant to the content ¹

43%

of viewers would shop the show if the products were directly related to the content ¹

1 in 3

marketers plan to increase their focus on shoppable ads in 2025 ²



Why the Convergence of Contextual Relevance and Shoppability Matters More Than Ever

A new research study by KERV.ai surveying 500 consumers confirms the momentum of shoppable TV: 35% have engaged with a shoppable TV ad when the experience felt seamless and relevant.

Marketers are taking notice. In 2024, 1 in 4 brands used shoppable ads, and 1 in 3 plan to increase focus in 2025, according to eMarketer.

But the path to consistent impact isn't frictionless. With only 8% of consumers saying they're actively interested in ads, and 60% defaulting to passive viewing, brands must work smarter to earn attention. The good news? With the right mix of contextual relevance, a cross-device strategy, and creative content tailored to category intent, brands can move the needle with shoppable ads and turn audience curiosity into genuine engagement.

Want to Boost Engagement?

Focus on What Matters to Viewers



52%
Curiosity



34%
Product
Interest

So how do you get your shoppable ads... shopped?

Success starts with three core best practices: a full-funnel strategy, contextual relevance, and vertical-specific creative. In short? You need to be personal, frictionless, and full-funnel.

1. KERV.ai, *Growing*, and Dynata Consumer Study, April 2025. See appendix for methodology.

2. *Shoppable Ads Will Be a Top Focus for Brands in 2025.* Insider Intelligence / eMarketer, June 10, 2024.
<https://content-na1.emarketer.com/shoppable-ads-will-top-focus-brands-2025>

1

Relevance, relevance, relevance.

Picture this: you're comfort-watching your favorite British baking competition show. Just as the judges prepare to announce this week's "Star Baker", the show cuts to commercial, and you're suddenly hit with an ad for the latest Call of Duty. Yikes. Contextual misfires like this don't just waste ad spend. They're jarring to the viewer and can actively erode trust.

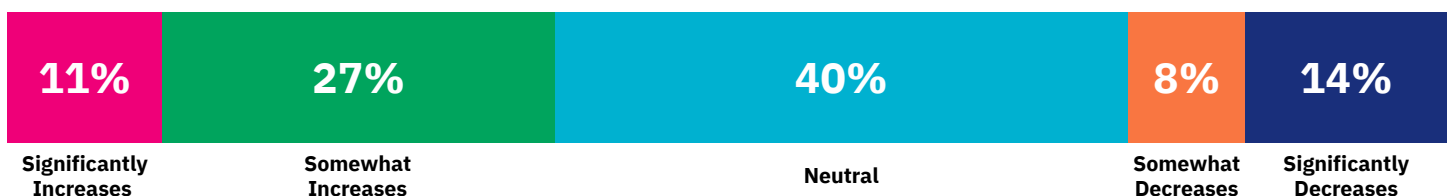
But when creative aligns with context, it doesn't just blend in; it drives action. 48% of consumers are more likely to scan a QR code when the product is relevant to the content, and 43% would shop a product directly tied to the scene.

This makes contextual alignment the top engagement driver — scene alignment, more than even celebrity endorsement, is most likely to drive shopping behavior.

These numbers are even higher across the 18–34 yr age group at 54% and 49%, respectively, indicating a stronger affinity between contextual relevance and action across Millennials and Gen Zers.

While influencers can move the needle for some, most consumers are more motivated by scene relevance and product fit than celebrity tie-ins.

How does seeing an influencer or celebrity use a product in a scene impact your likelihood to scan a QR code/shop via smart remote?



The New Consumer Journey



63%

of consumers say they would prefer to complete purchases on their phones.

35%

of consumers have interacted with a shoppable ad when it feels relevant and seamless on TV.

2

Tailor your creative to the vertical.

Consumer intent varies significantly across different product categories. Food & Beverage, Health & Wellness, and Electronics rank highest in terms of immediate purchase intent, while Tech and Travel elicit more curiosity and exploration. In short, not all categories call for the same strategy, but all can benefit from a shoppable solution. Whether the goal is to drive quick conversions or encourage deeper exploration, shoppable experiences can flex to meet consumers where they are.

It's also crucial to tailor creative and CTAs by vertical. Complex categories benefit from more education and delayed conversion, while lower-cost items with short consideration windows can offer simpler creatives with more urgent messaging.

Higher Purchase Intent Categories

“What categories are you more inclined to scan a QR code to **shop the scene** while streaming content?”



Food & Beverage **47%**



Health & Wellness **37%**



Electronics **34%**



Beauty **31%**



Fashion **29%**

Brand & Product Discovery Categories

“What categories are you more inclined to scan a QR code to **learn more** while streaming content?”



Healthcare & Wellness **37%**



Technology & Gadgets **34%**



Travel **33%**



Credit Cards **17%**

3 Take a full-funnel, cross-device approach.

Shoppable TV is not always the right time for conversion. Sometimes, it's just a first touchpoint. 58% of consumers who interact with a shoppable ad say they are more likely to conduct additional research on the product, rather than make a purchase immediately, revealing that shopping behavior is typically deferred rather than immediate.

This reinforces the need for a full-funnel strategy: capturing top-of-funnel discovery and engagement through interactive TV experiences and nurturing it through retargeting and mobile-friendly follow-ups.

4 Focused, Frictionless, Full-Funnel.

Shoppable TV is more than a trend — it's a growing opportunity for brands to meet consumers at the intersection of inspiration and action.

But turning interest into impact takes more than a clickable moment. Success depends on embracing a full-funnel strategy, delivering contextual relevance, and tailoring creative to category-specific behaviors.

When brands approach shoppability as a multi-touch journey that prioritizes the viewer's experience, they don't just earn attention — they drive action.

**Shoppable TV ads
are turning
attention into real
business results¹**



2x

higher return
on ad spend

3x

increase in
average sales

10x

engagement over
standard video ads

Appendix: Research Methodology

This research was conducted by Growthing, a strategic growth consultancy, on behalf of KERV, to explore consumer behaviors and attitudes toward shoppable TV experiences. The online survey was programmed and flighted by Dynata, sampling within their panel 500 U.S. adults aged 18+ who actively use ad-supported streaming services.

Respondents represented a range of professions, incomes, and streaming habits, and were screened for exposure to in-stream ads. Fielded from April 4–11, 2025, the study investigates drivers and barriers to engagement with formats like QR codes and smart remote interactivity, offering insights into the future of frictionless commerce through connected TV.

***The future of shopping isn't just
on the screen. It's in the strategy.***

Want to see what that looks like in action?

Let's connect. Email your KERV rep or visit [KERF.ai](https://kerf.ai) to learn more.