



FOR MARKETING AND EDUCATIONAL PURPOSES

Channel Mix

US Campaigns 2026

How CMB Amplify plans and allocates media for US campaigns — search, social, connected TV, podcast and out-of-home.

June 2026

01

How We Plan

The United States is a large market, and it is easy to spread a budget thin across too many channels and measure none of them well. This guide sets out how CMB Amplify allocates a campaign budget for The United States advertisers. It is a starting framework, not a template — the right mix depends on the objective, the offer, the category and the geography.

We always size each channel against the job it is doing. Awareness, consideration and direct response need different mixes; a direct-response brief over-weighted to video will underperform, and an awareness brief running only on search will stall.

02

Demand Capture: Search & Retail Media

Search and retail media capture existing intent — people already looking. For considered purchases and retail/FMCG categories these are usually the efficient core of the mix.

Channel	Best for	Typical role
Google Search	High-intent demand	Core of most plans
Amazon Ads / Walmart Connect	Shopper marketing	Growing share
Shopping / PMax	E-commerce catalogues	Catalogue-led brands

03

Reach: Connected TV (CTV)

The US has the most developed connected-TV ecosystem in the world. CTV (Roku, Hulu, YouTube TV, Amazon, Disney+) offers targetable, measurable video at scale, and for US awareness it is typically the backbone of the plan rather than a test line.

Platform	Strength	Note
Roku / Hulu	Scale & targeting	Core CTV reach

Platform	Strength	Note
YouTube TV	Living-room + targeting	Broad reach
Amazon / Disney+	Shopper + premium	Commerce signals

04 Audio, Out-of-Home & Social

US podcast and streaming audio reach high-value audiences with host-read trust that display cannot match — we plan audio deliberately, with promo codes and vanity URLs for attribution. Out-of-home and digital OOH work hardest in dense DMAs and transit corridors, with programmatic DOOH allowing day-parting and trigger-based buying.

Where each channel earns its place

Channel	Awareness	Consideration	Direct response
Search & retail media	10%	30%	45%
Paid social	15%	25%	30%
Connected TV	35%	20%	5%
Podcast & audio	20%	10%	5%
OOH / DOOH	20%	10%	5%
Email / owned	0%	5%	10%

05 Geography & Weighting

A flat national plan overpays in high-cost coastal DMAs and underdelivers where it matters. We weight budget to the states and metros that actually matter to the business and exclude where they do not. Post-Wayfair sales-tax nexus also shapes where DTC brands can scale paid acquisition profitably.

06

Measurement & Reporting

Every plan ships with KPIs agreed upfront and a reporting cadence. We separate platform-reported metrics (clicks, impressions) from business outcomes (qualified leads, sales, ROAS), and we attribute audio and OOH with promo codes, vanity URLs and geo-holdouts rather than pretending they are click channels.

Allocations in this guide are illustrative starting points that show how weighting shifts with objective — they are not recommendations for any specific business. CMB Amplify builds the actual plan from your brief and measures against the agreed KPIs.

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