



THE STREAMING ADVANTAGE: How Wineries Win with OTT/CTV in 2026

A 90-Minute Working Session with Lane Soelberg – COOP Ventures



2026 = Peak Streaming. Peak Opportunity.

The Shift is Complete

Cord-cutting isn't happening anymore. The cord is *gone*. Traditional cable is now the exception, not the rule.

Streaming Dominance

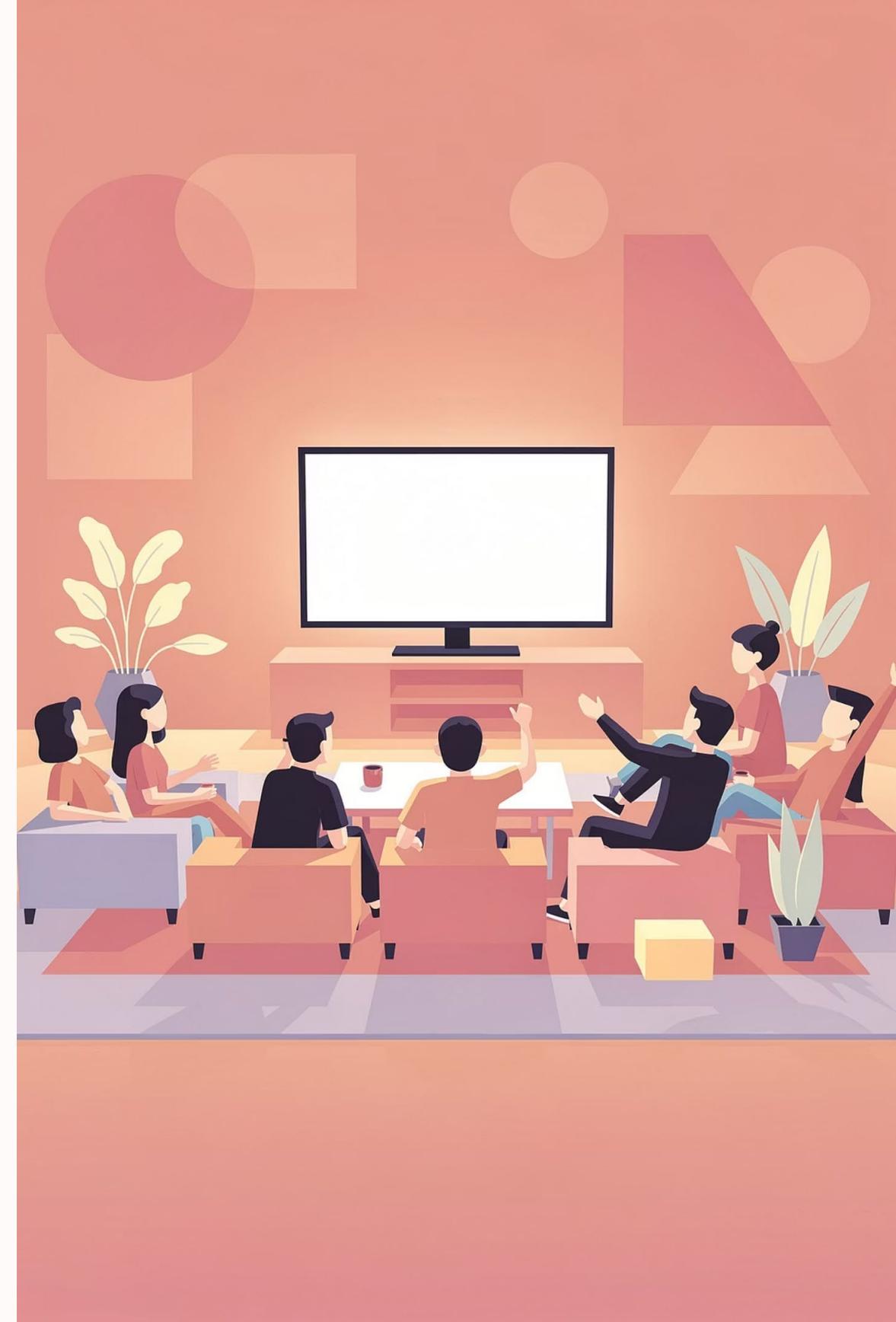
Streaming accounts for **70%+** of TV watch time across all demographics and markets.

Direct Marketing 2.0

OTT/CTV = **the new direct mail** – targeted, local, and completely measurable.

Precision Targeting

Wineries can now reach **exact households** who buy premium wine, visit tasting rooms, and join wine clubs.



What You'll Leave With Today

01

A winery-specific OTT audience plan

Know exactly who to target and how to reach your ideal wine buyers through streaming TV.

03

A 12-month OTT media plan + KPIs

Build a complete roadmap with budget recommendations, timing strategies, and measurable success metrics.

02

A 15–30 second creative storyboard

Walk away with a framework for creating compelling video ads that convert viewers into visitors.





OTT/CTV in One Slide

TV... but with the targeting of digital.

Where It Runs

Roku, Hulu, Pluto TV, Paramount+, YouTube TV, Sling, and 100+ other premium streaming platforms.

Why It Works

- **Skippable?** Nope.
- **Reach?** Massive.
- **Targeting?** Unmatched.
- **Costs?** Lower than you think.

Email + Social ≠ Enough

The Winery Marketing Problem

Social Reach is Throttled

Your organic posts now reach approximately **3% of your followers**. The algorithm has effectively killed free reach.

Email is Declining

Email open rates are down **20–40% since 2023**. Inbox fatigue is real, and your messages are getting buried.

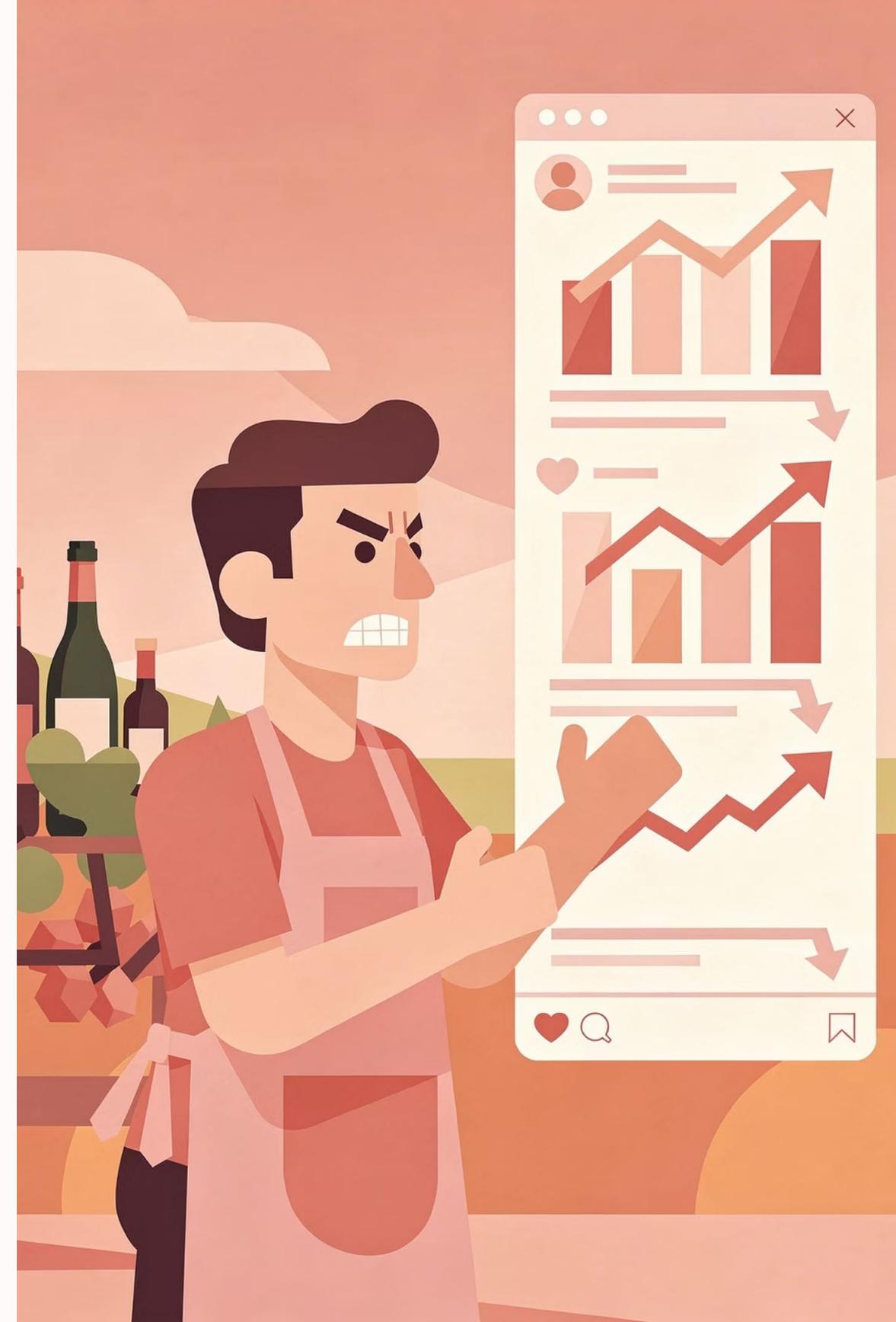
Organic Traffic is Evaporating

Google's AI search is reducing clicks to websites. SEO alone won't drive the traffic it once did.

Paid Search is Too Competitive

CPCs for wine-related keywords have skyrocketed. Small wineries can't compete with big brands on price.

❑ **The truth: Your next surge of club members, visitors, and buyers is watching TV... not scrolling through social feeds.**





PART 1: TARGETING

You can target EXACT households, not demographics.



High-Income Households

Target households earning \$100K+ or \$150K+ based on actual income data, not assumptions.



Lifestyle Content Viewers

Reach people watching food, travel, cooking, or lifestyle programming—your ideal audience.



Geographic Precision

Reach households within 25–50 miles of your tasting room. Perfect for driving weekend visits.



Website Retargeting

Follow up with visitors who came to your site but didn't book or buy. Stay top of mind.



Wine Buyers & Luxury Spenders

Target people who actively purchase premium wine and luxury goods based on transaction data.

OTT Targeting vs Social

Feature	Social	OTT/CTV
Target by household income	✗	✓
Target by wine-buying behavior	✗	✓
Target local tasting-room DMAs	✓	✓
Retarget website visitors	✓	✓
Watch time	1–3 sec	15–30 sec
Brand perception	Medium	High

📌 **OTT/CTV makes small wineries look PREMIUM/LUXURY.** Your 15-second ad runs in the same environment as national brands.

EXERCISE: Build Your Winery Audience

Your Turn: Who Should You Reach?

Instructions: Pick ONE primary audience to start. You can expand later, but focus creates impact.

Local Affluent Households

High-income households within 15–50 miles of your tasting room. Perfect for driving weekend traffic.

Regional Winery Visitors

Frequent winery visitors across your region who don't know you yet but love wine tourism.

Lifestyle Content Enthusiasts

Luxury buyers watching food, travel, and lifestyle content. These are your aspirational customers.

Lookalike Club Members

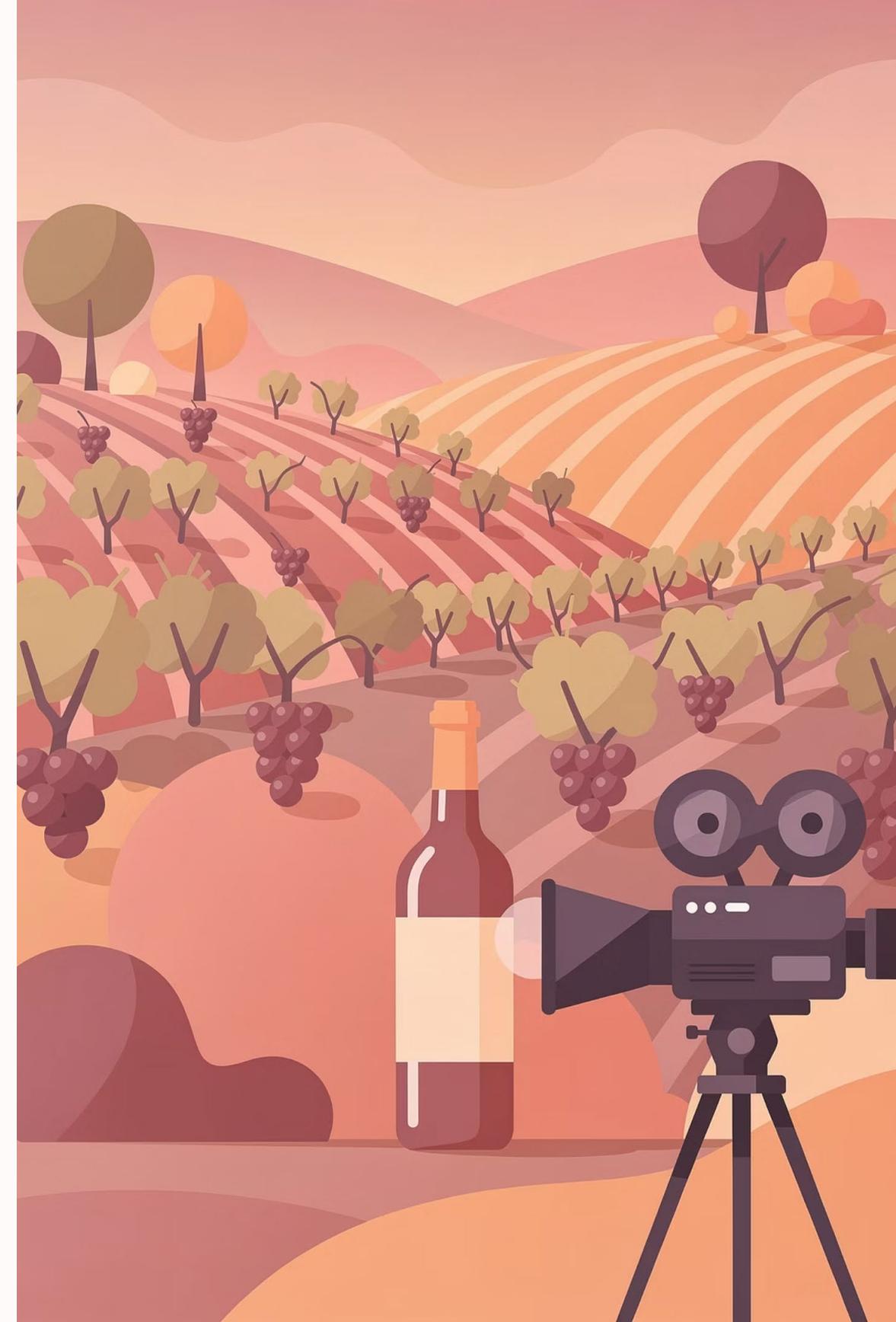
People who demographically and behaviorally match your current wine club members.

Website Visitors (Retargeting)

People who visited your site in the last 30–90 days but haven't converted yet.

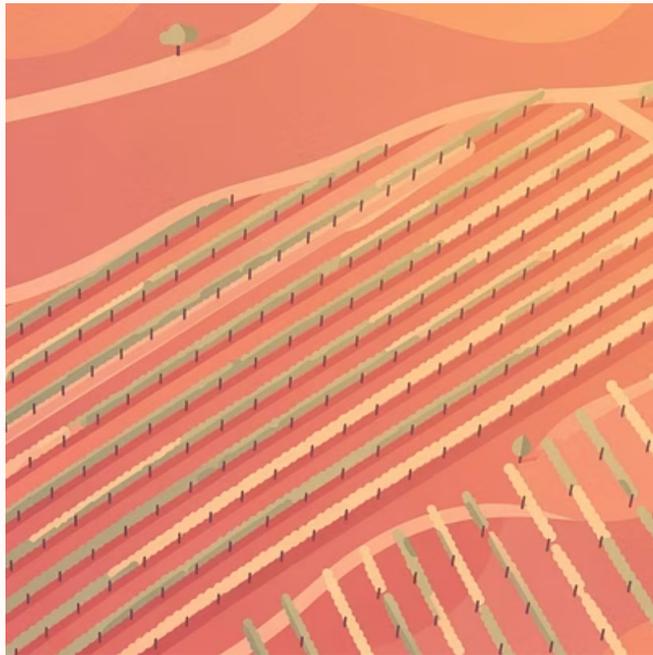
Use Worksheet #1 now to define your target audience.

PART 2: CREATIVE



If the creative sucks,
the targeting doesn't
matter.

What Winery OTT Ads Should Look Like



📄 **The formula:** Show lifestyle and the moments people love. Then show product. Always show people. Wine is about connection and experience, not just bottles. Always be sure to **DIFFERENTIATE**. **Show your uniqueness.**

Sizzle Reel - Can You Guess Which is Real vs AI?



YouTube

AI SIZZLE



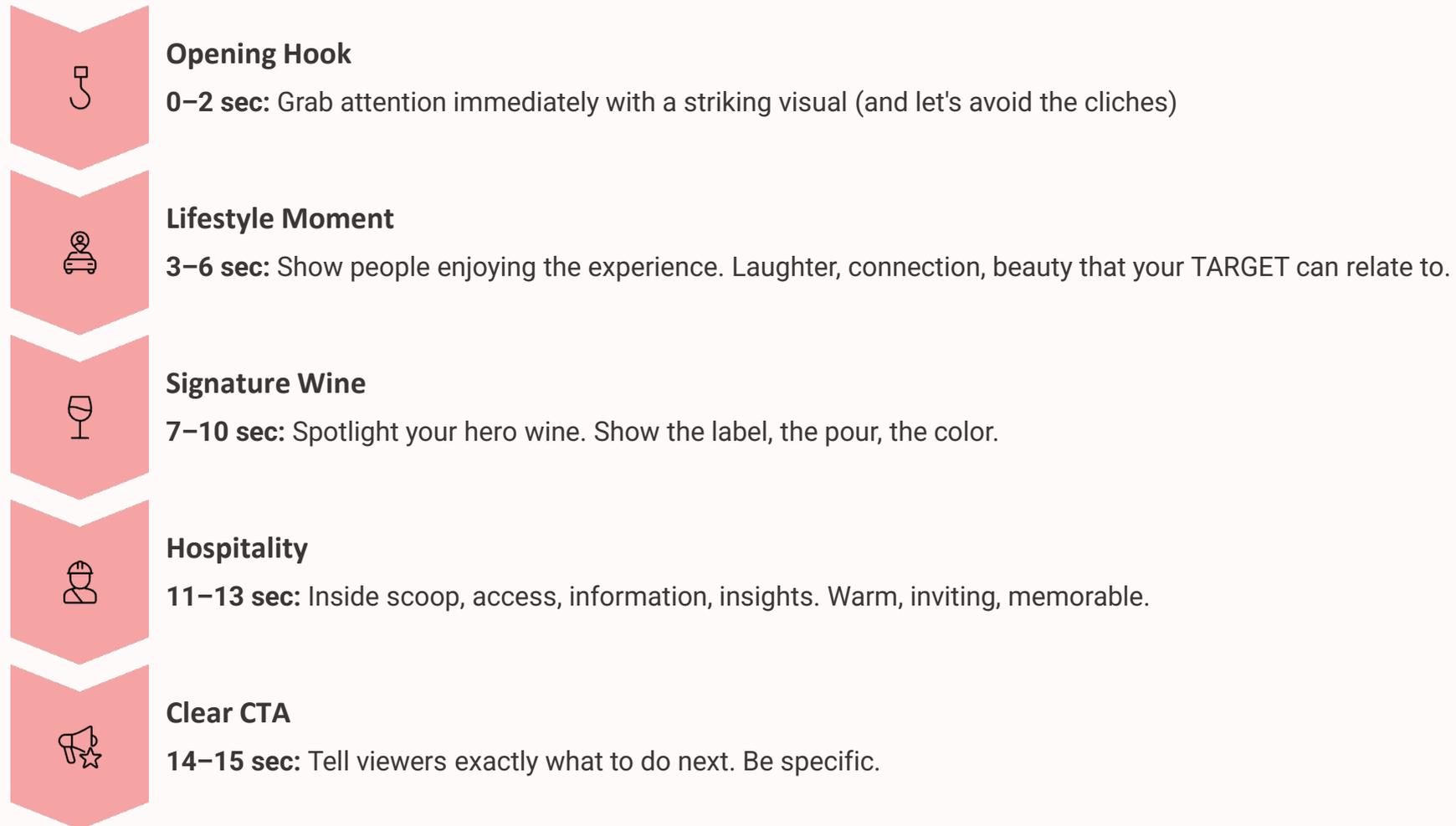
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Sample Winery Ad



This 15-second ad effectively combines beautiful vineyard scenery, lifestyle elements, and a clear call to action. Notice the emphasis on the experience and aspirational aspects of wine, rather than just the product itself.

A Good Template for a 15-Second Winery Ad



Strong CTA Examples:

- "Book your tasting this weekend."
- "Join the club – limited releases available."
- "Ship award-winning wines to your door."

Creative Mistakes to Avoid

✗ Too Many Messages

Trying to say everything means saying nothing. Pick ONE core message per ad.

✗ No People, Just Bottles

Wine is a social, emotional product. Show humans enjoying it, not just still lifes.

✗ No Call to Action

If you don't tell viewers what to do, they'll do nothing. Always include a clear CTA.

✗ Talking-Head Owners

Save the founder stories for YouTube long-form content. OTT needs visual dynamism.

✗ 30 Seconds of B-Roll

Beautiful vineyard footage is great—for 3 seconds. Then move to your message.

✗ Whisper-Level Audio

Many people watch with low volume or captions. Use bold text overlays and clear voiceover.

EXERCISE: Create Your 6-Frame Storyboard

Let's build your OTT Ad Concept

Instructions: Sketch 6 frames using Worksheet #2. Think visually. Be specific about each shot.

01

Frame 1: Hook

What's your opening shot? What makes you different?

03

Frame 3: Wine Story

Feature your hero product. Show the bottle, label, or wine being poured into a glass.

05

Frame 5: Text Overlay + Logo

Add your winery name and key message as text. Reinforce brand recognition.

02

Frame 2: Vineyard

Show your location. Establish beauty and sense of place. 2–3 seconds maximum.

04

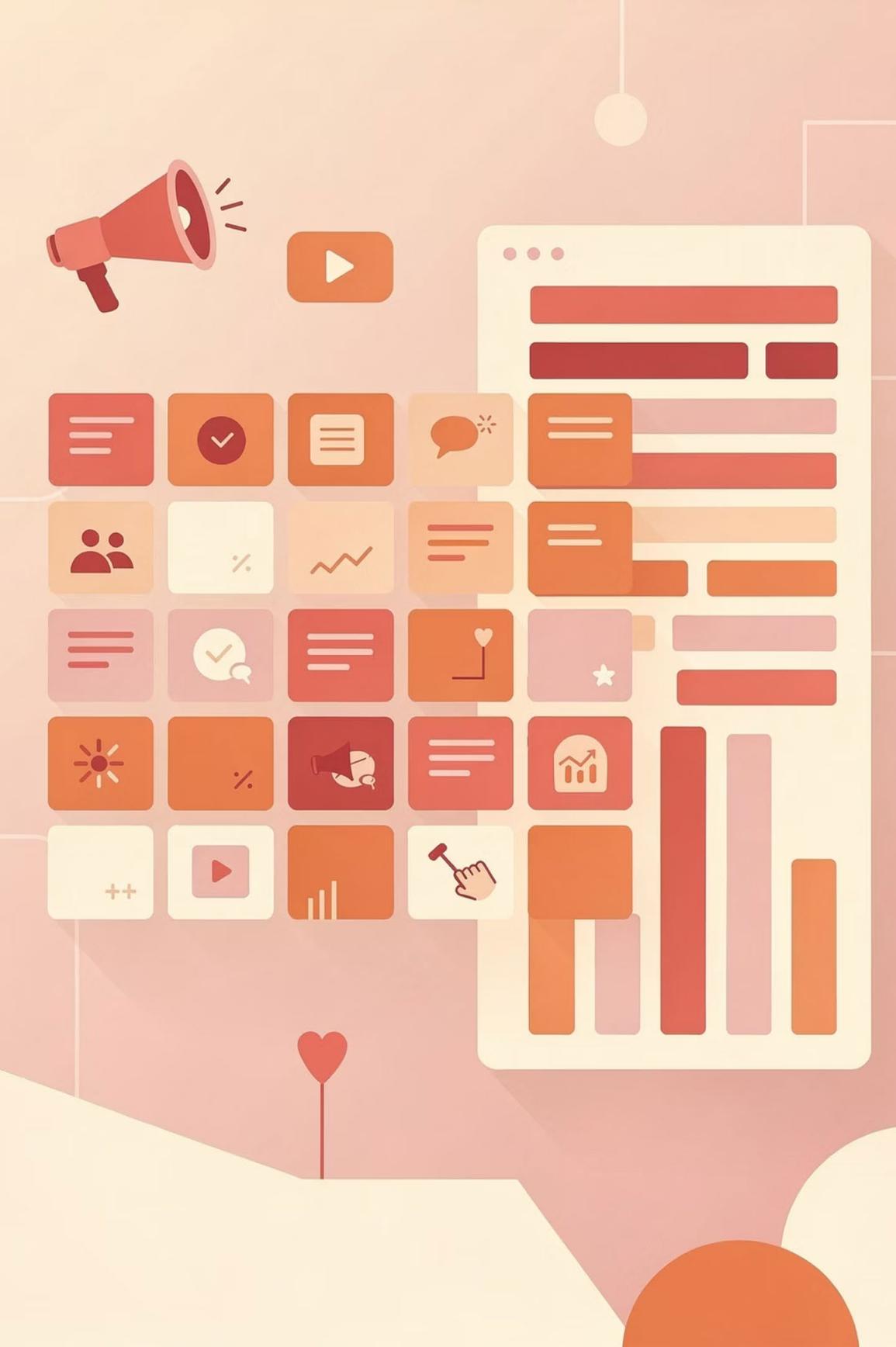
Frame 4: Hospitality

Show your tasting room, staff, or visitors having a great experience. Make it warm and inviting.

06

Frame 6: Call to Action

Tell them what to do. "Visit us." "Join the club." "Shop online." Make it crystal clear.



PART 3: MEDIA PLANNING

Where Your Ads Will Actually Run

The OTT Media Mix for Wineries

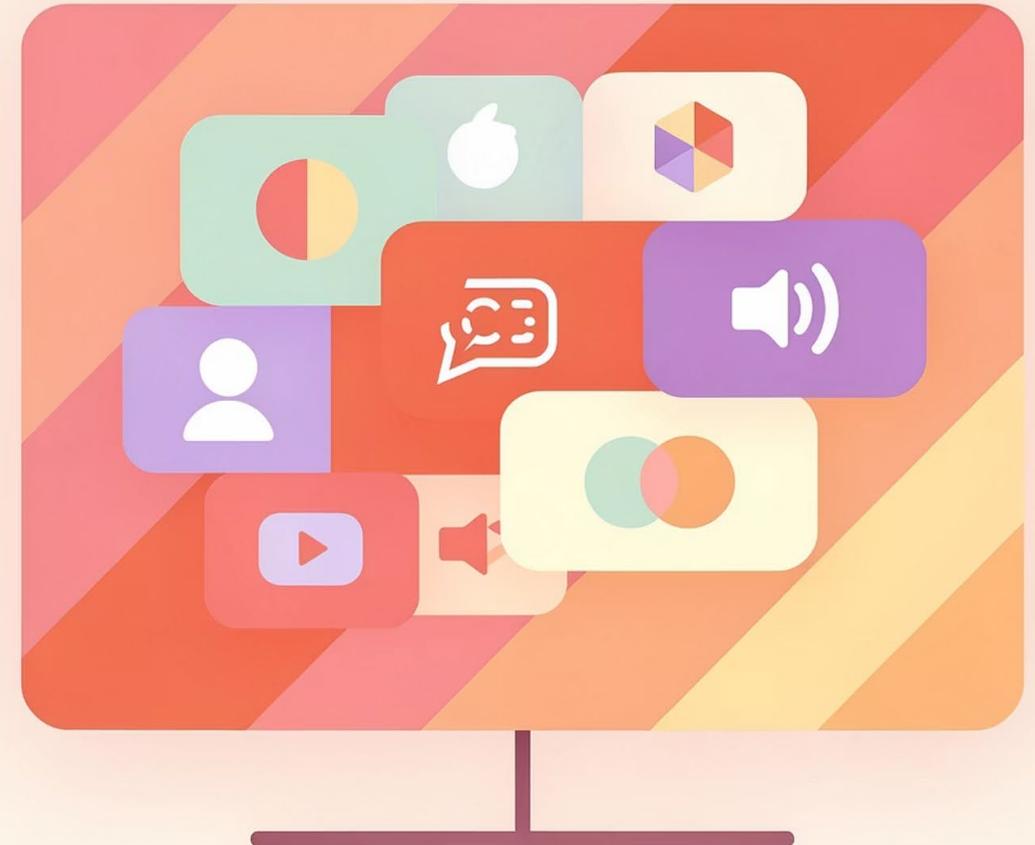
Your ads appear on **premium streaming platforms** that viewers choose and pay for. This isn't user-generated content or banner ads—this is real TV.

Major Platforms Include:

- Roku
- Hulu
- YouTube TV
- Sling TV
- Paramount+
- Pluto TV
- Disney+
- Discovery+
- Peacock

Why This Matters:

- **Not user-generated content — real, premium TV environment**
- **Compliance-friendly and brand-safe**
- **Full-screen, non-scrollable attention**
- **Viewers are leaned-in, not distracted**





What Does It Cost?

\$0.02

Cost Per Completed View (Low End)

In less competitive markets or with strong targeting, you can achieve highly efficient view rates.

\$0.06

Cost Per Completed View (High End)

In premium DMAs or during peak seasons, expect costs on the higher end of this range.

\$35

Average CPM

Cost per 1,000 impressions typically ranges from \$25–40 depending on your market and targeting.

\$1K+

Minimum Monthly Spend

To achieve meaningful reach and frequency, plan for at least \$2,500–\$5,000 per month unless you're VERY limited in your geography.

The bottom line: OTT is more affordable than most wineries think, especially compared to traditional broadcast TV or high-CPM digital channels.



Recommended Winery Budgets

Small Winery

\$1,000–\$3,500/month

Local targeting only within 25-mile radius. One creative. Focus on tasting room visits and awareness in your immediate community.

Mid-Size Winery

\$5,000–\$10,000/month

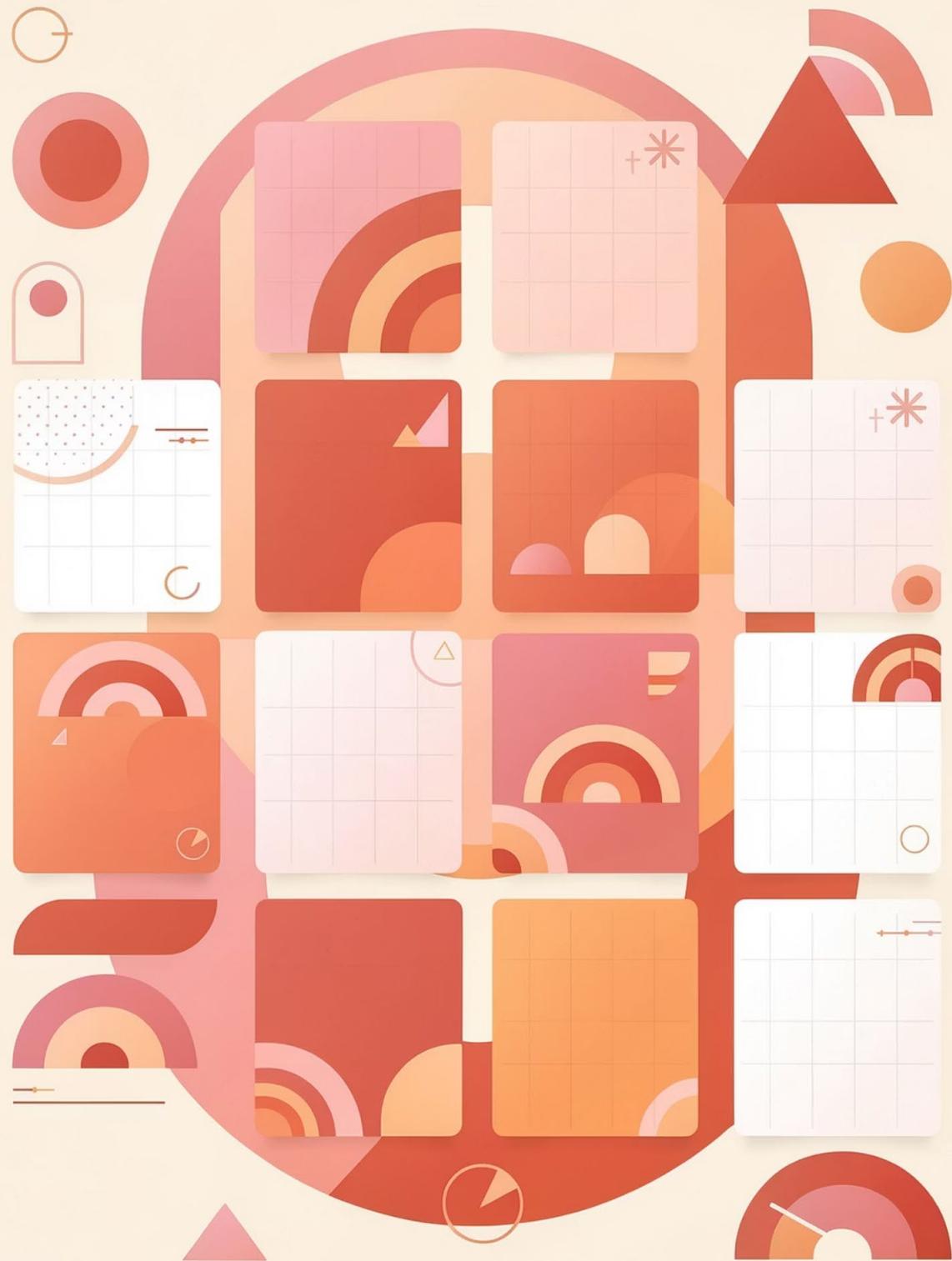
Seasonal bursts around key periods plus always-on retargeting. Two creatives. Drive both tasting room traffic and e-commerce sales.

Large / Growth-Oriented Winery

\$15,000–\$30,000/month

Multiple creatives, aggressive club growth strategy, and travel-audience testing. Expand reach regionally and test new audience segments.

 **Start where you are.** Even the small budget can generate 80,000–140,000 completed views per month. That's real reach.



Flighting Cheat Sheet

Meet Your Audience With Timely Messaging

1

Q1: January–March

New Year + Valentine's Day → Focus on gifting and wine club offers. Post-holiday budgets are recovered and people are ready to treat themselves.

2

Q2: April–June

Spring visitation push → Drive tasting room traffic as weather improves. Perfect time for Mother's Day promotions and weekend getaway messaging.

3

Q3: July–September

Summer travel / wine tourism → Capture tourists and travelers planning wine country trips. Peak visitation season requires strong presence.

4

Q4: October–December

Holiday gifting + club recruitment → The biggest opportunity of the year. Focus on gift packages, club memberships, and holiday allocations.

Regulatory Considerations

Navigating the legal landscape is crucial for successful wine advertising on OTT/CTV. Here are the key compliance considerations specific to these platforms:

Age-Gating is Critical

Platforms utilize advanced age verification and household data. The industry standard mandates that no more than **28.4% of your ad audience can be under 21**, ensuring at least 71.6% are adults. This is rigorously enforced.

Geotargeting Flexibility

OTT/CTV allows for precise state-level targeting. Interestingly, while you can geotarget, it is **not legally required to exclude states** where DTC shipping is prohibited (e.g., Utah, Delaware) for the ad itself. Compliance relies on audience composition.

Wine Ads ARE Permitted IF...

You CAN successfully advertise wine via OTT/CTV to all 50 states, even those with DTC shipping restrictions, provided you adhere to these guidelines:

- Your audience composition meets the 71.6%+ adult threshold.
- You follow TTB labeling requirements (name, address, class/type).
- You avoid health claims, targeting minors, or depicting excessive consumption.
- Platform policies allow alcohol advertising (most major streaming services do).

EXERCISE: Build Your Media Plan

Instructions: Use Worksheet #3 to create your customized OTT media plan. Be specific and realistic.

1 Choose Your Primary Audience

Who are you targeting first? Local affluent households? Website retargeting? Lifestyle viewers?

2 Select Your Budget Tier

Small (\$1K–3.5K), Mid-size (\$5K–10K), or Large (\$15K–30K)? What can you sustain monthly?

3 Define Your Flight Dates

When will you run? Continuous? Seasonal bursts? Align with your business goals and cash flow.

4 Set Your KPI Targets

What are you measuring? Website visits? Reservations? Club signups? Be specific with targets.

5 Identify Your CTAs

What action do you want viewers to take? Book, join, shop, visit? One primary CTA per flight.

PART 4: MEASUREMENT



Measurable. Actionable. Wine-sellable.

The Metrics That Matter



Completed View Rate (VCR)

What percentage of viewers watched your entire ad? High completion = engaging creative.



Reach & Frequency

How many unique households saw your ad, and how many times? Aim for 3–5 exposures per household.



Website Visits

Traffic lift during and after your campaign. Install UTM parameters to track OTT-driven visits.



Reservation Completions

Are tasting room bookings increasing? Track reservation volume week-over-week during flights.



Club Signups

New wine club memberships attributed to OTT exposure. May take 30–90 days to materialize.



E-commerce Purchases

Online sales lift during campaign flights. Track new vs. returning customers.



Post-View Conversions

The gold standard. Visitors who saw your OTT ad, then took action within 30 days.

How to Know OTT Worked

Ask these 3 questions:



1. Did we reach the right households?

Review your audience delivery report. Are you hitting your targeted income levels, geographies, and behavioral segments? If not, adjust.



2. Did they watch the whole ad?

Look at your completion rate. If it's below 70%, your creative needs work. Above 85%? You nailed it.



3. Did traffic or sales move?

Compare tasting room bookings, website visits, and sales during your flight vs. the prior period. Look for 15–40% lifts.



Winery KPI Benchmarks

What "good" looks like for beginners



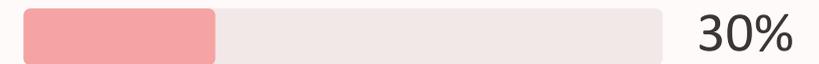
Video Completion Rate

Target 70–95% completion. Higher rates indicate engaging creative and proper audience targeting.



Cost Per Completed View

Aim for \$0.02–\$0.06 per view. This is dramatically cheaper than most digital advertising.



Website Traffic Lift

Expect 20–40% increase in site visits during active campaigns compared to baseline periods.



Reservation Lift

Look for 8–15% increase in tasting room reservations during your flight period.



DTC Sales

Growth of 1–5% across a full quarter is realistic. These are high-value conversions with long-term LTV.

Remember: These are benchmarks, not guarantees. Your results will vary based on creative quality, audience fit, and competitive landscape.



EXERCISE: Define Your KPIs

Instructions: Use Worksheet #4 to establish clear, measurable success criteria for your OTT campaign.

1

Identify 3 Key KPIs

Choose the metrics that matter most to your business. Don't track everything—focus on what moves the needle.

2

Document Baseline Performance

What are your current numbers? Website visits per week? Monthly club signups? Reservations per month? Write them down.

3

Assign Ownership

Who on your team is responsible for tracking each KPI? Marketing manager? Tasting room director? E-commerce lead?

4

Define How You'll Measure Lift

What tool will you use? Google Analytics? Reservation software? CRM reports? Have a plan before you launch.

PART 5: ACTION

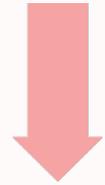


Your First 30 Days



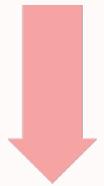
Pick your primary audience

Use your Worksheet #1. Commit to ONE audience segment to start. Clarity beats complexity.



Finalize your storyboard

Complete your 6-frame storyboard from Worksheet #2. Share it with your team and get buy-in.



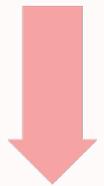
Cut a 15-second ad

Work with a local videographer or agency to produce your first creative. Keep it simple and on-brand.



Pick your OTT vendor

Research platforms like MNTN, StackAdapt, or Simpli.fi. Or work with an agency partner who specializes in OTT.



Set up pixeling

Install tracking pixels on your website if applicable. This enables retargeting and conversion tracking.



Launch your first 30-day flight

Go live with your campaign. Don't overthink it—learning happens in market, not in planning meetings.



Measure & adjust

Review results weekly. What's working? What's not? Make small adjustments and iterate.

**Start simple.
Then scale what
works.**





Case Study: Regional Winery Success

Before OTT:

- Heavy reliance on social media with declining organic reach
- Stagnating wine club signup numbers
- Tasting room traffic plateaued
- Limited awareness beyond 15-mile radius

After OTT (90-Day Campaign):

- **40% lift** in tasting room visits vs. prior year
- **27% increase** in new email signups
- **14% increase** in wine club conversions
- **\$0.03 average CPV** with excellent efficiency
- **92% completion rate** on creative

 **Key insight:** The winery ran a \$7,500/month campaign targeting affluent households within 35 miles. Total investment: \$22,500. Estimated new club member LTV from campaign: \$87,000+

Summary: Three Things You Now Know

1. Streaming is the new local TV

The audience has moved to OTT/CTV. Traditional broadcast is dying. Streaming is where your customers spend their time, and you can reach them there with precision.

2. Targeting makes wineries unstoppable

You're no longer wasting budget on broad demographics. You can target exact households based on income, location, behavior, and lifestyle. This levels the playing field.

3. Great creative + clear KPIs = predictable outcomes

OTT isn't magic. It's a systematic, measurable channel. Invest in strong creative, set clear goals, track your metrics, and iterate based on results.



Let's Build Something.

Lane Soelberg COOP Ventures

Ready to launch your winery's OTT strategy?

Let's turn streaming viewers into tasting room visitors and wine club members.



[Get in touch](#)

[Download worksheet](#)