

THE POWER OF COMBINING ADS UNITS

WHAT ROKU DISCOVERED FROM CAMPAIGN MEASUREMENT

OBJECTIVE:

TV streaming provides viewers with a robust selection of entertainment options right at their fingertips. Advertisers engage consumers as they binge the latest series or pile on the sofa for family movie night.

Roku, an industry leading TV streaming platform, provides diversified ad experiences to drive full-funnel results for advertisers.

Marketers want to know more than how their investments drive reach and awareness; they want an understanding of how partnering with Roku drives incremental sales lift and return on ad spend (ROAS). Roku regularly turns to NCS for independent, third-party validation of the sales impact of their consumer packaged goods (CPG) campaigns. NCS Sales Effect studies, which report on crucial topline metrics like return on ad spend (ROAS), incremental sales and sales lift, enables marketers to assess the bottom-line impact of their advertising.

To highlight Roku campaigns' impact on sales, Roku and NCS collaborated to analyze the results of several Sales Effect studies across multiple campaigns.

STRATEGY:

Roku leveraged their partnership with Team NCS to analyze the results of four Sales Effect studies they conducted across three categories—food, beauty and beverage. The campaigns leveraged diverse ad formats, including in-stream video and Home Screen native ads, along with sponsored ad units. Three key questions were addressed by synthesizing the learnings from all four studies:

- How effective are Home Screen native ads at driving incremental sales lift and return on ad spend (ROAS)?
- Do brands see a 'better together' story for Home Screen native ads and in-stream video when activated together?
- What high-value audiences might Home Screen native ads help capture?

Analyzing the campaigns collectively proved that Roku drove performance, particularly when combining ad formats across Home Screen native ads and in-stream video. The analysis delivered impactful insights for Roku advertisers to level up their future campaigns.



RESULTS:

Most campaigns outperformed Roku and NCS CTV norms for incremental sales and dollars per thousand impressions (DPM). Home Screen ads were very effective, contributing the majority of incremental sales across all four campaigns, delivering a **72% average of total incremental sales** per campaign. Simultaneously, households exposed to both **Home Screen native ads and in-stream video tended to drive the strongest outcomes** compared to those exposed to just Home Screen native ads or just in-stream video ads. Households exposed to both saw a **127% increase in incremental sales** compared to those exposed only to in-stream video ads. While prior brand buyers were the best buyers across all four campaigns, **an average of 45% of incremental sales came from new buyers**—highlighting the campaigns' ability to drive brand growth by attracting new customers.

SALES EFFECT DISCOVERIES:

	Roku 4 Campaign Median	NCS CTV Norms
Return on Ad Spend (ROAS)	\$1.80	\$0.83
Sales Lift	2.93%	N/A*
Incremental Sales	\$2.3MM	\$0.3MM
Dollars Per Thousand Impressions (DPM)	\$34.59	\$16.18
New Buyer Response Index	83	N/A*

*N/A - benchmark unavailable at time of study delivery

Response Index* By Ad Format

Brand	Home Screen Only	Video Only	Home Screen + Video
Frozen food	97	119	148
Beauty	166	47	124
Beverage	97	47	139
Beverage	94	78	130

*Response Index = % of Contribution to Incremental Sales / % of Exposed HH

By working with NCS to measure the incremental sales impact of our campaigns, we can demonstrate the value of our Home Screen as an effective strategy for advertisers. NCS Sales Effect studies help us to understand the performance of our varied ad formats, and the synergy advertisers achieve by combining multiple creatives.



Michael Ryan,
Manager, Ad
Measurement,
Roku

MARKETING TIPS



Test and learn. Mix creative concepts to drive sales. For Roku, Home Screen delivered the majority of incremental sales, but adding video ads to the mix proved to be a winning combination. Combining the two increased response rates by as much as 30%. Households exposed to multiple formats were the most responsive.



Know your audience. Purchase-based targeting is effective up and down the funnel. In this case, prior brand buyers were the most responsive and new buyers brought significant sales to these CPG brands.