Technology Case Study Results from our industry-first collaboration

When combined with Microsoft Advertising, Roku ads:

1. **Drive higher click lifts**
   
   Roku TV streaming ads led to a +13% lift in brand clicks per user and +7% lift in overall brand click volume for technology clients¹.

2. **Drive cross channel results**
   
   Combine TV streaming and native ads - we found technology clients’ native CTRs increased +23% on the Microsoft Audience Network after streaming exposure¹.

3. **Need higher ad frequencies**
   
   Technology consumers who were exposed to native ads and TV streaming ads drove the strongest post-search lift of 20% after seeing 11 or more Roku ads¹.

Contact your Microsoft or Roku account teams to learn more.

¹ Microsoft + Roku Internal study data, examined MSAN exposures from 17 clients within the Retail vertical, 5 clients within the Travel vertical, and 14 within the Technology vertical, all in congruence with advertiser agnostic search activity, April-July 2022.
Best Practices
from our industry-first collaboration

Technology advertisers are most successful when using this strategy:

1. **Run ads earlier in the week**
   
   Despite 54% of Roku ads airing Friday to Sunday, consumers searched the most on Tuesdays and searches dropped off significantly after Wednesday.¹

2. **Drive impact over time**
   
   Consumers continue to stay engaged, with 30% of searches and 31% of clicks happening after 3 weeks post-exposure.¹

3. **Combine with Audience Ads**
   
   Technology users exposed to both ad formats were 10% more likely to search compared to users only exposed to TV streaming ads.¹

Contact your Microsoft or Roku account teams to learn more.

---

¹ Microsoft + Roku Internal study data, examined MSAN exposures from 17 clients within the Retail vertical, 5 clients within the Travel vertical, and 14 within the Technology vertical, all in congruence with advertiser agnostic search activity, April-July 2022.