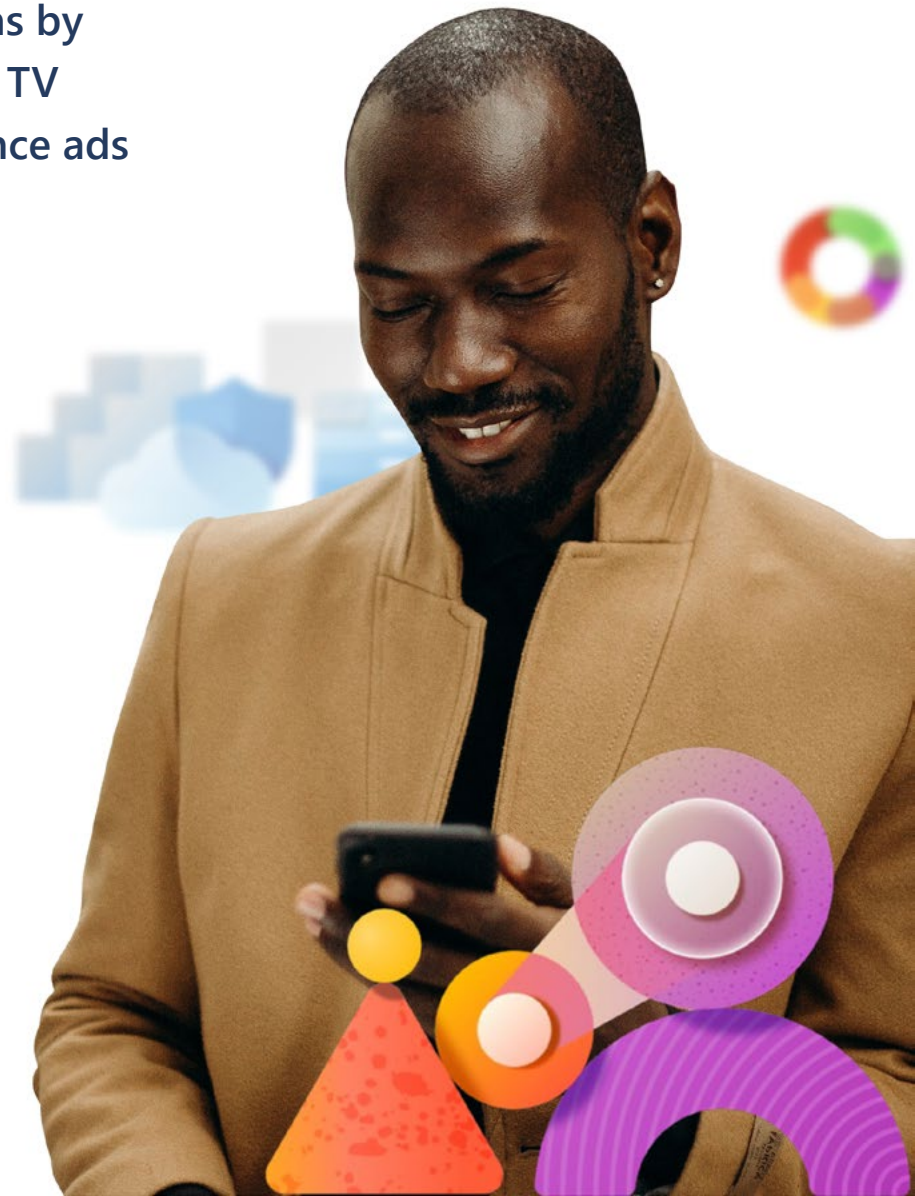




Reimagining Cross-Channel Measurement

How the Microsoft + Roku collaboration
will elevate your ad campaigns by
connecting the dots between TV
streaming, search, and audience ads

Elevate your ads.
Powered by Microsoft and Roku.





Customer journeys are increasingly complex. It's time to understand the impact of ads across digital channels to improve the ad buying experience.

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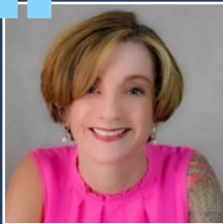
A groundbreaking collaboration

Together, Microsoft and Roku are reimagining ad strategy and measurement

The future of digital advertising is hybrid, collaborative, and agile—requiring marketers to be present during key moments in every customer’s unique journey. This is no simple task, given people engage across an ever-growing number of devices, media, and platforms.

To reach consumers, marketers must think holistically about organic and paid advertising strategy. But connecting the dots across consumer touchpoints has remained a challenge for many advertisers.

In an industry-first collaboration, Microsoft Advertising and Roku Advertising have joined together to unlock insights that elevate the ad buying experience and maximize ad performance.



Together, our platforms are a marketer’s superpower. For the first time, our advertisers can understand and measure the role TV streaming plays in shaping online and search behaviors. We’re honored to be collaborating with Roku.

– Lynne Kjolso, VP of Global Partner and Retail Media, Microsoft Advertising



1.4B

Microsoft has over 1 billion people worldwide¹ with greater purchasing power than the average internet user.²

Microsoft Windows has 1.4 billion active Windows devices.³



nearly
4 in 10

Roku is America's #1 TV streaming platform.⁴

Nearly 4 in 10 CTV impressions happen on Roku which is nearly 63% more impressions served than the next biggest platform.⁵

“



The Microsoft and Roku collaboration is groundbreaking because marketers are looking to prove impact and understand the path to purchase. Our partnership helps bridge that gap.

– Alison Levin, VP of Ad Revenue and Marketing Solutions, Roku

¹ Internal Microsoft Data

² comScore qSearch, Explicit Core Search (custom), September 2022

³ Internal Microsoft

⁴ By hours streamed, Hypothesis Group, Dec 2022

⁵ Data Innovid U.S. CTV Ad Impressions Served by Device in Q3'22

The power of data collaboration

Together, we're connecting the dots between TV ads and how consumers research, consider, and purchase products

You and your team are experts at buying streaming, search, and display advertising. You know where to go, how to target, and where to run your ads. These are well baked processes.

A more pressing challenge faced by many in our industry is full-funnel measurement, which has been hindered by fragmented buying experiences. TV streaming ads drive awareness, but they also drive purchase. Search ads drive engagement, but they also increase awareness. As we shift into a post-cookie world, digital media decision makers urgently need to measure the effectiveness of advertising across devices.

Plus, consumer journeys aren't linear anymore. They're increasingly complex and don't look the same for every brand or campaign.

One customer works from home, streams their favorite show on a Roku TV at lunch, and then searches for a new yoga mat on Bing after an online yoga class. Another customer streamed their favorite show on a Roku TV before bed last night, and today at the office, sees and clicks on an ad for the same yoga mat, while reading news on MSN. How do you capture the attention of your customers? On what platforms? And with what kind of ad?



With so much fragmentation, how can advertisers understand the way various consumer touchpoints play together, influence behavior, and ultimately lead to conversion?

If this uncertainty describes your media planning and buying efforts, you're not alone. Ad buying is a complex matrix for many of us. That's why Microsoft and Roku are locking arms to help you understand how consumers research, discover, and convert across consumer channels.

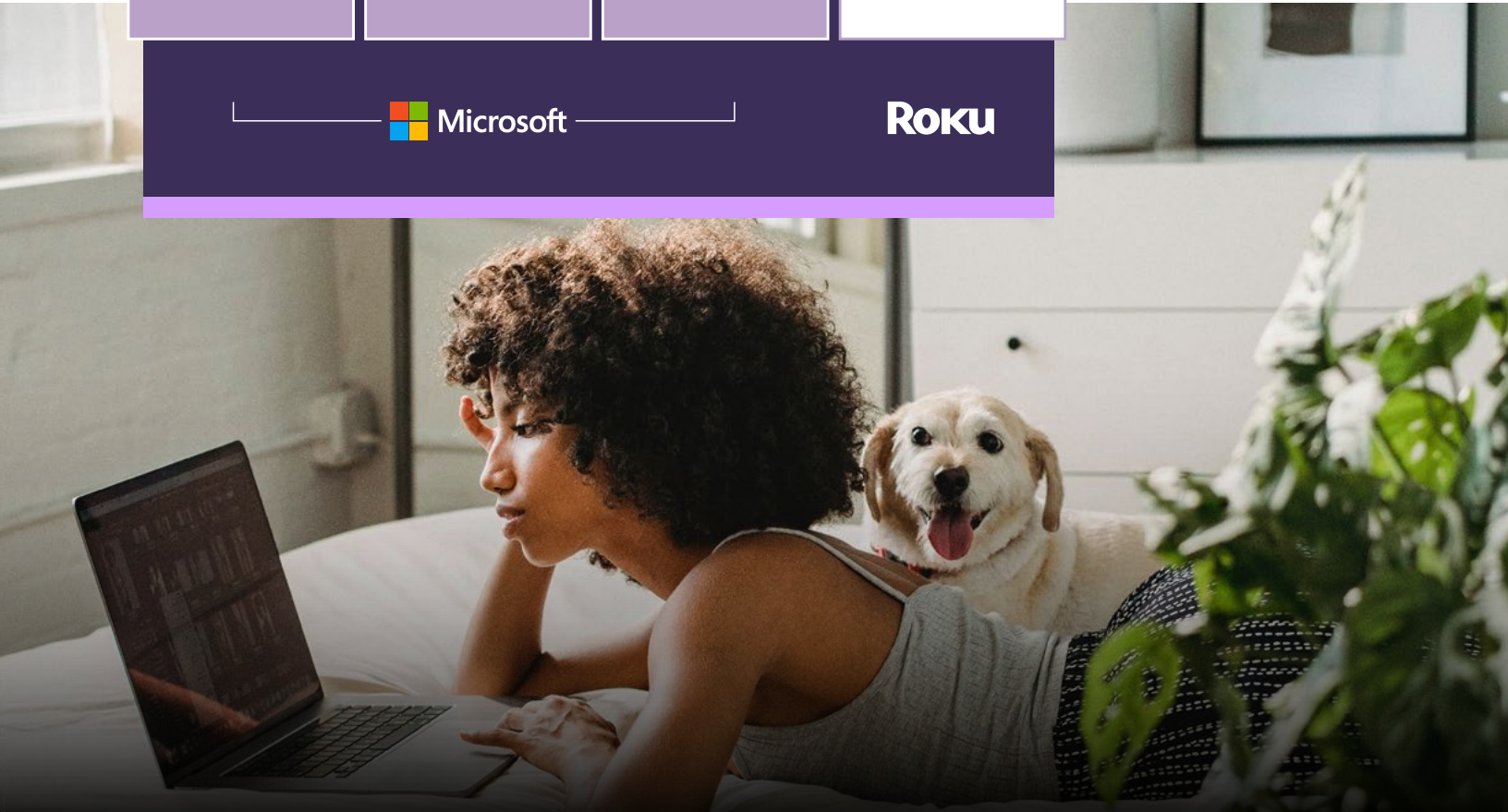
Microsoft and Roku have partnered to discover how Roku TV streaming ads, Microsoft Audience ads, and search ads on Bing work together.

Audience Ads

Paid Search

Organic Search

TV Streaming



All together now

Building the case for data collaboration

When it comes to ads, we believe two powerful platforms are better than one, and we have the data to prove it.

While Roku and Microsoft are leaders in our respective spaces, our ads are measured separately. That all changes with this partnership. Both of our platforms have first-party data at scale (especially across PCs and TV) that allow for accurate measurement of how ads on both platforms support and reinforce each other. Privacy-first integrations with our partners at LiveRamp power measurement of the combined impact of ads and search activity on both Microsoft and Roku in a privacy-focused preserving way. This collaboration will fuel an insights report for advertisers that connects the dots across both platform buys.



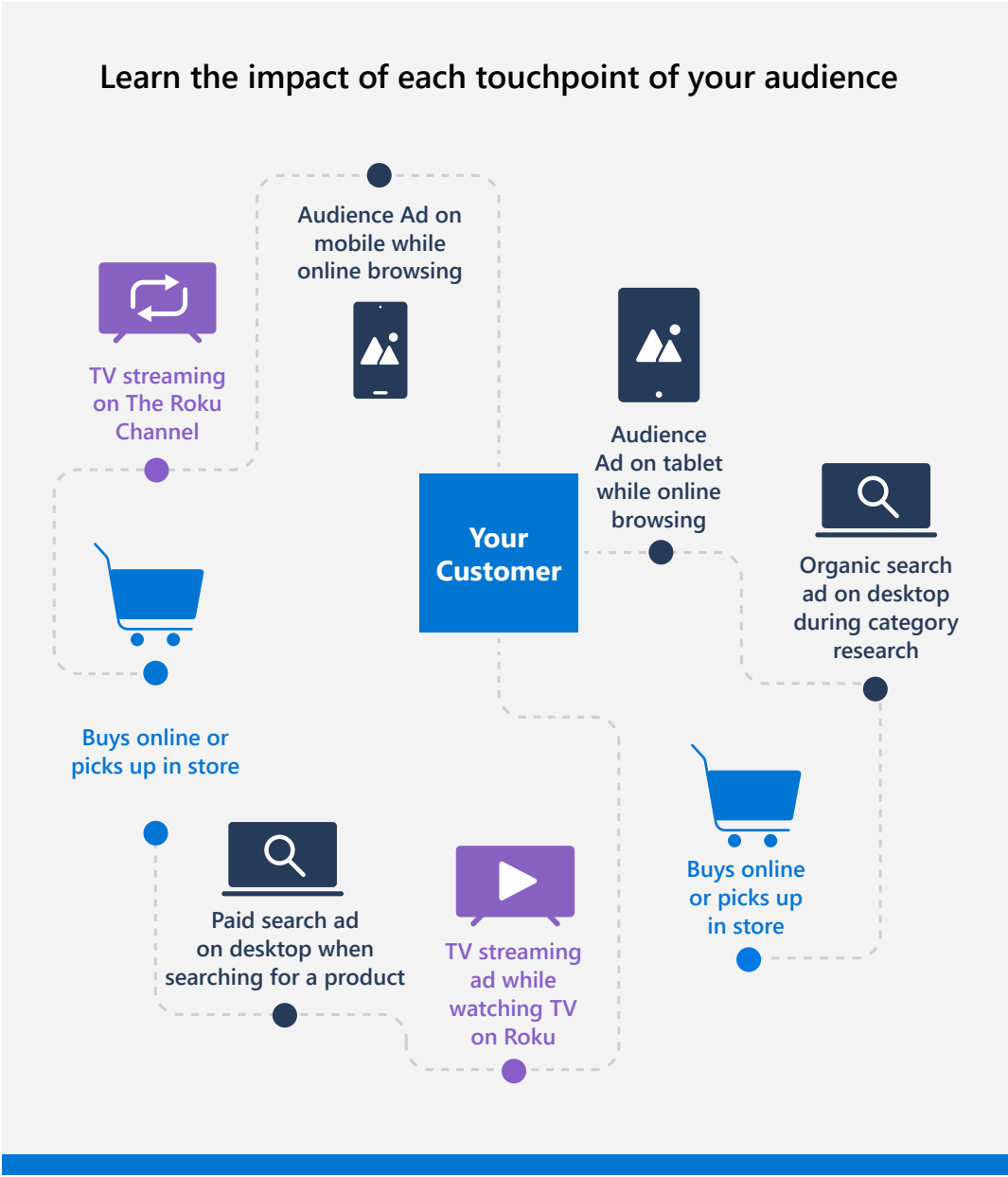
With the combined power of two incredible platforms—we are better, together.

Fusing the energy of Microsoft Advertising's mission to connect with people across work and life with Roku's dedication to creating a better TV experience—our promise is to be your advertising superpower.

Our research methodology

Proving the case for data collaboration—one touchpoint at a time

In our initial findings, we proved our hypothesis to be true. TV streaming, search, and audience ads do work better together. Here's how we did it: we tied online actions driven by media buys across both our platforms and measured ad engagement and search behaviors.





By analyzing insights from both the Microsoft and Roku ad ecosystems—as your customer streams TV, browses online, shops for products online, and searches online—we can distill down the behavioral insights you need to build an actionable and successful ad campaign.

Ad placements, ad measurement, and ad analysis were the steps we took to discover new insights for our advertisers.



Ad placements

To have a bird's eye view of your customer touchpoints and engagement, we looked across the following: Roku TV streaming ads, Microsoft Audience Network ads, and paid and organic searches on Bing.



What is Bing?

Bing is a search engine that enables people to search across the web and part of the Microsoft Search Network. Searches and subsequent clicks on the search engine results page that were analyzed were both paid and organic.

What is the Microsoft Audience Network?

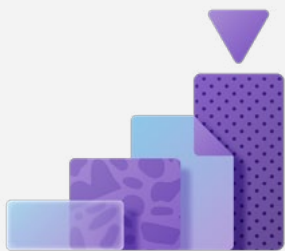
The Microsoft Audience Network serves audience ads across the web (desktop, app, and mobile) on MSN, Outlook, Microsoft Edge, and publisher partners like CBS Sports and Fox Business.

What are Roku TV streaming ads?

Roku TV streaming ads run on Roku's Audience Network inclusive of Roku's vetted, top 100 premium ad-supported channels, spanning across news, weather, film, TV, sports, lifestyle, food, and more. They also run on The Roku Channel, which is Roku's owned and operated free channel.

Ad engagement measurement

Our research centered on measuring how ads influence consumer behavior. For example, when people see ads across Roku and or Microsoft channels, it could incentivize them to discover a new brand, search for a product online, or click on an ad to learn more.



What consumer actions were measured?

Searches: Searches that contain brand inclusive queries for the respective advertiser.

Clicks: Clicks are inclusive of any click on an ad, organic listing or answer listing on the resulting search engine results page (SERP).

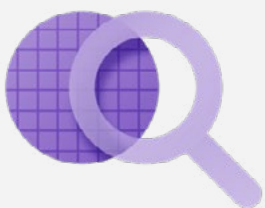
Ad Clicks: Clicks on any search ads that show up on the resulting search engine results page.

Ad Frequency: The number of ad exposures per household in the given time period.



Data analysis

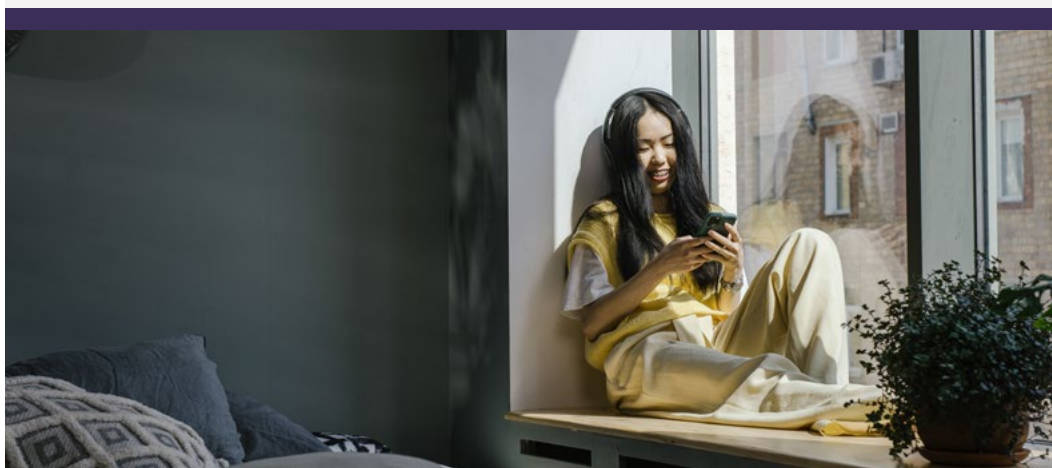
Advertisers will be able to analyze the impact of their Roku advertising on users' subsequent search and advertising behaviors on Microsoft Advertising Network platforms for a period lasting 45 days following the initial ad exposure.



What do lift, clicks, and searches mean?

Lift is measured based on pre vs. post searches and clicks on Bing for the same matched users following exposure to a Roku TV streaming ad, a Microsoft Audience ad, or both.

Searches and clicks are inclusive of paid and organic results on the search engine results page (SERP) of Bing.



Connecting the dots to unlock 3 ad insights

With our research focused on maximizing cross-channel performance, here are our top three key insights:



TV streaming ads drive people to search online.¹



TV streaming ads drive people to click ads online to learn more.¹



TV streaming and audience ads work better together to drive online action.¹

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.



Insight #1

TV streaming ads drive people to search online

We discovered streaming and search go hand in hand. When your customer sees a Roku TV streaming ad, they are more likely to search for your brand or product.

We looked at TV streaming and searches and saw that exposure to Roku TV streaming ads drove lift in both branded searches and clicks per user.



Roku TV streaming ads lead to a



Advertiser assumption:

TV streaming is great for my upper-funnel awareness campaign

New insight we discovered for advertisers:

TV streaming **also** leads to down funnel actions

TV streaming ads deliver the highest lift in searches and clicks after users are exposed to an ad multiple times (11 times).¹

Advertiser assumption:

Frequency capping is necessary to prevent repetitive exposure to my customers.

New insight we discovered for advertisers:

Frequency capping may limit my campaign's effectiveness—because the Microsoft and Roku analysis demonstrates exposure to a Roku TV streaming ad 11 times drove the highest lift.

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.



Insight #2

TV streaming ads drive people to click ads online to learn more

We discovered TV streaming and audience ad engagement are symbiotic. When your customer sees a Microsoft Audience ad presenting the same brand or product they saw in a Roku TV streaming ad, they are more likely to click on that ad.

We studied the data to discover people are more likely to click on a Microsoft Audience ad after seeing a brand's TV streaming ad on Roku.

Together, these channels drive brand awareness and drive consumers further down the funnel by increasing the likelihood to click on your ads. Exposure to Roku TV streaming ads lead to a nearly

↑ 18%

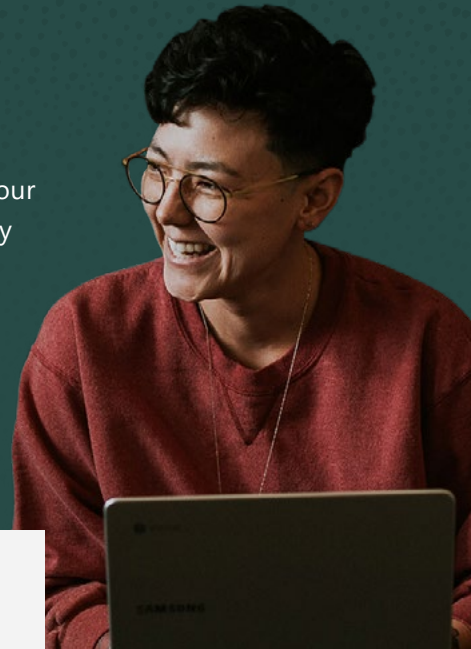
increase overall in click through rate on audience ad placements on the Microsoft Audience Network¹, demonstrating the value in these two channels running concurrently.

Advertiser assumption:

It doesn't matter when I run Roku TV streaming ad and Microsoft Audience ad campaigns.

New insight we discovered for advertisers:

The data demonstrates that campaigns are more successful running Roku TV streaming ads and Microsoft Audience ads at the same time.



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.



Insight #3

TV streaming and audience ads work better together to drive online action

Across multiple studies, we discovered that when both Microsoft Audience ads and Roku TV streaming ads are included in a campaign, they increase the impact of cross-channel lift. When your customer sees a Microsoft Audience ad presenting the same brand or product they saw in a Roku TV streaming ad, they are more likely to open a browser, search for a product, and click on a result in the search engine results page.

Our research shows that regardless of the order of exposure, customers are more likely to search and click after seeing a TV streaming ad on Roku and a Microsoft Audience ad.

Microsoft Audience ad and Roku TV streaming ad exposure drive an

↑ **11%** increase in searches¹

↑ **10%** increase in clicks¹

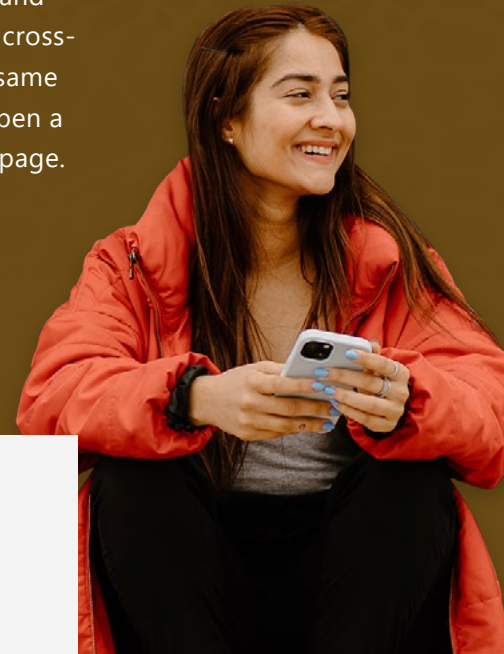
We saw the greatest search lift one month after exposure to Microsoft Audience ads and Roku TV streaming ads, and a 42% increase in search lift after 11+ exposures to a Roku TV streaming ad.¹ Consumers' response to ads after over a month highlights the need for advertisers to stay in market with their messaging well beyond the TV streaming campaign duration.

Advertiser assumption:

Brand recall is highest in the week immediately following exposure to Roku TV streaming ads and Microsoft Audience ads.

New insight we discovered for advertisers:

Consumers have brand recall and respond to ads via relevant searches at the highest rate one month after these exposures.



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.

Consumers respond differently to ads from brands across industries

From tech to travel to retail—every touchpoint tells a story

With our partnership, we can better educate advertisers about the influence of TV streaming on online engagement. Technology, travel, and retail ads all impact consumer behavior differently, eliciting unique responses.

To learn more about your key audiences, we grouped certain behaviors into persona profiles.



Defining personas:

Everyday Viewers:

Viewers who have seen one or two Roku TV streaming ads and typically engage with Microsoft Audience ads most of the day on weekdays.¹

Streaming Enthusiasts:

Viewers who have seen four or more Roku TV streaming ads and typically interact with Microsoft Audience ads sequentially during the weekdays.¹

Impressionable Viewers:

Viewers who have seen at least two Roku TV streaming ads and typically have the shortest days between a TV ad exposure and a Microsoft Audience ad.¹

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.

Your technology customer

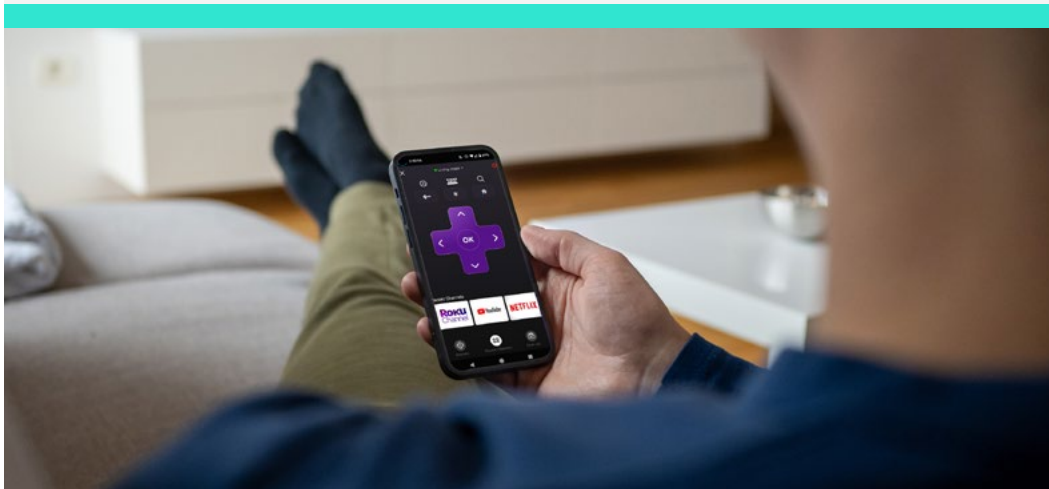
Level-up your strategy by learning how people engage with technology ads



Key insights:

Exposure to both Roku TV streaming and Microsoft Audience technology ads regardless of order drove a +10% lift in search and a +17% lift in clicks.¹

Technology brands see the greatest search lift (20%) after consumers who saw Roku TV streaming ads 11+ times and were exposed to a Microsoft Audience ad at some point in their journey.¹



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.

The technology consumer personas

What type of consumers are technology brands reaching?

Technology consumers are most impressionable in the beginning of the week and are focused searchers, primarily searching technology-related terms. This audience searches primarily on weekdays, in the afternoon and evenings.¹

Targeting approaches technology marketers can use now

Strategize the timing of when you expose your Roku TV streaming ad to your customer and when your customer responds with a digital action.

Bid against the distinct keywords your customer searches for specific to your unique brand or product.

Leverage your knowledge of Roku TV streaming ad exposure (frequency and time of day) and day of the week your customer takes action (brand searches or purchases).

Everyday Viewers:

Make up the most Roku TV streaming viewers and interact with a Microsoft Audience ad 18 days after seeing a Roku TV streaming ad. They're exposed to 2 Roku TV streaming ads before interacting with a Microsoft Audience ad and use 2 distinct terms or phrases for searching. Everyday Viewers engage with a Microsoft Audience ad during the weekdays and between 12 pm and 9 pm.¹

Streaming Enthusiasts:

Interact with a Microsoft Audience ad 18 days after seeing a TV ad and have the most Roku TV ad exposure (4 ads on average) and use 2 distinct terms or phrases for searching. They engage with a Microsoft Audience ad throughout the entire week and between 12 pm and 3 am.¹

Impressionable Viewers:

Engage with a Microsoft Audience ad 12 days after being exposed to a Roku TV streaming ad and are exposed to 2 Roku TV streaming ads before interacting with a Microsoft Audience ad and use 1 distinct term or phrase for searching. They engage with a Microsoft Audience ad between 12 pm and 3 am on weekdays and searches peaked on Monday and Tuesday.¹

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

Your travel customer

Level-up your strategy by learning how people engage with travel ads



Key insights:

Exposure to both Roku TV streaming ads and Microsoft Audience travel ads regardless of order drove a +9% lift in search and a +6% in clicks (vs. streaming alone).¹

Travel brands see the greatest search lift (47%) after consumers saw Roku TV streaming ads 11+ times and were exposed to a Microsoft Audience ad at some point in their journey.¹



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.

Connect the dots

Who are the consumers travel brands are reaching?

These consumers are primarily searching on weekdays (with a peak on Wednesdays) during the afternoon and early evening. Consumers exposed to travel ads were more likely to be influenced by Roku TV streaming ads and Microsoft Audience ads than the other industries (shortest days between Roku TV streaming ad exposure and Microsoft Audience ad exposure).¹

Targeting approaches travel marketers can use now

Strategize the timing of when you expose your Roku TV streaming ad to your customer and when your customer responds with a digital action.

Bid against the distinct keywords your customer searches for specific to your unique brand or product.

Leverage your knowledge of Roku TV streaming ad exposure (frequency and time of day) and day of the week your customer takes action (brand searches or purchases).

Everyday Viewers:

Make up the most Roku TV streaming viewers and engages with a Microsoft Audience ad 15 days after being exposed to a Roku TV streaming ad. They are exposed to 1 Roku TV streaming ad on average and use 3 distinct terms or phrases for searching.¹

Streaming Enthusiasts:

Have the most Roku TV ad exposure (4 ads on average) ad and interact with a Microsoft Audience ad 13 days after seeing a Roku TV streaming ad. They use 4 distinct terms or phrases for searching and have the most Microsoft Audience ad exposure between Tuesday and Friday engages with a Microsoft Audience ad between 1 pm and 9 pm.¹

Impressionable Viewers:

Engage with a Microsoft Audience ad 5 days after being exposed to a Roku TV streaming ad. They are exposed to 2 Roku ads on average per user and use 3 distinct terms or phrases for searching. They have the most Microsoft Audience ad exposure on weekdays with a peak on Wednesday and engage with a Microsoft Audience ad between 11 am and 9 pm.¹

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.

Your retail customer

Level-up your strategy by learning how people engage with retail ads



Key insights:

Exposure to both Roku TV streaming and Microsoft Audience retail ads regardless of order drove a +6% lift in search and a +11% in clicks.¹

Retail consumers who were exposed to retail Microsoft Audience ads at some point in their journey saw the strongest post-search lift of 240% after seeing 7-10 Roku ads.¹



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.

Connect the dots

Who are the consumers retail brands are reaching?

Consumers exposed to Microsoft Audience retail ads are searching mostly in the afternoon, evening and late-night—primarily on weekdays and Sundays. The highest-ranking category in this group was Home & Garden, and consumers expressing search intent in this category had the least Roku TV streaming ad exposure compared to the other verticals.¹

Targeting approaches retail marketers can use now

Strategize the timing of when you expose your Roku TV streaming ad to your customer and when your customer responds with a digital action.

Bid against the distinct keywords your customer searches for specific to your unique brand or product.

Leverage your knowledge of Roku TV streaming ad exposure (frequency and time of day) and day of the week your customer takes action (brand searches or purchases).

Everyday Viewers:

Make up most of the Roku TV streaming viewers and interact with a Microsoft Audience ad 18 days after seeing a Roku TV streaming ad. They are exposed to 1 Roku TV streaming ad before interacting with a Microsoft Audience ad and use 3 distinct terms or phrases for searching. Everyday Viewers engage with a Microsoft Audience ad between 12 pm and 9 pm from Sunday to Thursday.¹

Impressionable Viewers:

Engage with a Microsoft Audience ad 36 days after being exposed to a Roku TV streaming ad. They are exposed to 1 Roku TV streaming ad before interacting with a Microsoft Audience ad and use 3 distinct terms or phrases for searching. Impressionable Viewers engages with a Microsoft Audience ad between 12 pm and 11 pm from Tuesday to Sunday.¹

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.

Executive summary

By analyzing insights across Microsoft and Roku, we've uncovered new cross-channel learnings for advertisers:

TV streaming drives lower-funnel online actions—motivating consumers to search and click on Bing

Roku ads lead to a 9% increase in brand searches and an 11% increase in clicks per user.¹

The highest lift in searches and clicks occurs after users are exposed to ads on Roku multiple times— 11 ad exposures on Roku drove higher lift than any other frequency.¹

The bottom line for advertisers:

TV streaming advertising is not only an upper-funnel awareness strategy. Using the power of Microsoft and Roku together leads people to search for a brand or product online and directly impacts your customer's tendency to click on paid or organic search results.

Roku ads and Microsoft Audience ads work better when they run together—and now you can measure them together too

Roku ads result in an 18% increase in click through rate on Microsoft Audience ads.¹

Exposure to both Roku and Microsoft Audience ad placements—regardless of chronological order—resulted in an 11% increase in searches and a 10% increase in clicks on Bing.¹

The bottom line for advertisers:

Roku and Microsoft Audience Network campaigns are more successful in driving lower funnel search behavior when they run at the same time. With our industry-first collaboration, advertisers will soon be able to access an insights report that measures campaign impact across both platform buys.

Consumer responsiveness varies by industry. Brands should take a nuanced approach to optimizing across channels.

In looking at campaigns across technology, travel and retail, there are clear differences in consumer's online behavior depending on a brand's industry.¹

For example, technology consumers demonstrated a higher lift in clicks and searches than retail consumers, likely because they are more intentional in searching for technology-related terms.¹

The bottom line for advertisers:

Based on your industry, Roku and Microsoft can identify the best ways for your brand to maximize results by optimizing your frequency, flighting, and keyword strategy.

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.

Future-proof your ad strategy with cross-channel analytics

Powered by Microsoft and Roku

With a constantly evolving advertising landscape, advertisers and agencies must optimize their ad spend strategy to drive real results. Microsoft Advertising and Roku Advertising enable brands to reach unique consumers, measure cross-channel effectiveness, and inform a better full-funnel strategy.

Interest piqued? If yes, reach out to your Microsoft or Roku account teams.

Now it's time to put the insights you've learned to work. Take action to connect the dots for your brand across TV streaming on Roku, audience ads on the Microsoft Audience Network, and paid and organic search on Microsoft Bing.

Join us.

Elevate your ads.

Powered by Microsoft and Roku.

