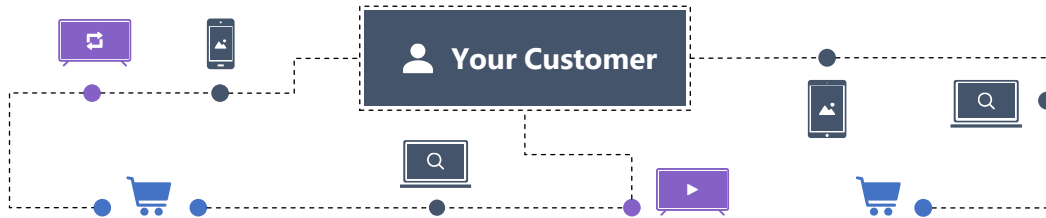


Retail Case Study Results

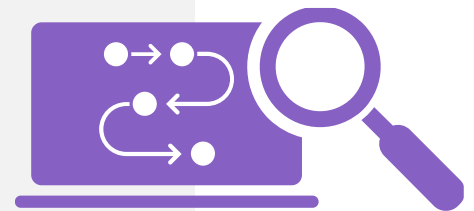
from our industry-first collaboration



When combined with Microsoft Advertising, Roku ads:

1 Drive higher search lifts

Roku TV streaming ads led to a +9% lift in brand searches per user and +43% lift in overall brand search volume for retail clients¹.



2 Drive cross channel results

Combine TV streaming and native ads - we found retail clients' native CTRs increased +10% on the Microsoft Audience Network after streaming exposure¹.



3 Need higher ad frequencies

Retail consumers who were exposed to native ads and TV streaming ads drive the strongest post-search lift of 3.4x after seeing 7-10 Roku ads¹.

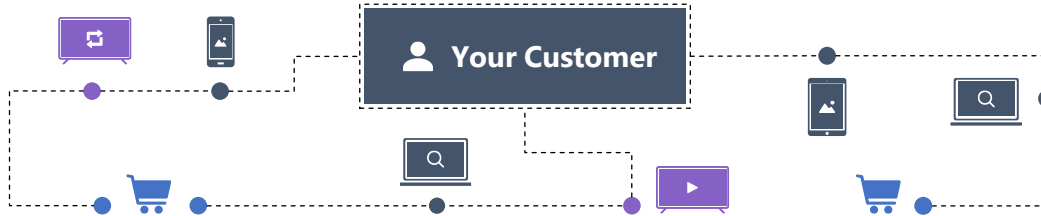


Contact your Microsoft or Roku account teams to learn more.

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

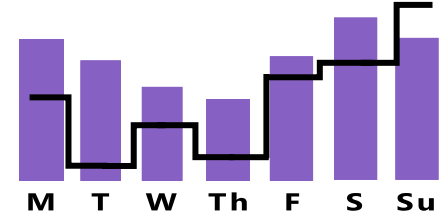


Retail advertisers are most successful when using this strategy:

1 Prioritize weekend timing

49% of Roku ad airings occurred during the weekend and consumers were also more likely to search on those days, perhaps due to more down time¹.

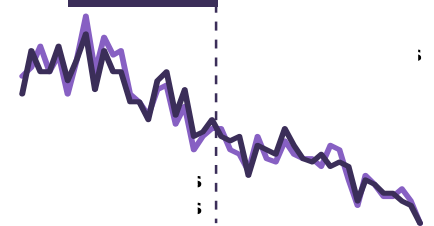
Total Run Time
Searches Pre vs. Post %



2 Drive impact over time

Consumers continue to stay engaged, with 31% of searches and 32% of clicks happening after 3 weeks post-exposure¹.

3 Weeks



3 Combine with Audience Ads

Retail users exposed to both ad formats were 16% more likely to search compared to users only exposed to TV streaming ads¹.

ROKU

MSAN



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