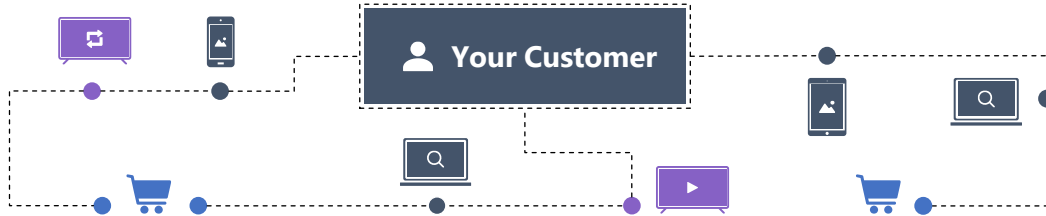


Technology Case Study Results

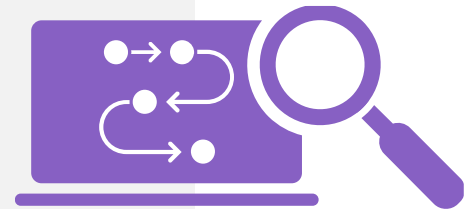
from our industry-first collaboration



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.

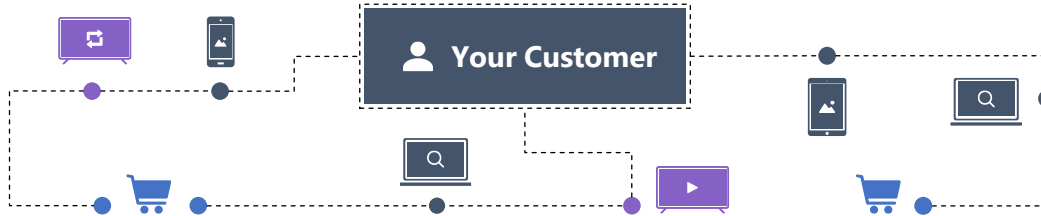


Contact your Microsoft or Roku account teams to learn more.

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

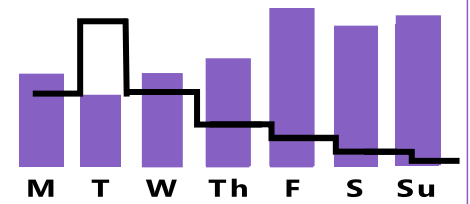


Technology advertisers are most successful when using this strategy:

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 Wednesday¹.

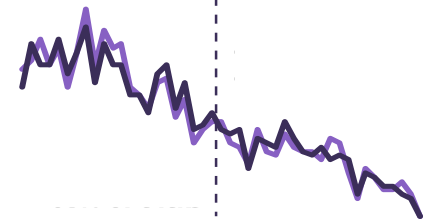
Total Run Time
Searches Pre vs. Post %



2 Drive impact over time

Consumers continue to stay engaged, with 30% of searches and 31% of clicks happening after 3 weeks post-exposure¹.

3 Weeks



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 ads¹.

ROKU

MSAN



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