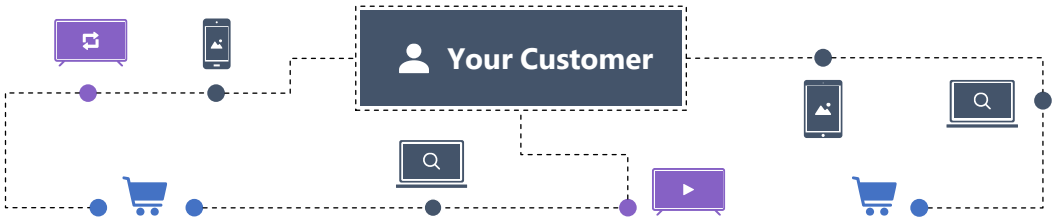
Microsoft

Roku

# Travel Case Study Results

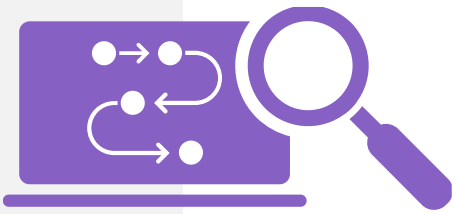
## from our industry-first collaboration




## When combined with Microsoft Advertising, Roku ads:

### 1 Drive higher search lifts

Roku TV streaming ads led to a +19% lift in brand searches per user and +15% lift in overall brand search volume for travel clients[1]!



### 2 Drive cross channel results

Combine TV streaming and native ads - we found travel clients' native CTRs increased +7% on the Microsoft Audience Network after streaming exposure[1].

### 3 Need higher ad frequencies

Travel consumers who were exposed to native ads and TV streaming ads drive the strongest post-search lift of 1.5x after seeing 11 or more Roku 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.

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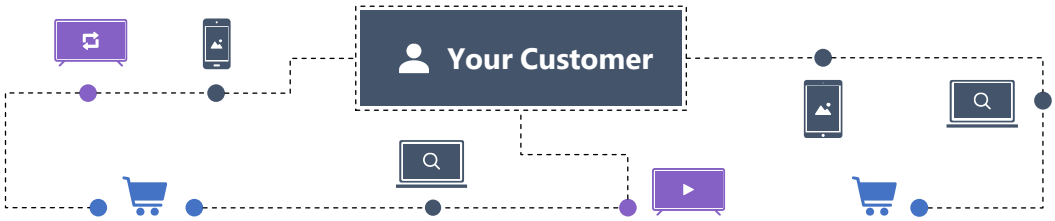
# Best Practices

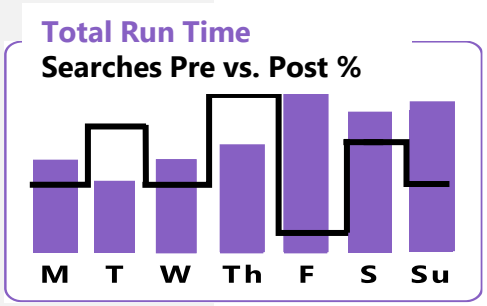
## from our industry-first collaboration




## Travel advertisers are most successful when using this strategy:

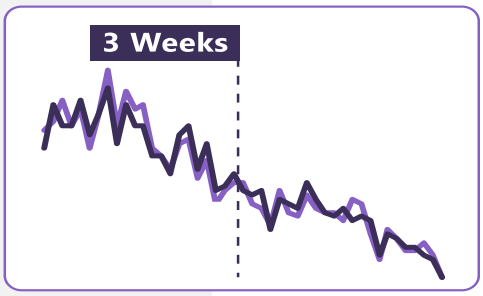
### 1 Air on Tuesdays and Thursdays

57% of Roku ad airings occurred during the weekend, but consumers were more likely to search Tuesdays and Thursdays despite lower TV streaming airings[1].




### 2 Drive impact over time

Travel TV streaming ads had a lasting effect on the consumers' online behaviors. Consumers continued to stay engaged even after 3 weeks post exposure[1].




### 3 Combine with Audience Ads

Travel users exposed to both ad formats were 9% more likely to search compared to users only exposed to TV streaming ads[1].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