

THE ROKU PERFORMANCE MEDIA PLAYBOOK

HOW TO START RUNNING CTV MEDIA
CAMPAIGNS ON ROKU



**M&G
SAATCHI
PERFORMANCE**



BRIDGET HALL

Group Account Director, M&C Saatchi Performance

Bridget Hall has been a leader at M&C Saatchi Performance for almost seven years and has worked with multiple clients, including SoundCloud, Audible, and Allen Media Group. She led the CTV campaigns for Local Now, which resulted in an over 500% revenue increase within a year.

To request an audit of CTV advertising, or speak the M&C Saatchi Performance Connected TV team contact us

GROWTH@MCSAATCHIPERFORMANCE.COM

CONNECTED TV (CTV) is an excellent channel for brands seeking to acquire new customers, and Roku is a leader in the space with robust direct and programmatic ad opportunities. This short guide looks at how advertisers can get started running CTV campaigns through Roku. This playbook can be applied across verticals and covers how growth marketers and mobile-first companies can harness Roku's power to achieve their marketing goals.

We highlight how mobile advertisers can measure cross-device outcomes and share stand-out examples of CTV executions.

For more in-depth guidance about how to get started on Roku or how to launch or optimize CTV in general, please contact us growth@mcsaatchiperformance.com



CONTENTS:

01

Why Roku?

02

Getting started in three simple strategic steps

03

Advantages of Roku data

04

Choosing the right ad format

05

Creative considerations

06

Measuring success

07

Tips for success and pitfalls to avoid



WHY ROKU?

Roku is the largest Connected TV platform available for advertisers in the USA, accounting for one in every three TVs sold in North America. The Roku audience is valuable to advertisers.

ROKU MAKES UP
64%
OF CORDLESS USERS.



Thanks to its reach, Roku has established a strong foothold and can offer advertisers a large addressable audience. Over recent years, Roku has capitalized on this stronghold by building new advertising features that appeal to acquisition marketers.

Additionally, Roku OneView, the programmatic Demand Side Platform, is designed to find and target Roku audiences on platform or across omnichannel platforms outside of Roku. It allows advertisers to reach targeted audiences through traditional TV and streaming services. OneView provides a single platform to plan, buy, and measure ad campaigns across linear TV, CTV, and OTT (over-the-top) channels, allowing advertisers to reach viewers regardless of how they consume their favorite content.

Companies in the gaming, eCommerce, and Entertainment sectors are testing CTV as a channel as the offering continues to advance. However, CTV can work for any vertical with a test-and-learn approach.

ROKU IS THE #1 STREAMING PLATFORM IN THE U.S

LEADING SCALE

MARKET LEADER



1 IN 3

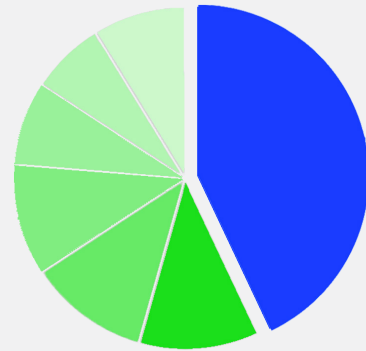
TVs sold in North America



71.6M

Roku Households (Global)

Amazon
Samsung
Vizio
Apple TV
Google
LG



ROKU

VALUABLE AUDIENCE

64%

Cordless Users

36%

Cord Users
(Cable box connected to TV)

HALF

of all TV streaming ad impression
(driven by time spent on platform)



GETTING STARTED IN THREE SIMPLE STRATEGIC STEPS



STEP 1: TAKE AN AUDIENCE-FIRST APPROACH

Understanding your target audience will allow Roku to suggest relevant contextual and behavioral audience segments that align with your brand. Automated content recognition (ACR) technology allows advertisers to tap into content-level viewing behaviors and serve ads to the most relevant audience. Bear in mind that Roku OneView cannot target specific shows but can target specific genres or publishers.

STEP 2: CUSTOMISE CAMPAIGN PARAMETERS BASED ON YOUR KPI

Determine what you want to achieve with your campaign, whether it's website visits, app installs, or mobile conversions. Depending on your specific KPI, you'll be able to narrow down the right ad format for your objective,

Ad formats range from:

- Video ads that can play pre-, mid, or post-roll and have a variety of lengths (15, 30, 60, or even:90 seconds) to choose from (available both direct or programmatically)
- Display ads on TV or Roku mobile experience (available via direct partnership)
- Action Ads, a suite of ad types specifically for acquisition marketers, includes OK to text, OK to email, and content overlays to drive purchase by promoting your product. These ads make it easier for viewers to convert using their TV remote.
- Branded content, custom creative that collaborates with Roku (think Barbie), and Premium takeovers or sponsorships (available via direct partnership)

STEP 3: SET UP MEASUREMENT AND REPORTING

Media Measurement Platforms (MMPs) offer Roku integrations. Check with the MMP you work with to fully understand its capabilities, such as whether it accepts cross-device links and the default attribution window for impression-based view-through attribution.

Depending on where your customers interact with the brand, you can install the Roku pixel on your website or leverage a mobile measurement partner to integrate Roku and set up tracking links.

The benefit of using Roku's pixel is that you can create and monitor custom events to understand how customers interact with your brand throughout the purchase funnel. Tracking events through the pixel allows Roku's ad platform to optimize the campaign for more efficiency and scale while increasing your visibility of what drives success.

THE ADVANTAGES OF ROKU DATA



FIRST-PARTY DATA:

Roku campaigns yield different data points that can be used for either deterministic matching or probabilistic modeling to attribute CTV impressions to installs (on TV devices or cross device). "RIDA" is each Roku TV's unique advertising ID that allows for deterministic matching in some cases. As a fallback, other datapoints, like IP address, are leveraged for probabilistic modeling.

TARGETING:

The use of first-party data will enable advertisers to segment audiences based on factors such as interest, viewing habits, demographics, etc.

CAMPAIGN PERFORMANCE:

Granular targeting based on first-party data improves performance. Advertisers can increase engagement, conversion rates, and return on investment (ROI) for their ad campaigns by reaching audiences more likely to be interested in their products or services.

AUDIENCE SEGMENTATION:

Advertisers can create custom audiences based on Roku data. This enables creatives to be tailored according to the audience, which improves performance.

MEASUREMENT AND ATTRIBUTION:

Roku endemic media is setup like a Self-Attributing Network, serving not only as publisher but also enabling broader attribution through cross matching data with different MMPs.

COMPLIANCE:

Using first-party data means advertisers will be compliant with privacy legislation such as GDPR, as the user will have opted into data sharing.

CREATIVE CONSIDERATIONS

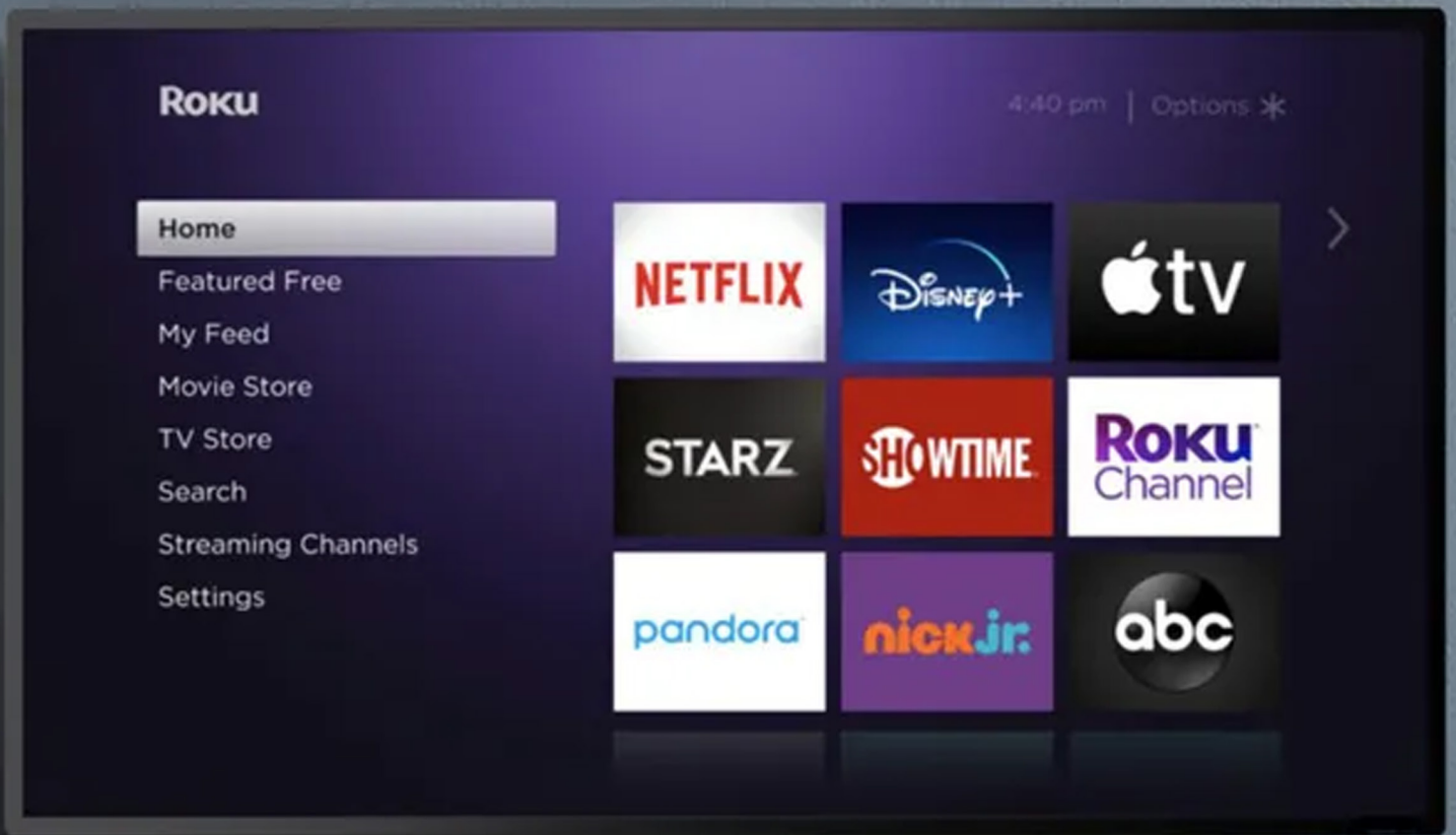


In some cases, creatives for other channels can be adapted for CTV, depending on the quality and format for which the creative was originally designed. However, it is useful to consider other factors, such as:

- Clearly communicate brand value and proposition right at the start of the ad.
- Consider interactive elements in the ad creative. Always include a clear call to action.
- Using high-quality voice-over or music, CTV provides both a visual and auditory experience to capture the attention.
- Think about the relevancy of your ad creative in the situation and context where it will appear. Personalise messaging to reflect the interest of the viewer.



HOW TO MEASURE SUCCESS



- View-through attribution is fundamental in order to judge the success of CTV and understand its impact on mobile or desktop.
- Strongly suggest using a reputable MMP to create postbacks from Roku as a first step to tracking CTV campaign performance and understanding post install behavior.



TIP:

In some MMPs, you can toggle on Cross-platform equal attribution priority and configure the corresponding lookback window. This lets impressions have the same attribution priority as deterministic clicks during the number of hours you have specified for the lookback window.

ADVANCED MEASUREMENT OPTIONS:

- Rather than running a national campaign, select specific cities or states for an Incrementality test to judge the impact of CTV on baseline install volume or conversion rate.
- To take it a step further - consider Media Mix Models (MMM). With a model in place, marketers can make more informed decisions about budget levels, media mix, and capitalise on seasonal trends.



TIPS FOR SUCCESS AND PITFALLS TO AVOID



Launch your campaign with enough variation so that you will be able to learn and shift investment toward what is driving the best results. For example, Roku offers standard full-screen, non-skippable video, and we recommend testing different lengths available 15, 30, 60, or even 90 ads. Developing creative that leverages humor, emotional appeal, or a unique tone of voice will help you stand out from competitors. For advertisers that are selling a product or looking to grow cross-device sales - experiment with Action ads. Action ads entail a suite of ad experiences where viewers can add on to the “OK-to-Text” call to action that sends a text message with information on your brand.



“

In working with Roku, we've learned how to apply digital acquisition techniques, data, and analytics, to the CTV environment to drive engagement and revenue. There's always something new rolling out. Earlier this Spring, Roku & The TradeDesk (TTD) announced a partnership that allows advertisers to leverage Roku media and audience and behavioral data through TTD - allowing even more testing via programmatic CTV.

BRIDGET HALL

Group Account Director, M&C Saatchi Performance

”

SUMMARY



Roku is a fantastic channel for many advertisers who want to reach incremental audiences and measure performance metrics such as app installs. The wide range of audiences, ad formats, and first-party data make Roku useful and can be tested for both user acquisition and retention campaigns.

[Contact us](#) to learn more about Roku, CTV, or how to grow your brand across digital channels. Visit www.mcsaatchiperformance.com for plenty more CTV content from the M&C Saatchi Performance teams.

FIND OUT MORE IN THE CTV PLAYBOOK FOR MOBILE MARKETERS

