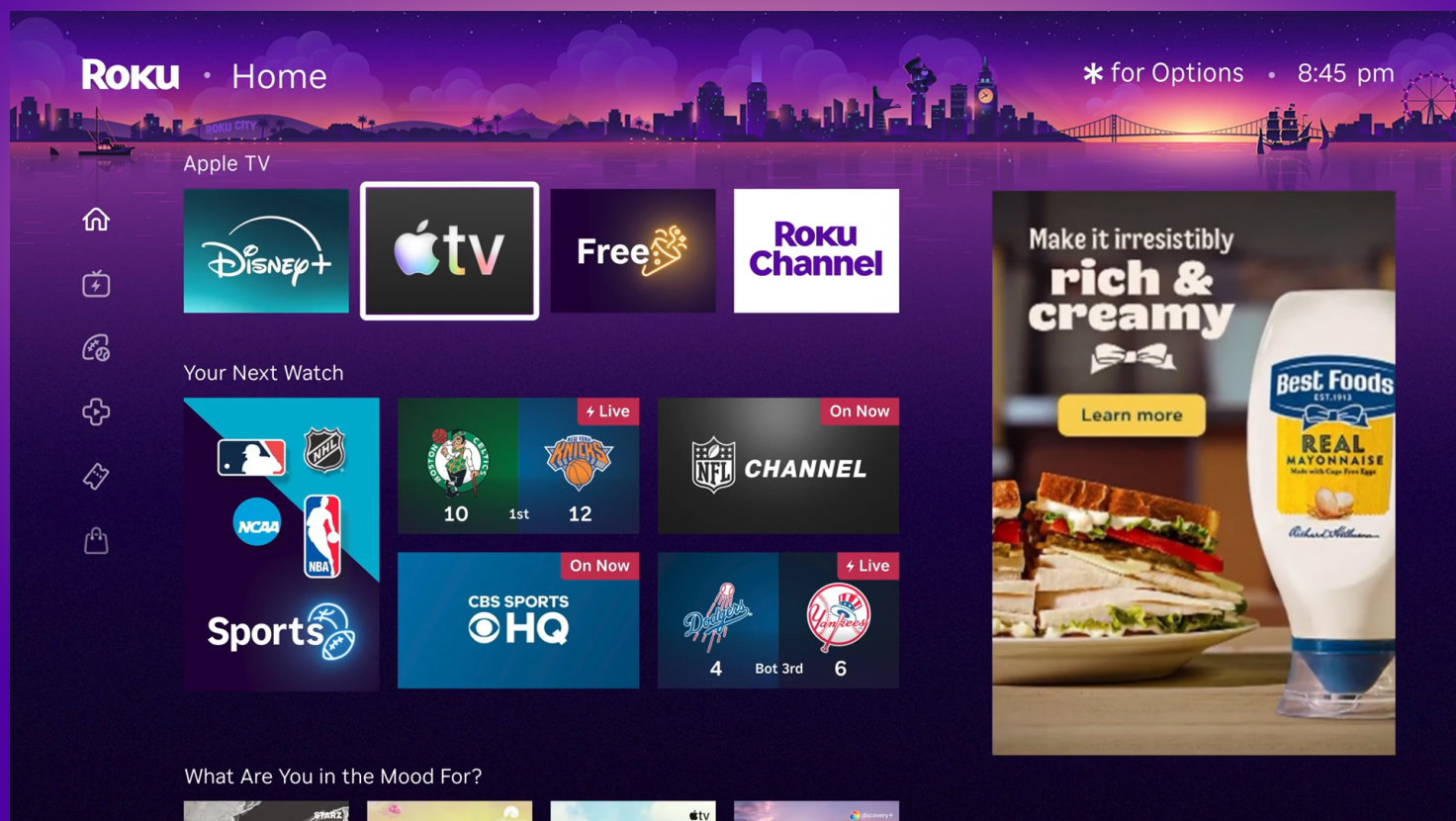




Reach 100M+ Streaming Households

Roku is where TV happens. We offer authenticated reach, massive scale, and deep engagement to deliver results that matter.

[Reach your audience today](#)

[How it works](#) >

Stand out on TV with our powerful platform

Roku makes every part of the TV experience better, including your ads. Whether you are a large brand looking for new ways to TV, or a growth marketer wanting to harness all that TV has to offer.



The entry point

We are the constant companion to TV lovers, guiding viewers to their next favorite watch right from our Home Screen. With Roku, you connect with streamers early in their journey and stay with them across the apps and channels they love.



The entertainment

We bring the content viewers know and love to one place. From the biggest hits and comfort classics to our very own Roku Originals, you find the entertainment streamers crave. It's all here, spanning the apps they know and our own streaming service, the *Roku Channel*.



The ecosystem

Roku has a curated ecosystem that makes it easier to work with the partners that matter most to you.

Power your campaigns with the audiences, insights, and tools to make TV a true performance channel.

[Learn More](#)

Built for results

Roku offers advertisers more than they can get through streaming services alone. Our native and interactive formats drive real engagement, extending the reach and impact of CTV campaigns.

[Customer success stories](#) >[Reach your audience](#) >

Brands of all sizes see success with Roku < >

AMERICAN EAGLE



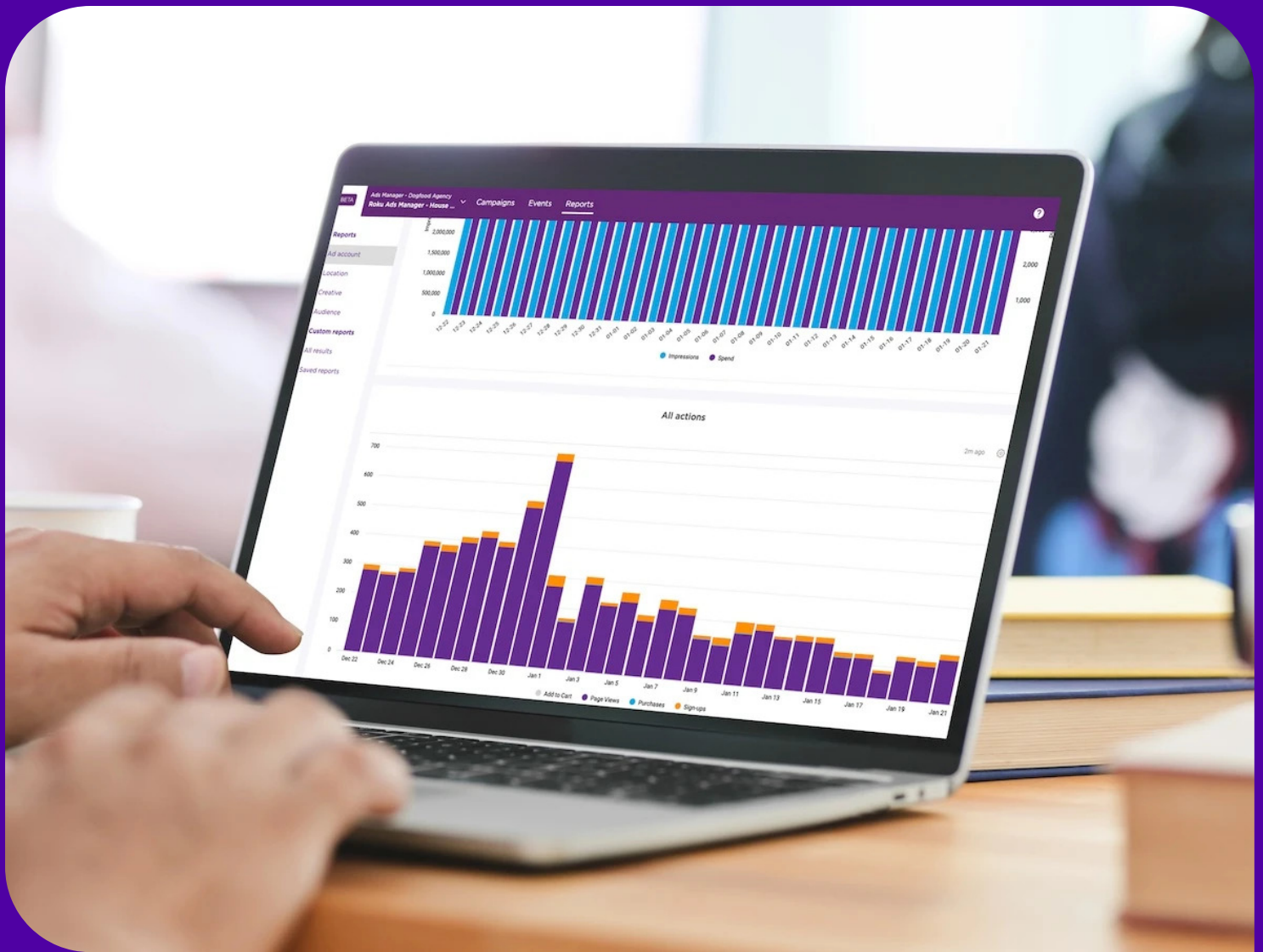
“

Bringing Paramount Mountain and many of our beloved franchises to a fully branded takeover is a fun and disruptive new way for us to offer a more and popular offering that has been fueling the rapid growth of

”



You shouldn't have to guess if your ads are performing



Roku has partnerships with dozens of leading marketing and advertising platforms. From top-of-funnel performance through lower-funnel sales tracking, our ecosystem enables unrivaled insights from the tools you already use.

[Learn about measurement](#)

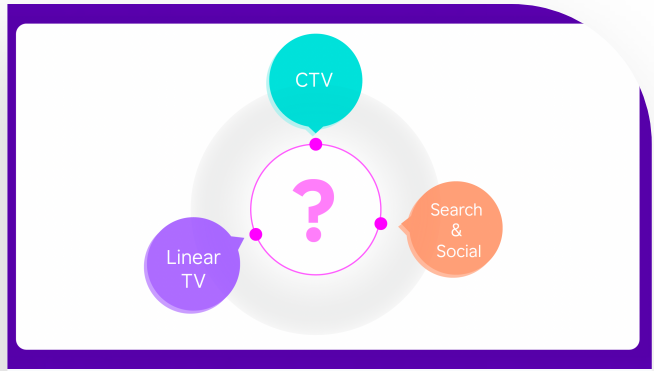
Streaming habits advertisers can't ignore

Discover what Roku viewers are watching across sports, entertainment and more.



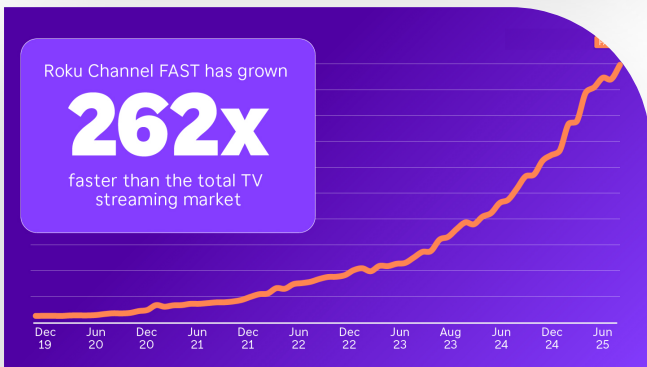
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Streaming TV ads made easy

Explore content designed to help you become an expert on streaming advertising quickly.

Roku: the basics

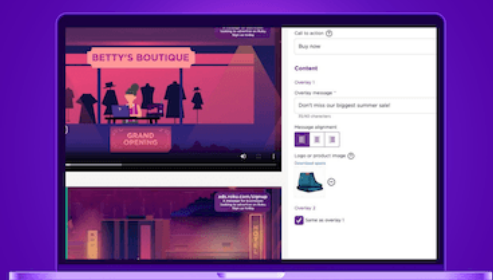
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New to streaming? Read our quick overview for advertisers



ADVERTISING

A tapestry of creative formats



STREAMING STRATEGIES

Mastering CTV advertising: A marketer's guide to Roku Ads Manager



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I'm a...

Agency

▼

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Last Name*

Work Email*

Company Name*

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How it works

Picking a solution

Streaming ads 101

Ad types overview

OUR PARTNERS

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Commerce partners

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Ads Manager

Brand Studio

The Roku Channel

Programmatic solutions

Measurement overview

NATIVE ADS

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Theme

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Client success

Insights

