

Amazon + Roku study: 87% higher ROAS with CTV running

CTV's biggest contribution may not show up in traditional brand measurement. On days with Roku Media CTV running, *non*-CTV channels in the media plan see an **87% increase in ROAS**, compared to days without CTV.

That's the key finding from a new analysis from Roku and Amazon Ads looking at more than 400 brands running through Amazon DSP.

To isolate Roku Media's impact, we compared brand sales on days when Roku CTV was active against days when it wasn't. We controlled for nine variables that could otherwise explain the difference — including other ad spend, price, promotion, and seasonality — and used each brand's own performance as its baseline.

In addition to making every other channel work harder, the results show CTV supports new customer acquisition, and works best when part of a sustained investment.

Bringing new customers into the funnel

Turns out exposure to Roku Media fills your funnel with fresh demand; across the 400 brands analyzed, **more than half (55%) of sales came from new-to-brand customers**. These shoppers had not purchased from the participating brands in the previous 12 months.

The study also found that increasing Roku spend by at least 10% was associated with a **5.6% increase in branded search** and a **6.4% increase in detail page views** on Amazon, helping consumers move down the funnel.

For advertisers focused on customer acquisition, these findings reflect how consumers move across screens. CTV can introduce your brand with a high-quality commercial on the biggest screen in the home, prompting viewers to search or shop later on their phone or laptop.

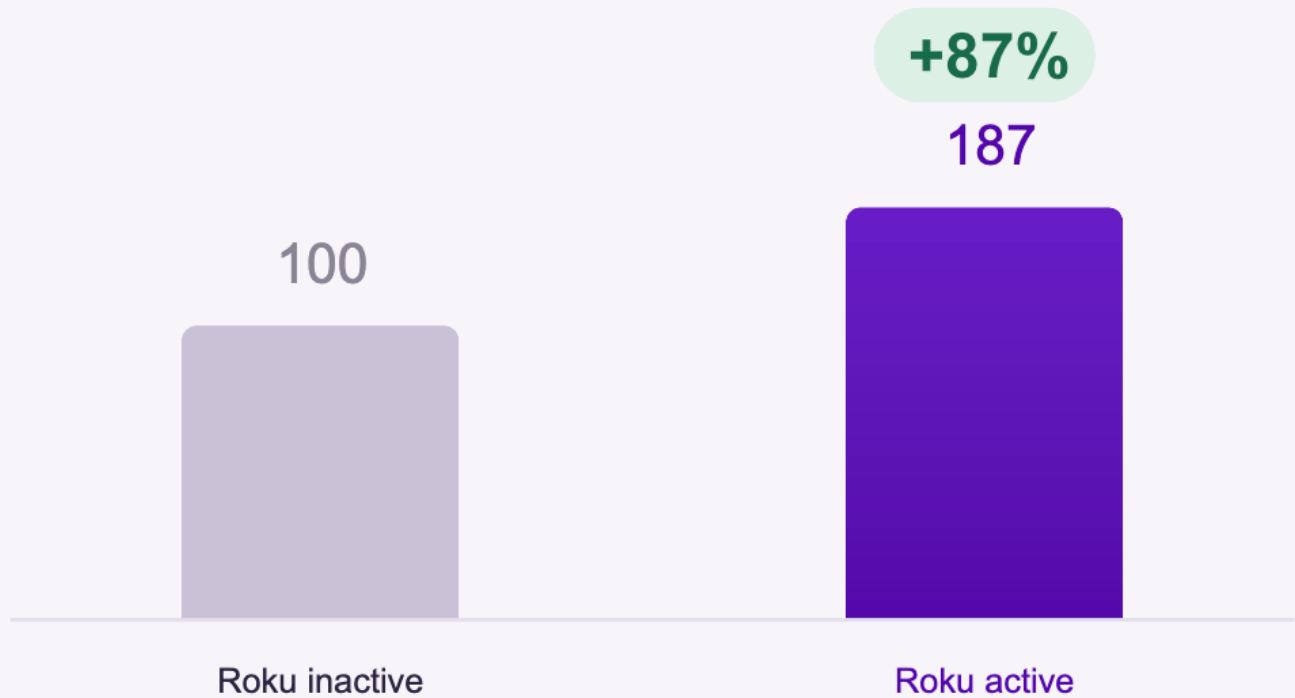
CTV makes the rest of your media plan work harder

As we've seen before, [CTV can amplify other channels in your media plan](#). In this study, we saw that on days with Roku Media CTV running, non-CTV channels generated **87% higher return on ad spend** than on comparable days without Roku Media CTV.

The analysis controlled for similar total investment, audiences, and creative, and compared each brand against its own performance, with Roku Media CTV delivery as the key structural difference. The findings suggest that CTV can help build demand that other media can then capture.

ROAS ON NON-CTV ADSP CHANNELS

Display · OLV · Audio



Consistency can build on the impact

While short campaigns work, consistent investment is best to compound results. Across all investment levels, **brands saw the 87% increase in returns on days when Roku Media CTV was running**. But brands that sustained Roku Media CTV investment for six months or more saw total gains of **more than 20% above that average**. Advertisers running for only a month or two captured just a fraction of that amplification effect.

That doesn't mean CTV only works as an always-on channel. It can also play an important role during high-stakes seasonal moments, when capturing demand quickly matters.

Turn CTV into a customer growth engine

For advertisers looking to find new customers, the case for CTV is strong. Roku Media can introduce brands to new audiences, prompt middle-funnel behaviors such as branded search and product-page visits, and compound performance for every single channel on the media plan.

Customer growth starts with creating demand. CTV gives advertisers a way to build that demand at scale and connect it to measurable business results.

Put CTV to work for customer growth

Ready to get started? Reach out to your Roku or Amazon sales representative to see how the integration can work for your next campaign.

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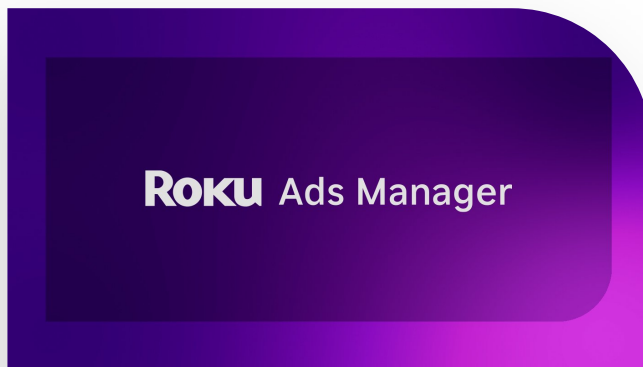
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