

Jan 06, 2026

Roku and iSpot pair up to let advertisers optimize their CTV campaigns for outcomes

In a major advancement for streaming performance, Roku has become the first major streaming publisher to integrate iSpot's "Outcomes at Scale" product for direct campaign optimization.

This expanded partnership with iSpot brings a new level of accountability to TV streaming. Now, advertisers can use outcome data to actively drive better performance, ensuring every ad dollar works harder to achieve specific business goals.

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“By integrating iSpot’s attribution directly into our optimization algorithms, we’re enabling brands to achieve even stronger outcomes on the Roku platform,” **said Miles Fisher, senior director, strategic advertising partnerships at Roku.**

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What is outcome-based optimization?

Historically, TV ads were measured by reach (how many viewers saw an ad). Outcome-based optimization shifts the focus to results. It allows Roku to adjust your campaign in-flight to prioritize viewers most likely to convert, based on data from iSpot.

This approach comes with key benefits for marketers, who can now:

- Use iSpot-attributed outcomes to track ROI and adjust creative strategies.
- Optimize specifically for clear business results, such as web conversions and lead generation.
- Avoid relying solely on upper-funnel metrics to measure the effectiveness of their campaigns.



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*"This deeper integration with Roku marks a key moment for outcome-based streaming," said **Stuart Schwartzapfel, EVP of media partnerships at iSpot.** "With iSpot's trusted attribution powering Roku's optimization engine, we're not just measuring performance; we're helping drive it, ensuring advertisers gain new levels of efficiency and ROI directly on the Roku platform."*

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Case Study: SimpliSafe

Early tests of this integration are already delivering significant wins. Home security leader [SimpliSafe](#) utilized [this new capability](#) to test the effectiveness of outcome-based optimization against a control group. The results were clear: **SimpliSafe saw a 23% increase in leads and a 31% increase in site visits using Roku's new iSpot integration.**¹

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“This advancement with Roku and iSpot gives us a powerful way to ensure our advertising spend works as effectively as possible,” **said Courtney Strauss Manning, Manager, Media & Customer Acquisition at SimpliSafe.**

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A closed loop for streaming ROI

This integration builds on the data and measurement partnership we announced in Spring 2024. By feeding iSpot's trusted attribution data back into Roku's optimization engine, we aren't just measuring performance after the fact; we are helping drive it as the campaign runs.

This ensures advertisers gain new levels of efficiency and ROI directly on the Roku platform, helping CTV to become a true performance channel.

We're excited to deepen our work with iSpot to help our advertisers maximize their media investments and deliver measurable business outcomes.

For more on our advertising solutions, check out the full announcement.

¹iSpot data, 2025.

Let's talk. [Contact Roku](#) and see how you can get started today.

Written by:

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