

Roku Expands Measurement Partnership Program

Roku is pleased to announce an expansion of its [Measurement Partner Program](#), which will help marketers reach, optimize, and measure TV streaming campaign effectiveness more precisely. The expansion will roll out just ahead of this year's TV Upfronts and counts among its additional partners Adjust, Affinity Solutions, Branch, IRI, Kochava, and Veeva Crossix. This brings the overall offering to over 20 partners.

Supporting Every Stage of the Funnel Across TV Streaming and Traditional TV

Where traditional linear TV advertising historically focused on brand building and digital advertising historically competed for performance advertising budgets, TV streaming's precision and measurability make it a true full-funnel platform for marketers. This expanded program enables marketers to measure impact across both TV streaming and traditional linear TV at every stage of the funnel, from brand awareness to business outcomes, including mobile app downloads, in store visits, and sales. The program will support marketers in retail, pharmaceutical, CPG, and auto, among other industry verticals. Many Roku Measurement Partner Program integrations are also available in OneView, the ad buying platform built for TV streaming, with more going live later this year.

Brands are already seeing the program's benefits. "Roku helps marketers track results across a variety of points during a campaign," said Seth Goren, Group SVP, Media Strategy & Analytics at Discovery Inc. "Discovery, Inc. was part of the of Roku/Kochava beta program in which Discovery successfully tracked cross-platform ad effectiveness across eleven Discovery streaming services and found that their campaigns on the Roku platform drove positive results."

"Our strategic alliance with Roku to strengthen mobile app measurement in TV streaming continues to help catapult the category forward," said Charles Manning, Founder and CEO, Kochava.

"The biggest screen in the home is no longer just for upper-funnel brand advertising," said Gaurav Shirole, Director of Ad Measurement, Roku. "TV streaming brings better targeting, measurement, and viewing experiences to the TV screen. Roku is committed working across the industry to expand measurement for the entire marketing funnel."

Interested in learning how Roku's [Measurement Partner Program](#) can grow your brand? [Contact us to get started.](#)

Read more on [Adweek](#).

Written by:

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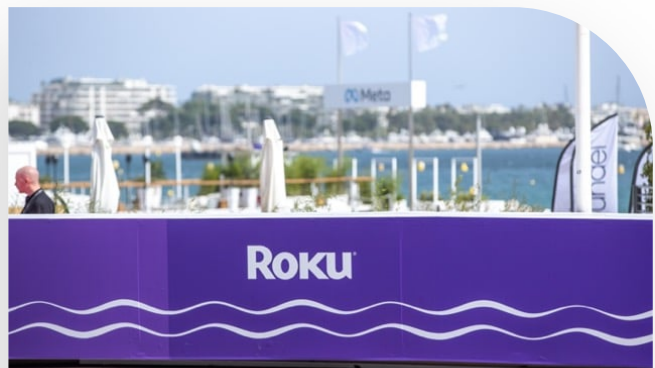
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