

Roku for Shopify Will Help Businesses with TV Streaming Advertising

We're excited to share that Roku is officially building an app for the Shopify App Store to enable Shopify merchants to easily build, buy, and measure TV streaming advertising campaigns. This is the first self-service TV streaming app that will be available in the Shopify App Store, helping those of you who use Shopify to get your brand's message directly into the homes of tens of millions of Roku users. The app will be available for download ahead of the busy holiday season.

We've built the app so that Shopify merchants can do TV advertising entirely on their own. To launch a campaign, you'll simply add the Roku app from the Shopify App Store, select your audience, choose a campaign budget, timing, and duration, and upload creative. That's all there is to it.

Within minutes, you'll be able to launch campaigns across The Roku Channel and the Roku Audience Network of top, premium ad-supported video on demand (AVOD) channels and reap the benefits of TV advertising. Then, measure your campaign across every stage of the funnel. It's a powerful way for Shopify merchants to build their brands and complement their search and social media marketing.

Our app for Shopify is a significant advancement from traditional linear and cable TV advertising solutions, which offer limited audience building capabilities and measurement options. That's one of the reasons why the brands who have used it have had good things to say about the experience.

Jambys is one of those brands. The apparel company and Shopify merchant ran ads on Roku and saw that consideration among respondents who were exposed to its TV streaming campaign increased significantly, compared to unexposed respondents. In addition, awareness among respondents who were exposed to Jambys' TV campaign was higher by triple digits, compared to unexposed respondents.

"Roku made it easy for us to launch and scale an effective TV streaming campaign," said Andrew Goble, Co-Founder of Jambys. "We wanted to invest in ad-supported streaming that could efficiently increase awareness, but also drive real action. With Roku, we were able to reach the right people with the right message at the right time. We measured a 63% increase in consideration among those who saw our ads. And our campaigns on Roku ended up raising the efficiency of other channels, too."

This partnership could not have come at a better time, as direct to consumer (DTC) brands of all sizes are investing in TV streaming ad campaigns to capture audiences who now spend more time streaming than they do on social and search combined.¹ Additionally, 2021 Roku internal data shows that 78% of Roku users are planning to buy from a small or local business over the next three months, making Roku an ideal marketing channel with which to reach SMB customers.

"The shift to TV streaming has accelerated, and growth advertisers need a solution that can solve their top-of-funnel branding needs as well as a simple solution that complements their lower funnel search and social efforts," said Jared Lefkowitz, Senior Director of Ad Revenue Strategy, Roku. "This is a powerful and simple advertising opportunity for SMBs (small to medium sized businesses) to reach customers at scale, just Fortune

500 brands have done for decades. We're excited to partner with Shopify for an easy-to-use solution that drives full-funnel success on the biggest screen in the home."

The Roku app for Shopify remains in beta, but if you'd like to sign up to be considered for beta access or to learn more about the app, [request access for the beta today!](#)

Written by:

Roku Advertising

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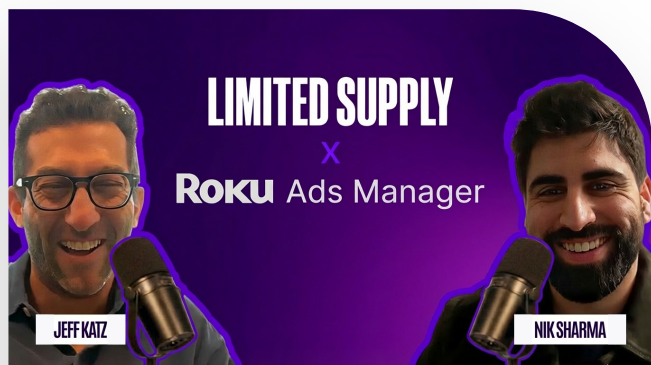
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