

How Jennifer Aniston's brand LolaVie reached new customers on CTV

Jennifer Aniston is iconic, and so is her hair.

But when her agency created an over-the-top ad for her haircare brand featuring "Hair People," Aniston drew the line. LolaVie doesn't need gimmicks, she said, because its science-backed products actually work.

This is the premise of LolaVie's "no gimmicks" campaign launched earlier this year.

LolaVie chose Roku as its CTV partner for the first TV ad campaign, which leverages Aniston's enduring popularity and comedic flair to introduce the brand to a wider audience. And it worked. Using Roku Ads Manager, the brand brought its "Hair People" campaign to life, helping drive a 40% lift in sales and a 53% year-over-year increase in new customers as part of its overall marketing approach.

Watch how it all came together:



"Roku Ads Manager was a key part of our overall marketing mix, helping us connect LolaVie with viewers who ultimately became customers," said Joel Ronkin, CEO, LolaVie. "Getting our brand on CTV expanded our reach in a meaningful way and helped contribute to our goals of driving traffic to [LolaVie.com](https://lolaVie.com) and increasing sales at Ulta Beauty."

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Joel Ronkin, CEO of LolaVie



Here's an inside look at how LolaVie used Roku Ads Manager to connect with customers and drive sales.

The challenge: Introduce a new beauty brand to the masses

Aniston is a household name, but her haircare brand, LolaVie, is less so. The DTC beauty category is crowded, and many consumers are unaware that she launched her own haircare brand in 2021 — featuring products like a glossing detangler and a leave-in conditioner. That's changing, thanks to positive press, enthusiastic customers, and presence with retailers like Ulta Beauty.

LolaVie wanted to build on this momentum and scale awareness and sales of its products, but without the cost or complexity of traditional media buys.

For its inaugural TV campaign, LolaVie had a few non-negotiables. The campaign had to be simple, not complex. It had to demonstrate measurable impact. And it had to be full-funnel, with premium storytelling that could meet its branding and performance goals.

That's where Roku Ads Manager came in.

The approach: Take a playful creative idea and make it scale

With its goals defined, LolaVie used [Roku Ads Manager](#) to test and optimize multiple creatives — reaching millions of potential customers. It wanted to identify the most impactful spots to convey LolaVie's playful voice while connecting its CTV ads to sales across both ecommerce and retail touchpoints.

An Action Ad overlay turned out to be effective at meeting LolaVie's objectives. Viewers could shop directly from their TVs by clicking OK on their remote controls, which guided them to receive a text to buy LolaVie products directly from the brand's website.



LolaVie also used Roku Ads Manager's geotargeting filters near Ulta stores to complement in-store promotions and drive foot traffic. And the brand suppressed existing customers to ensure that its ads reached new audiences, boosting campaign efficiency.

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Roku had marketers like LolaVie in mind when it built Ads Manager, according to Lauren Benedict, Roku's VP of Global Ad Sales and Partnerships.

"As a growth-driven marketer, LolaVie expanded its performance marketing efforts beyond search and social by partnering with Roku to activate CTV. By combining compelling video creative with interactive calls to action, prompting viewers to press OK on their Roku remotes, LolaVie delivered an integrated message that built brand awareness and turned engagement into action," said Benedict. "Powered by Roku's scale and AI-driven performance optimization, the campaign reached LolaVie's target audience with impactful, actionable creative and delivered measurable ROI for the business."

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The results: Great ads, proven sales

The campaign had the equivalent of a great hair day: all shine, no frizz.

It reached millions of streaming households, contributing to:

- +40% lift in overall sales during the campaign on LolaVie.com and at Ulta Beauty
- +53% increase in new customers year over year
- +43% boost in conversions

"Getting our creative on TV with Roku Ads Manager was easy and fast, which allowed us to move quickly and stay aligned with the rest of our campaign," said Caitlin Cimosky, Vice President, Integrated Marketing, LolaVie. "We reached new audiences, tested assets in real time, and saw how CTV supported lifts in awareness, traffic, and new customers."

TV advertising for everyone

LolaVie's success shows that traditional TV buying doesn't have to be fussy or expensive.

With Roku Ads Manager, agile brands like LolaVie can advertise like big spenders, and they don't have to choose between branding and performance.

Roku Ads Manager helped LolaVie transform a creative spark into real, trackable results, proving that the biggest screen in the house is within reach for anyone — even the Hair People.

Interested in learning how you can turn your brand voice into data-driven success? Sign up for [Roku Ads Manager](#).

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