

Camelot selects OneView by Roku to help small-and-medium businesses expand into TV streaming advertising

Roku launches a new certified partner program to make it easy for advertising agencies to help small-and-medium sized clients grow their businesses.

Today, Camelot Strategic Marketing & Media and Roku announced that Camelot is the first agency to join a new certified partner program to use OneView to help small and medium-sized businesses (SMBs) accelerate investment in TV streaming advertising. As an early adopter and first certified partner, Camelot will use the data, tech, and tools from America's #1 TV streaming platform to make it easy for SMBs to grow their businesses and achieve their marketing goals.¹

SMBs are looking for fresh marketing channels as cookies and mobile IDs become less available. Today, 47% of SMBs say they intend to increase spend in TV streaming in the next 12 months.² TV streaming advertising offers the personalization, optimization, and performance to help SMBs succeed. On Roku, 53 percent of users say that they prefer shopping at local, independent stores.³

OneView is the ad platform built for TV streaming. Brands use OneView to set up, optimize, and measure their ad campaigns. In a world where all TV ads will be automated, OneView offers software with data, machine learning, and measurement to reach more streamers wherever they are -- Roku, other TV streaming platforms, desktop, mobile, and more.

¹ "America's No. 1 TV streaming platform" is based on hours streamed according to Hypothesis Group, April 2021

² According to Advertiser Perceptions SMB Advertising Report 1H 2022, 505 respondents

³ According to results from MRI-Simmons USA, Fall 2021

Written by:

Roku Advertising

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