

Peasant Media Inc. cashes in on TV streaming ads and a cross-device strategy with Roku

Peasant Media Inc., a multi-channel performance agency, represents a mobile-first financial platform that is highly focused on acquiring new customers.

The challenge

Facing substantial competition, Peasant Media Inc., knew they needed a strategy to drive brand awareness and acquire new customers. That's when the brand turned to Roku to build a winning TV streaming advertising campaign.

The campaign

Vertical: Financial Services

Objective: Brand awareness, new account growth

Audience: Middle bracket earners,
young adults (Ages 25-44)

Format: Scannable videos on Roku, display ads,
retargeting across devices

The approach

Peasant Media Inc., utilized Roku's scannable videos to generate top of funnel awareness and drive new account creation. The QR code in their scannable video ad made it simple for TV streamers to learn more and join.

The agency also leveraged OneView, Roku's ad buying platform built for TV streaming, to re-engage TV streamers across other devices to meet consumers at every stage of the customer journey. Through OneView's algorithmic machine learning, the brand's campaign got smarter and improved as it went on.



*“Building our client’s brand is critical to growing brand equity and ultimately increasing their new customer base. Roku was a great partner to help us achieve those goals through providing the tools to measure the impact. I’m excited to build on our partnership with Roku.” - **Ashley Lau, President, Peasant Media Inc.***

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The results

Peasant Media Inc., increased brand awareness and saw a lift in new account creation with the help of Roku’s unique scannable videos and machine learning capabilities.



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*“We continue to see financial technology brands see success in TV streaming. The category is very competitive, and smart marketers are finding ways to stand out. This campaign is a great example that showcases full-funnel impact from brand awareness to intent to customer acquisition. Peasant Media Inc. is a great partner and I’m excited for their continued success with Roku and OneView.” - **Brad Murphy, Head of Performance Ad Sales, Roku***

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Written by:

Roku Advertising

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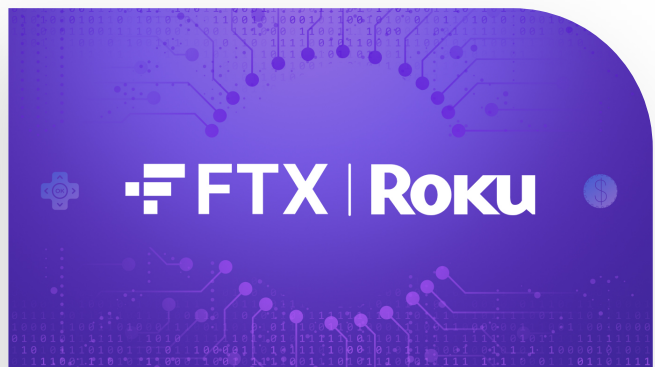
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