

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.

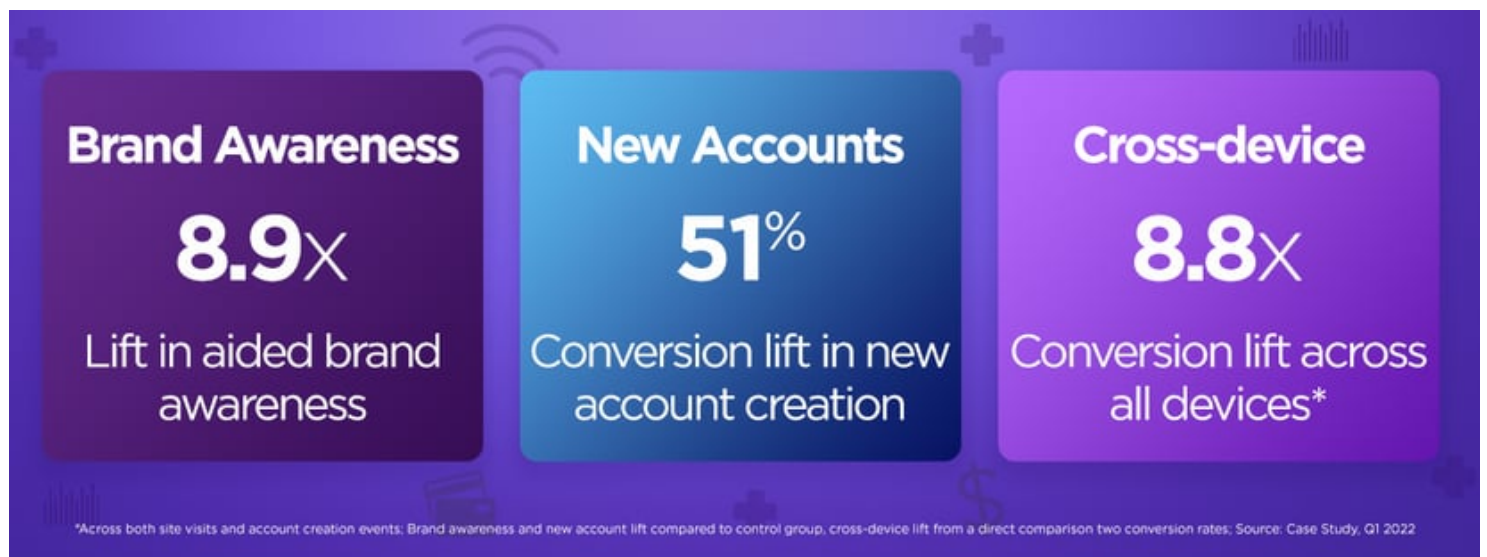


*“Building our client’s brand is critical to growing brand equity and ultimately increasing their new customer base. Roku was a great partner to help us achieve those goals through providing the tools to measure the impact. I’m excited to build on our partnership with Roku.” - **Ashley Lau, President,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

”

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.



“

*“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***

”

Want to learn more about the power of streaming advertising? View more case studies [here](#), and be sure to [subscribe to our monthly newsletter](#).

Written by:

Roku Advertising

Stay updated with Roku Advertising.

Email*

By submitting this form, you agree to receive marketing emails about our products and services. You can unsubscribe via a link in the email.

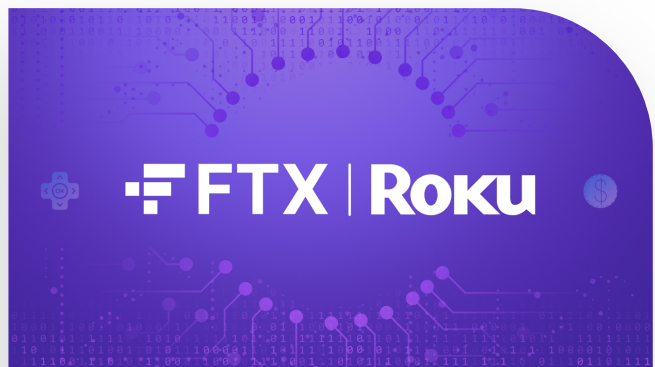
Subscribe

Related posts



CASE STUDIES |
TV STREAMING | **ONEVIEW**

Elvie finds TV streaming
advertising success with Roku
Core 6 and OneView



CASE STUDIES |
CRYPTOCURRENCY | **ONEVIEW**

How FTX Drove Incremental
Trading with TV Streaming
and Roku's Core 6 Framework





CASE STUDIES | QUAKER OATS
| TV STREAMING ADVERTISING

How Roku Helped Quaker
Oats Increase Sales with TV
Streaming Advertising



Get in touch

Have questions? Need a customized solution? Fill out this form and a Roku Advertising team member will reach out to discuss how we can help.

I'm a...

Agency



First Name*

Last Name*

Work Email*

Company Name*

Comments



Subscribe to *The Stream*, our monthly newsletter for exclusive streaming insights delivered to your inbox

Submit

By submitting this form, you agree to receive marketing emails about our products and services. You can unsubscribe via a link in the email.



Contact Us

Login

United States (change) >



COMPANY

About us

Newsroom

Investor relations

Jobs

GETTING STARTED

How it works

Picking a solution

Streaming ads 101

Ad types overview

ADVERTISEMENT

Ads Manager

Brand Studio

The Roku Channel

Programmatic solutions

Inclusion	OUR PARTNERS	Measurement overview
Accessibility	Measurement partners	NATIVE ADS
Content policy	Commerce partners	Marquee Ad
Contact us		Spotlight Ad
		Theme
DESTINATIONS	VIDEO ADS	
Roku City	Standard Video	
Showrooms	Pause Ad	
Food	LEARN	
Home	All resources	
Sports Zones	Client success	
Brand Showcase	Insights	
ACTION ADS	News & events	
Ok-to-Email/Text	Streaming ads 101	
Ok-to-Checkout		
Ok-to-Remind		