Roku Advertising

Personal care brand partners with Roku and NCS to improve campaign efficiency

The objective

When it comes to driving advertising results, CPG brands have options. In a 2023 campaign, a personal care brand worked with Roku to drive incremental sales.

One year earlier, the brand had run a successful campaign with Roku using an audience reach strategy focused on target demos and third-party audiences.To generate an even better return on ad spend for this client, Roku helped enrich its audience reach strategy using purchase data from NCSolutions.

The approach

Using transaction data from several sources, including grocery, convenience, drug, mass market, big box, panels and receipt capture, NCS delivered a custom audience for this advertiser. This audience consisted of previous brand buyers as well as category buyers. Roku matched this bespoke segment to its verified streaming audience of 75.8 million active accounts, delivered over 29 million impressions during the nearly three-month flight.

The results

Results for this advertiser exceeded expectations. Using purchase-based targeting, Roku delivered 35% more incremental sales than the previous campaign with fewer than half the impressions, driving incredible efficiency.

Results

-50%	+35%	+133%
impressions	incremental sales	incremental sales per exposed household

Source: Roku Internal Data, 2025

In addition, this audience strategy more than doubled the incremental sales per household from the previous campaign, leading to an incremental sales lift of 3.0%., as the campaign resonated with heavy category buyers across all loyalty levels.

"We saw significant performance improvements in building purchase-based audiences for this client. By focusing on heavy category buyers and exposing them to the right number of ads at the right time, our client drove meaningful sales with greater efficiency." **- Peter Topol, VP, Advanced TV Partnerships, NCS**

"NCS purchase-based targeting allows brands to use real consumer purchase data to identify and engage with their most valuable customers and potential buyers. For CPG brands like our client, this opens the ability to craft highly targeted campaigns with greater reach and influence among the right audiences – the ones most likely to buy." **- Michael Ryan, Manager, Ad Measurement, Roku**

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Written by:

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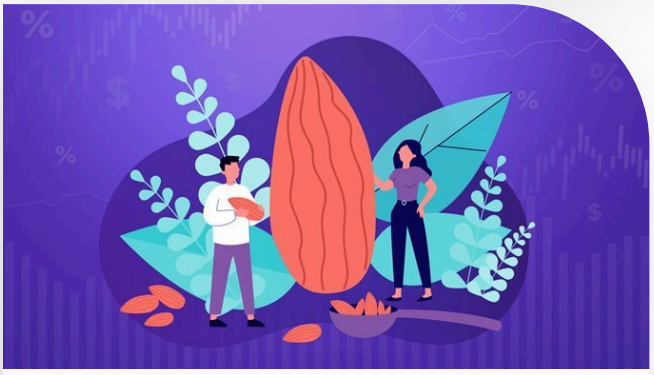

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