

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.



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**



Want to learn more about Roku 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



Roku

CASE STUDIES |
TV STREAMING | ONEVIEW

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



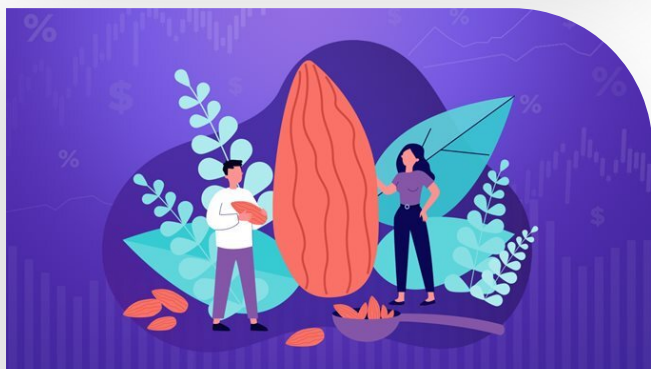
PHILIPS
sonicare

Roku



CASE STUDIES | CPG |
VERTICAL INSIGHTS

How Philips Sonicare boosted purchase intent through a TV streaming campaign with Roku



CASE STUDIES |
VERTICAL INSIGHTS

How the Almond Board of California Used TV Streaming to Drive Favorability



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.

ROKU[®]

Login

United States (change) >



About us

Newsroom

Investor relations

Jobs

Inclusion

Accessibility

Content policy

Contact us

GETTING STARTED

How it works

Picking a solution

Streaming ads 101

Ad types overview

OUR PARTNERS

Measurement partners

Commerce partners

DESTINATIONS

Roku City

Showrooms

Food

[Home](#)

Sports Zones

Brand Showcase

VIDEO ADS

Standard Video

Pause Ad

LEARN

All resources

Client success

Insights

News & events

Streaming ads 101

ADVERTISEMENT

Ads Manager

Brand Studio

The Roku Channel

Programmatic solutions

Measurement overview

NATIVE ADS

Marquee Ad

Spotlight Ad

Theme

ACTION ADS

Ok-to-Email/Text

Ok-to-Checkout

[B2B Privacy Notice](#) | [CA B2B Privacy Notice](#) | [Cookie Settings](#) | [My Privacy Choices](#) | [Terms of Use](#) | [Dispute Resolution](#) | [Trademark Guidelines](#) | [Legal](#) | [Roku Political Ad Archive](#)

© 2026 Roku, Inc. All rights reserved. ROKU, STREAMBAR, ROKU TV, the Roku logo and the purple d-pad and purple fabric tag designs are trademarks and/or registered trademarks of Roku, Inc. All other trademarks and logos herein are the property of their respective owners.