

TV streaming and the discovery process for DTC consumers

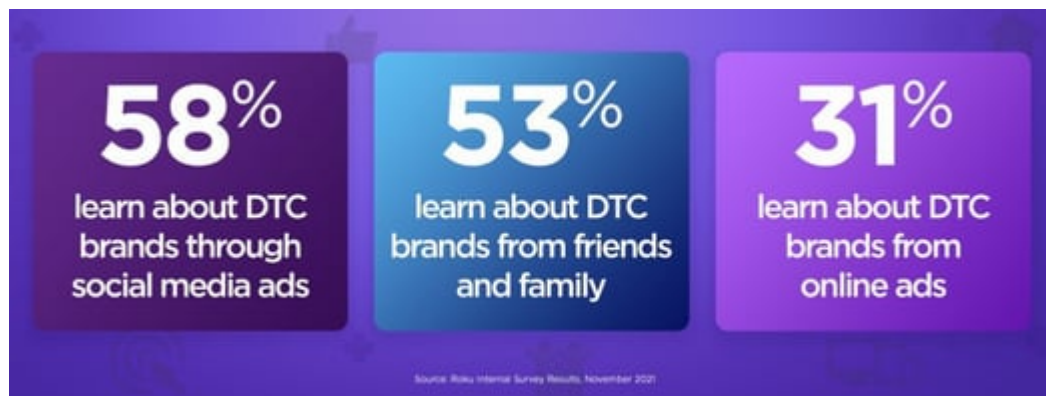
Our DTC insights contain valuable insights for DTC brands working to optimize the discovery process for their customers in a multi-screen journey. In the second post of this series, we'll look at how DTC consumers discover new brands and products across channels. [You can check out our first post here.](#)

Streaming presents exciting opportunities for brands looking to nudge customers from discovery into a purchase. Our insights show that streaming ads are often the tipping point at which customers are inspired to take action.

Used with other channels and other screens in mind, streaming can become the hub of an omnichannel strategy.

Discovery is a multichannel experience for DTC customers

For DTC brands it's important to note that the awareness stage or first impression may have already occurred offline or through another channel. Roku users typically hear about DTCs through social media and word of mouth.¹

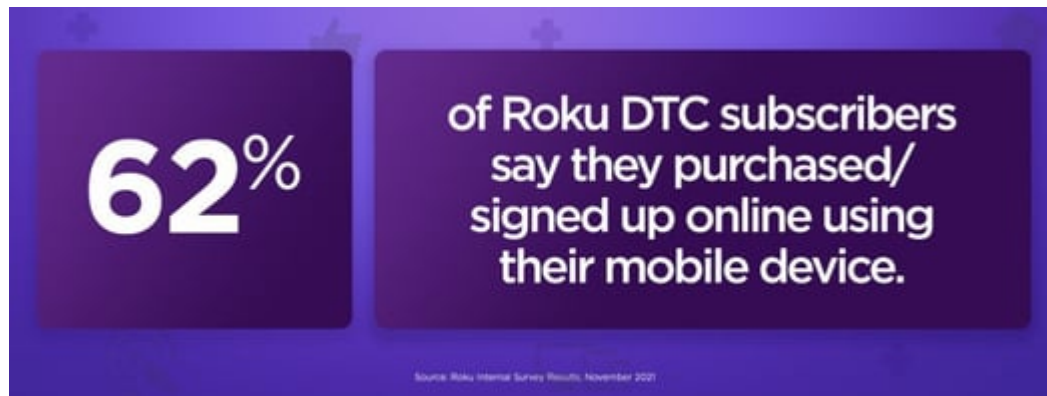
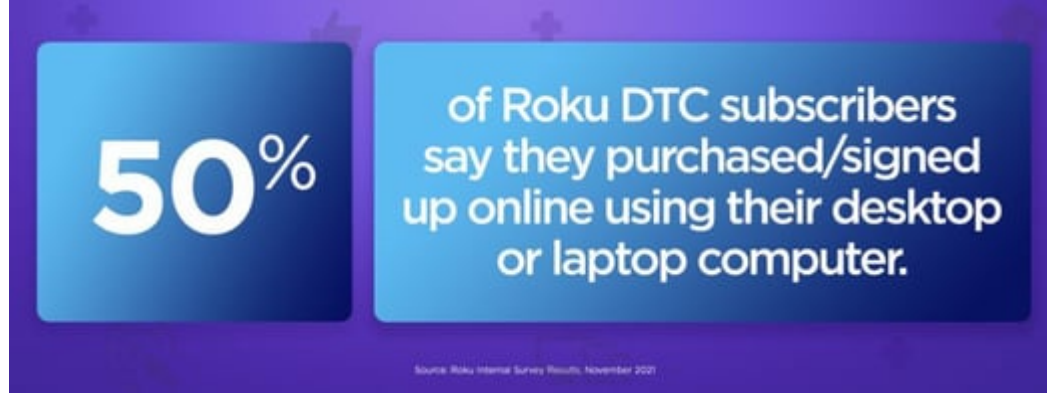


So, streaming ads can be an opportunity for a stronger call to action or an offer to incentivize purchases, like this example from [Goodlife](#).

This DTC luxury apparel brand had been looking for alternatives to social media channels when they turned to Roku Advertising. Their campaign doubled add-to-cart rates. Delighted by these results, Goodlife have since increased their ad spend with Roku four-fold.

DTC customers make purchases across multiple screens

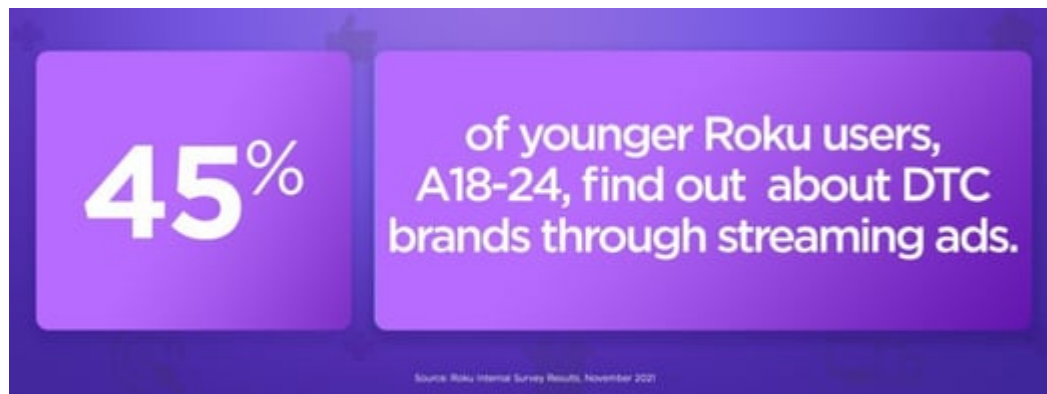
The DTC buyer's journey is a multi-screen experience. Our identity capabilities allow brands to reach users on all devices and channels. [OneView by Roku](#), the ad platform built for TV streaming, is the perfect tool for advanced segmentation in this multi-channel, multi-screen market.



Streaming plays an important role in discovery (especially for younger customers)

Streaming ads are a big part of how users find out about new DTC products and services, and they often look up a brand or make a purchase after seeing a streaming ad.

Our insights revealed that over 1 in 4 Roku users learn about a DTC brand through streaming ads. That number is even higher for younger viewers (age 18–24), with almost half discovering DTC brands through streaming ads.



These results are based on a 15-minute online survey of 4,254 Roku customers between September 29th and November 15th of 2021. Survey participants were recruited from customer emails.²

Digital channels work better together

Growth, for DTC brands, is about reaching new customers—often through social media and other digital channels. Best results happen when these channels work together.

Roku offers exciting possibilities for growth with an omnichannel and cross-device consumer journey that combines the scale of legacy TV with the precision of digital.

In the final post of this series, we'll talk about how TV Streaming can help DTC brands acquire new customers and increase the lifetime value of existing customers. Want to stay updated? [Subscribe to email updates from](#)

¹ Source: Roku Internal Survey Results, November 2021; Q15: How do you typically find out about DTC products or subscription services? Please select all that apply.

² Source: Roku Internal Survey Results, November 2021; Q9: Which of the following statements best describes how you purchased your DTC products or subscription services? Please select all that apply.

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