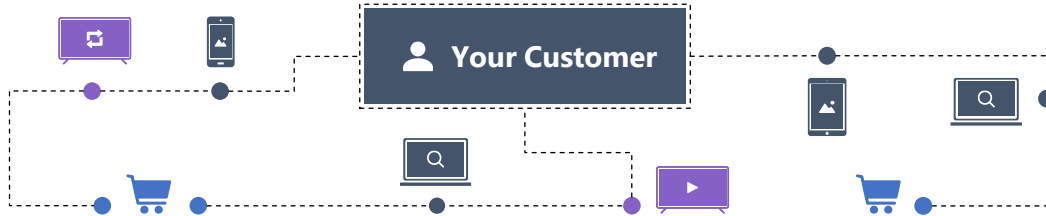


# Travel Case Study Results

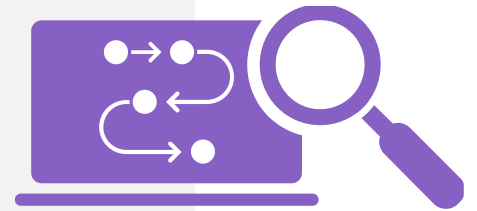
from our industry-first collaboration



When combined with Microsoft Advertising, Roku ads:

## 1 Drive higher search lifts

Roku TV streaming ads led to a +19% lift in brand searches per user and +15% lift in overall brand search volume for travel clients<sup>1</sup>!



## 2 Drive cross channel results

Combine TV streaming and native ads - we found travel clients' native CTRs increased +7% on the Microsoft Audience Network after streaming exposure<sup>1</sup>.



## 3 Need higher ad frequencies

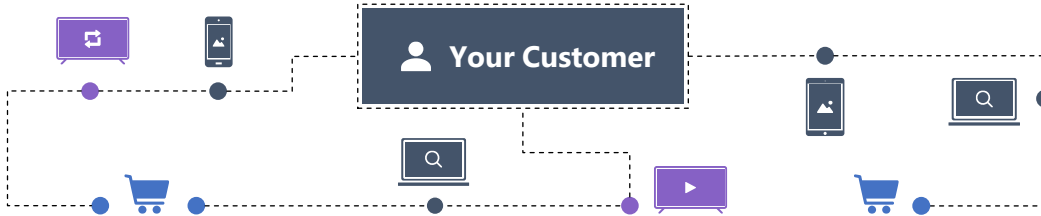
Travel consumers who were exposed to native ads and TV streaming ads drive the strongest post-search lift of 1.5x after seeing 11 or more Roku ads<sup>1</sup>.



Contact your Microsoft or Roku account teams to learn more.

# Best Practices

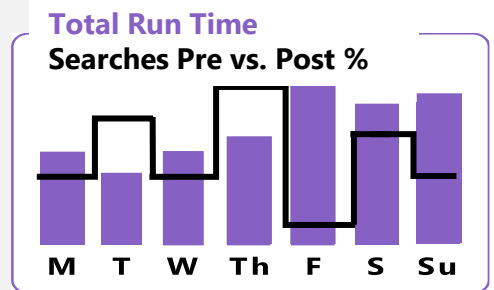
from our industry-first collaboration



Travel advertisers are most successful when using this strategy:

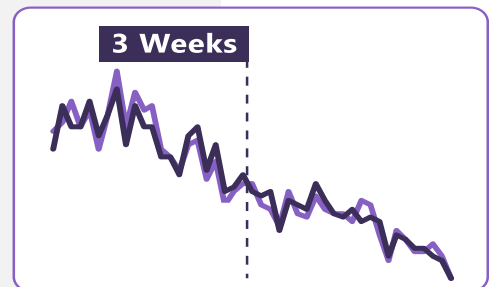
## 1 Air on Tuesdays and Thursdays

57% of Roku ad airings occurred during the weekend, but consumers were more likely to search Tuesdays and Thursdays despite lower TV streaming airings<sup>1</sup>.



## 2 Drive impact over time

Travel TV streaming ads had a lasting effect on the consumers' online behaviors. Consumers continued to stay engaged even after 3 weeks post exposure<sup>1</sup>.



## 3 Combine with Audience Ads

Travel users exposed to both ad formats were 9% more likely to search compared to users only exposed to TV streaming ads<sup>1</sup>.



Contact your Microsoft or Roku account teams to learn more.

<sup>1</sup> Microsoft + Roku Internal study data, examined MSAN exposures from 17 clients within the Retail vertical, 5 clients within the Travel vertical, and 14 within the Technology vertical, all in congruence with advertiser agnostic search activity, April-July 2022.