

XR & Roku: Transforming CTV into a Performance-Driven Channel

Reach and engage audiences on Roku with XR

XR and Roku have partnered to shape the future of streaming TV, making advertising measurable by connecting creative to business outcomes.

XR's distribution network delivers CTV advertising across all Roku devices and properties, enabling marketers to seamlessly link creative to performance results within a single platform.

Partnership enhancements unlock greater insight into campaign performance with the ability to leverage user-level reporting for all ads served to Roku audiences.

Through XR's MRC-accredited ad server, this partnership enables advertisers to track lower funnel engagement such as:

- Website visits
- App downloads
- Purchases / sales and more

Key benefits:

- ✓ Connect creative to ROI
- ✓ Measure campaign effectiveness with precision
- ✓ Inform targeting and optimizations

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Partnering with XR allows us to drive better performance for our brand partners.

Reaching relevant audiences at scale with powerful creative and connecting that all the way through to critical business outcomes will give advertisers a new perspective on TV investments.

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Miles Fisher
Sr. Director,
Strategic Advertising Partnerships
Roku

XR's global creative distribution network delivers ads across linear, CTV and digital platforms, reaching audiences on all screens.

[Get in touch](#) to learn more about how XR can deliver your streaming ads on Roku.