

Roku's ACR technology helps deliver 3.3% Incremental Reach to Sport Chek's Linear TV campaign

Objective

Sport Chek wanted to ensure that their latest campaign was not only seen on linear TV, but also extended to a new audience - connected TV streamers to focus on incrementality and brand consideration vs competitors.

Solution

Using Roku's Automatic Content Recognition (ACR) technology and Roku's 1st party registered data, the Sport Chek campaign focused on reaching sports enthusiasts, as well as heavy streamers¹ on Roku who had not seen the linear ad in the past 30 days to achieve incremental audience reach at a household level on top of the linear TV campaign.

Roku Ad Products used: Full screen video ads | Non-skippable | Audio enabled | Roku ACR technology | Targeted 1st party audience segments

Results²

3.3% Incremental reach

From less than 1% share of total impressions

68%

Of Roku households reached did not see the linear TV campaign

Nearly 50%

Of Roku users in market for sportswear are likely to consider Sport Chek over other selected brands

98.5%

Video Completion Rate vs 95% Roku benchmark

