Roku expands shoppable advertising with Shopify partnership

Article

The news: Roku viewers will soon be able to purchase products from **Shopify** merchants via shoppable CTV ads thanks to an expanded partnership between the two companies.

- Viewers can press "OK" on their remotes to access product information and make a purchase without leaving the platform, and resume streaming once the transaction is complete.

- Apparel brand **True Classic**, connected fitness company **Ergatta**, and wellness brand **Olly** are the first Shopify merchants to sign on.

  The opportunity: The partnership gives Shopify merchants a new advertising channel, as well as an opportunity to reduce the time between discovery and purchase with a frictionless checkout experience.

- Nearly six in 10 (57% of) Roku viewers have paused an ad to shop a product online, per Roku's internal data.

- Other retailers are already seeing success with Roku's shoppable ads: **Walmart** said clickthrough rates for campaigns using the ad format were at least three times higher than for average video campaigns run through its DSP.

  The big picture: Shoppable ads are an effective tool for marketers looking to speed up the path to purchase, while the ability to check out without leaving the platform makes it easier for brands to capitalize on impulse buys.

- Thirty-nine percent of US adults who have viewed shoppable ads have engaged with them; of that group, 70% have made a purchase, per a study by Aluma.

- And interest is growing: Purchase intent for **NBCUniversal**'s shoppable TV integrations increased by 168% between 2019 and 2022, per data shared with Retail Touchpoints.

Greatest Focus Area of US Buy-Side Ad Decision-Makers in 2023

% of respondents, Nov 2022

	Focus significantly/ somewhat more	Focus the same	Focus significantly/ somewhat less	-
Cross-platform measurement	55%	32%	8%	5%
Ad placement with publishers with 1P data	53%	34%	4%	9%
1P data acquisition/partnerships	52%	34%	2%	12%
Creator/influencer ads/partnerships	52%	25%	9%	14%
Marketing mix modeling (MMM)	52%	30%	6%	12%
Attribution modeling	46%	33%	7%	14%
Contextual ads	46%	37%	6%	11%
Shoppable ads	43%	27%	7%	23%
Attention metrics	36%	35%	5%	24%
Retail Media Network ads	30%	28%	11%	31%
Data clean rooms	29%	35%	6%	30%
Web3 (including metaverse, NFTs, etc.)	26%	26%	12%	36%
Cohort-based ads	20%	37%	6%	37%
In-game ads	19%	29%	10%	42%
Augmented Reality (AR) ads	18%	37%	9%	36%

Note: n=223; numbers may not add up to 100% due to rounding
Source: Interactive Advertising Bureau (IAB), "2023 Outlook Survey," Nov 17, 2022

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