

# Reach Insights Case Study

Roku

BR baskin  
robbins



Roku provided **Baskin Robbins** an unduplicated and incremental reach to their Linear TV audience.

## Why Roku?

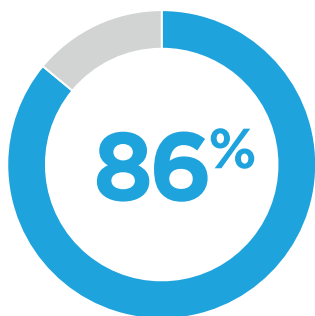
As more viewing moves to streaming, Roku allows brands to reach an audience no longer found on Linear TV. **75% of Roku users are either cord-less or light Linear TV viewers.** With Roku's Reach Insights, Baskin Robbins was able to not only reach their specific intended audience of ages 18-49, but also quantify that number of extra viewers.

## What is Reach Insights?

Roku's Reach Insights leverages technology built into Roku TV's and OTT devices to measure ad exposure on Linear TV. Marketers can then quantify unique unduplicated campaign reach by demographic segments across linear TV and OTT to better understand ad performance.

## What were the results?

86% of people ages 18-49 who saw the Baskin Robbins ad on the Roku platform did not see the ad on Linear TV, leading to a 10.6% incremental reach for the brand.



of the Roku A18-49 audience  
**did not see** the ad on Linear TV



Incremental reach **added** to  
Linear TV among the A18-49