

Roku + dentsu + LUTH
RESEARCH

Shoppable Screens It's Retail Media's Moment

ROKU RETAIL MEDIA REPORT 2025

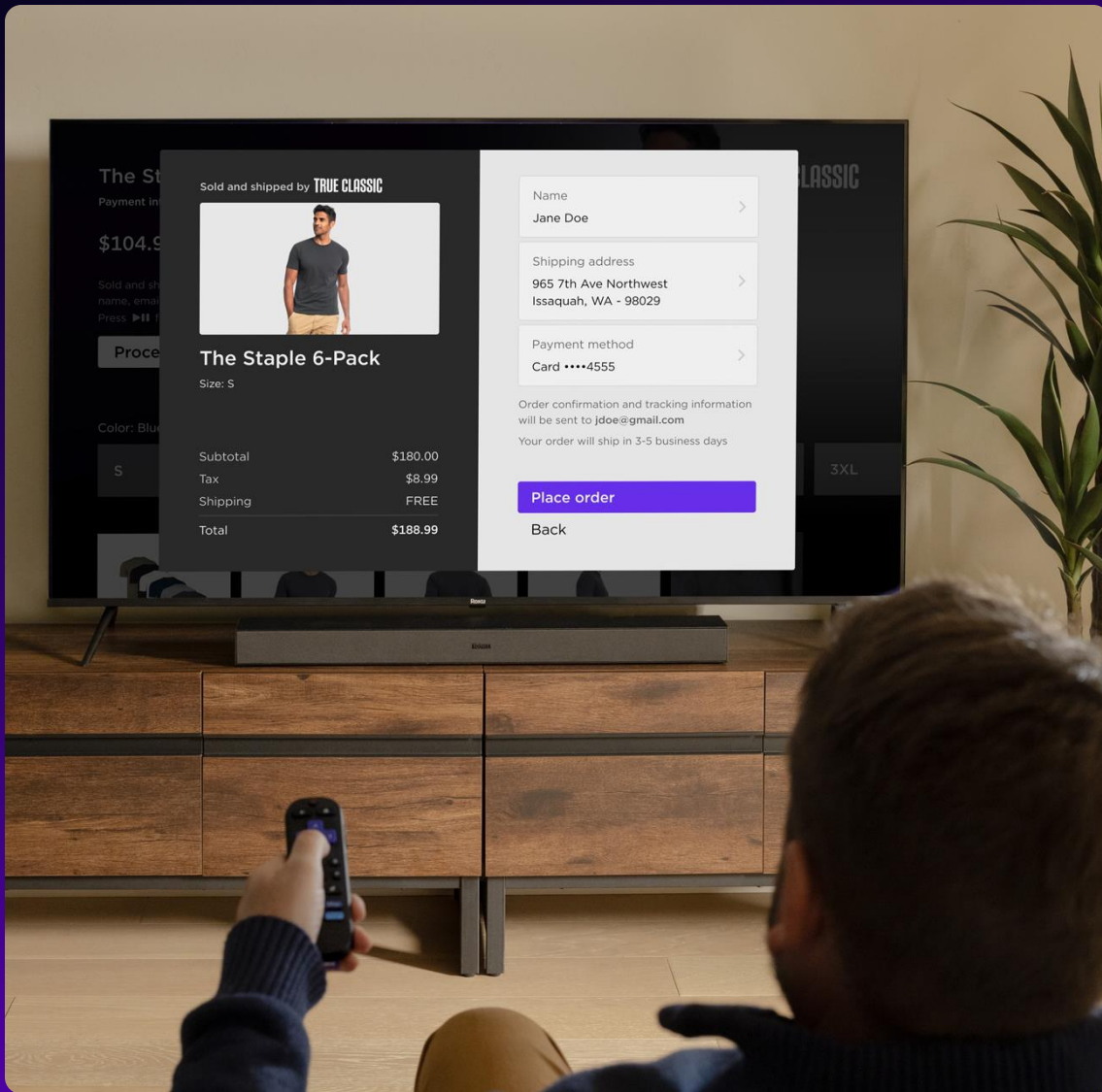
The Challenge

While 83% of streamers agree that ads based on products or services relevant to them are valuable, only 34% agree that they would pay attention to these ads.

Consumers may like relevant ads, but that doesn't mean they garner more attention. You need interactivity to draw the eye, but value-exchange to convert the purchase.

The Solve

Streamers crave relevant, valuable and frictionless experiences on their TVs. These instances increase recall, purchase intent and motivate shoppers to spend time with your brand.

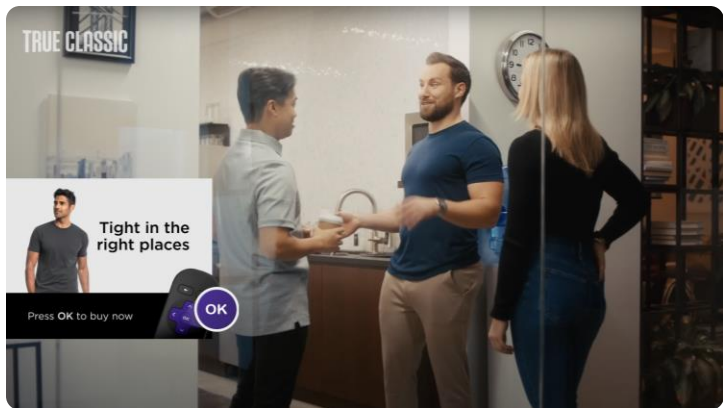


51%

of TV streamers, roughly
44 million households,
engage in commerce-related
activities on their TV.

Shoppable units can deliver full-funnel solutions.

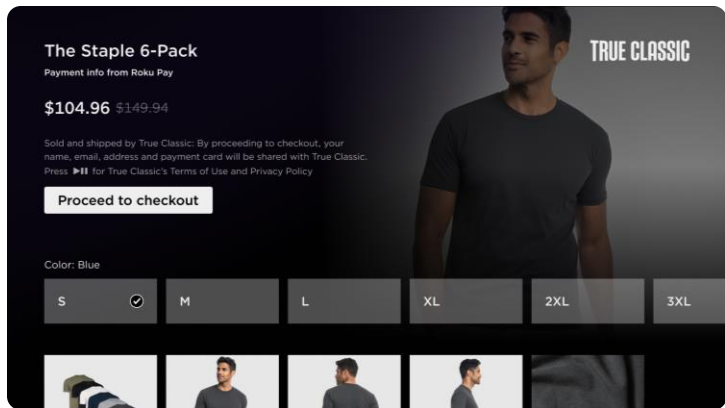
Attract



Reach relevant audiences at scale.



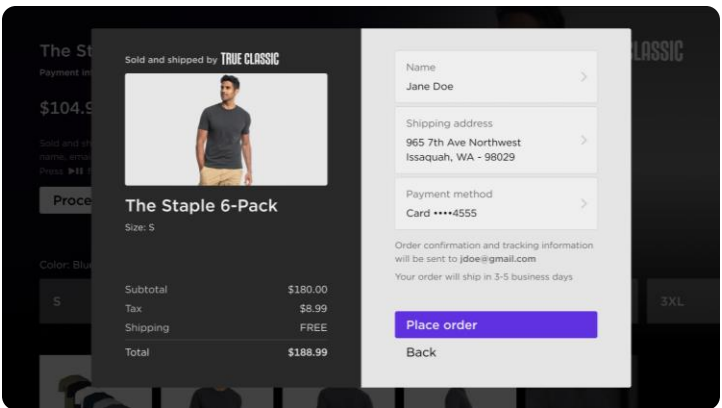
Interact



Build awareness and consideration of brand/products.

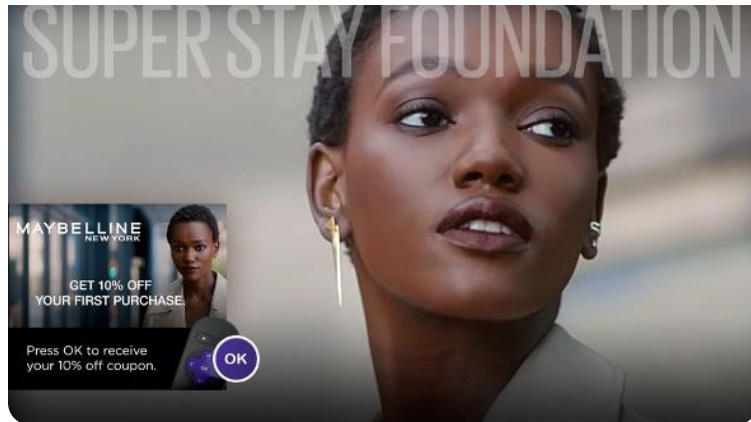


Transact

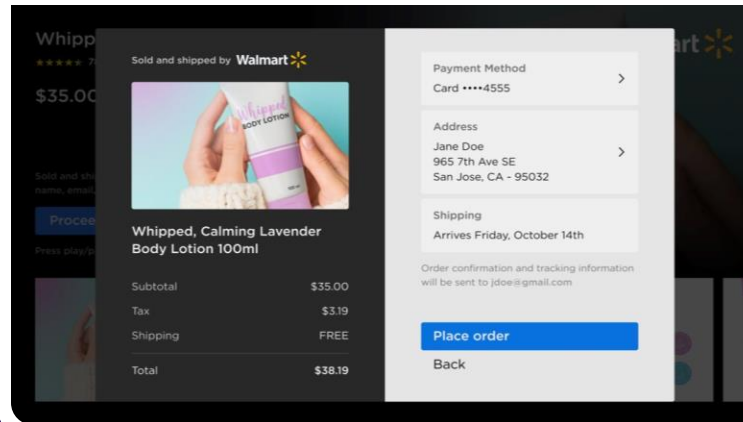


Drive engagement and purchase intent through engaging streaming TV ads.

OK-to-Text



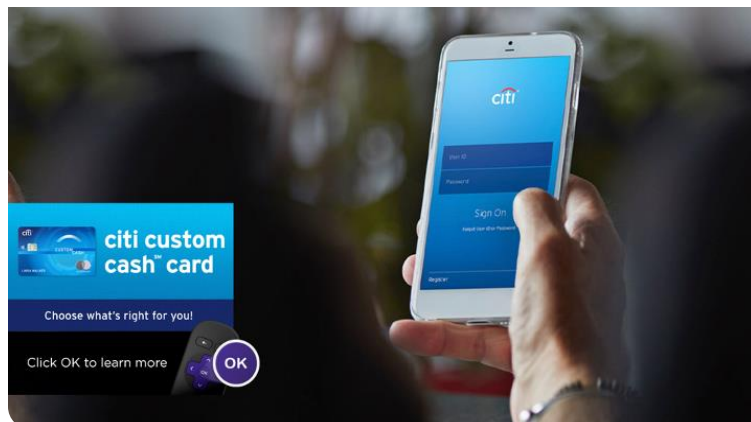
OK-to-Checkout



Interactive Overlay: Custom Vignette



OK-to-Email



Scannable Video



Interactive Overlay: In-Content



The combination of interactive and shoppable ads capture attention and generate upper-funnel lift.



+58%

Video Ads + Interactive Ads
add a +58% stronger unaided
brand recall opportunity.

Ads that facilitate content
discovery or deliver seamless
shopping experiences on TV
capture the attention of more
than half of viewers, offering
significant potential to enhance
brand recognition and ad impact.

Action Ads make the TV screen even more powerful for brands, delivering incremental performance by boosting ad recall, favorability and intent.



Actions ads drive a

+31%

increase in Brand Awareness
compared to standard Roku
video ads.



Actions ads drive a

+47%

increase in Purchase Intent
compared to standard Roku
video ads.

Breaking the 4th Wall

Smart remotes make the brand to consumer connection seamless and drive users to engage directly from the TV screen.



1 in 3

streamers A18-34 agree that ads enabling them to buy products featured in movies, shows or live events are valuable to them.

+20%

improvement in response rate performance when the video creative includes a direct voiceover to use the Roku remote to engage.

Roku streamers are

118x

more likely to pick up their remote and Press OK than scan a QR code

Nearly

50%

of viewers pay more attention to ads related to the content they are watching.

Streamers who interact with shoppable ad units for longer are more likely to make a purchase.

This engagement can be enhanced when brands apply contextual relevance to their shoppable ads, for example, by aligning with the content that makes the experience more valuable.



There is a 96% correlation with on-screen dwell time* and conversions.

Average dwell time is :24s, showing how shoppable experiences add extra time spent with your brand, nearly doubling consumers' time spent with your :30s ad.

More than a quarter of streamers would be likely to consider completing purchases on their TV if ...

... they received competitive pricing they could not get anywhere else online or in-store.	37%
... they received a special offer or limited-time deal exclusively for TV purchase.	30%
... the ad brings unique loyalty programs and rewards only available through TV purchase.	25%

Aligning shoppable ad formats with consumer motivations.

- This matrix helps us evaluate shoppable formats against real consumer needs and behaviors
- By mapping different viewer segments to tailored ad approaches, we can generate brand affinity via targeted shoppable solutions
- We can match specific shoppable formats to viewer mindsets — whether that's loyalty-based recued ad loads for existing customers, content-integrated discovery for browsers, or limited-time offers during peak viewing hours
- This strategic approach transforms campaigns from hopeful exposure to purposeful problem-solving for streamers

Strong

Medium

Weak

Shoppable Value Exchange Matrix			
Format / Feature	Price Sensitivity	Convenience	Discovery / Novelty
Limited-time offers (LTOs)	Strong value	Not the focus	Medium, if exclusive
Bundled product offers	If savings are clear	Reduces purchase friction	Not novel
Reduced ad load (sponsored break)	Price agnostic	High convenience	Medium, if content is exclusive
Product tie-ins to shows/movies	Price agnostic, with potential LTO	Medium	High novelty and contextual appeal
Shop-the-screen / instant add-to-cart	Medium	Streamlines journey	Medium, depends on UX
Personalized cart savings	Strong value	Reduces steps	Medium, if recco's feel fresh

Key Findings

Value drives engagement in shoppable TV.

Consumers are more likely to engage with shoppable TV ads when they perceive clear value, such as exclusive offers, time savings, or personalized recommendations.

Personalization enhances attention but has limits.

While 83% of respondents find personalized ads valuable, only 34% actively pay attention to them. However, over half of streamers are interested in features like adding advertised products to a digital cart or purchasing directly via pre-saved credentials, highlighting the importance of consumer value exchange to drive lower-funnel conversion.

Interactive ads build long-term brand equity.

Shoppable ad units not only drive immediate purchases but also enhance brand recall and equity. Combining video ads with interactive formats increases unaided brand recall by 58%, demonstrating the long-term impact of these ads even when conversions aren't immediate.

Content-commerce integration boosts engagement.

Ads that feel like a natural extension of the content capture attention. Nearly half of streamers are more likely to engage with ads that allow them to purchase items featured in movies, shows, or live events, underscoring the importance of seamless content-commerce integration.

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