

PMX | Roku

Social's Big Screen Moment

Measuring the Impact of Social Content and Creators on CTV

Two screens dominate modern life:

The one we scroll, and the one we stream.

Streaming and social own our attention.

According to Deloitte's 2025 Media Trends report, Americans spend 1.4 hours per day watching TV shows or movies on steaming video services and 0.9 hours using social, on average.[1]

These channels have become the dominant arenas of attention.

Influencers are driving purchase decisions.

58% of consumers have purchased products because of an influencer endorsement.[2] The stars of social are generating lower funnel lift, and CTV has begun to tap into the creator economy.

Interactivity is key in both social and streaming.

Interactive ads in CTV boost unaided recall by 36%, foot traffic by 13%, and brand affinity by 33%.[3] Social ads are also undergoing a notable shift toward interactivity and real-time engagement.[4]

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1 Deloitte, Digital Media Trends, 19th Edition, March 2025; 2 National Advertising Division of BBB National Programs, September 2025; 3 Brightline and E-marketer. FAQ on CTV advertising: Trends, formats, and platforms to watch in 2026, February 2026; 4 Statista, Social Media Advertising - Worldwide





We wanted to know...
what happens when social meets streaming?

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Key Findings

Social engages, CTV offsets, creators need both.	▪ Social buys attention at a cost. Identical creative, only the screen changed- more engaging in the feed, but 3x more likely to be called annoying. ▪ Creators peak across both screens, not one. The same creator in the feed and the ad break made the brand read as more authentic than two exposures in either place.
CTV amplifies social's relevancy.	▪ Moving from social to CTV drove significant lifts in relevancy and quality perception for both brands. ▪ Adaption of vertical social to CTV home screen may extend campaign reach and resonance while maintaining cost efficiency.
Relevancy is the key driver of purchase intent.	▪ Lift in opinion that a product is "made for someone like me" was the single biggest lever for purchase intent across all tested integrations.[1] ▪ Diversifying social-native assets and influencers across mediums like CTV may help brands generate relevance and, by way of relevance, purchase intent.

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1 In the multi-attribute regression across all 650 respondents, "for someone like me" had a standardized beta of 0.436 (p<.0001): over 3x the size of the next-strongest attribute (flavorful/beneficial, beta=0.137, p=.002).

The Method

Methodology

Streamers watched TV or scrolled on social media as they typically would on their personal social devices.

MEDIASCIENCE

STREAMPULSE

Research Partner

- For CTV, participants navigated the home screen, then selected a show to watch, during which ads were presented.
- For Social Media, participants scrolled through a curated Facebook feed complete with in-feed ads in natural ad positions.

Content	Frequency	N Size	Sample
RTD Brand social asset on social platform	Freq = 2 on social scroll	106	A18-50
RTD Brand social asset on Roku platform	Freq = 2 home screen	102	A18-50
RTD Brand social asset on social platform and on Roku platform	Freq = 1 on social scroll and 1 on home screen	113	A18-50
QSR Loyalty Program made-for-TV influencer asset on Roku platform	Freq = 2 on CTV in-content ad break	112	A18-50
QSR Loyalty Program made-for-social influencer asset on social	Freq = 2 on social	110	A18-50
QSR Loyalty Program made-for-CTV influencer asset on Roku platform and Brand B made-for-social influencer asset on social	Freq = 1 on CTV mid-roll and Freq = 1 on social scroll	109	A18-50

Brands Tested

RTD (Ready-to-drink) Brand

QSR (Quick service restaurant) Loyalty Program

Recruitment

- Recruited nationally representative at-home panel (A18-50)
- **Total # of respondents:** n= 652

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ROKU CASE STUDY

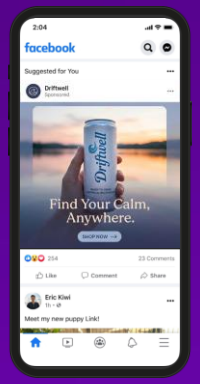
How does a made-for-social asset perform in its endemic social scroll versus in the CTV home screen?

We held the creative constant but changed the format. Viewers saw an identical asset from a RTD brand in a social feed, as the CTV home screen, or across both.

Cell 1

:6s made-for-social
in social scroll

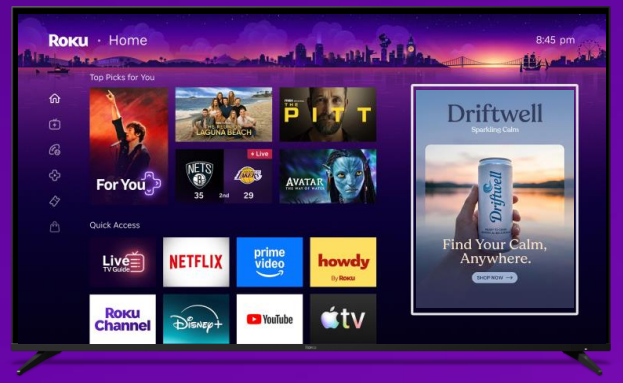
Freq = 2



Cell 2

:30s made-for-social
on CTV home screen

Freq = 2

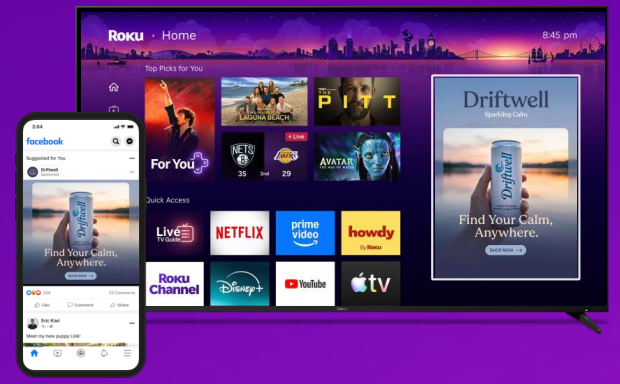


Cell 3

:6s made-for-social in social scroll

:6s made-for-social in CTV home screen

Both • Freq = 1



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ROKU CASE STUDY

How does a brand's influencer marketing content perform on a made-for-CTV asset, compared to the same creator's content in its native social environment?

We held the creator and campaign constant but changed the canvas. The same social-native influencer appeared in a social feed, a CTV mid-roll, and both, in the platforms' native ad formats to see where they resonated most.

Cell 4

:6s made-for-social
in social scroll

Freq = 2



Cell 5

:30s made-for-CTV
on CTV mid-roll

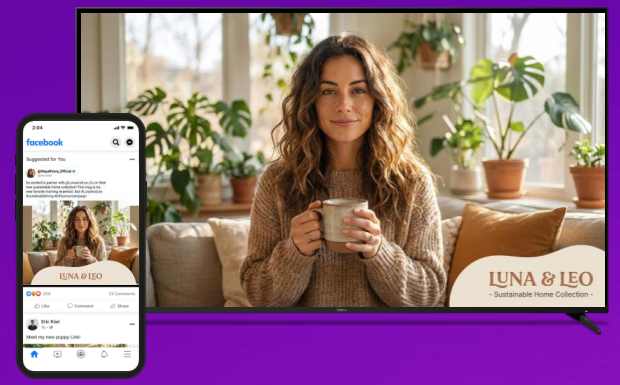
Freq = 2



Cell 6

:6s made-for-social in social scroll
:30s made-for-CTV in CTV mid-roll

Both • Freq = 1

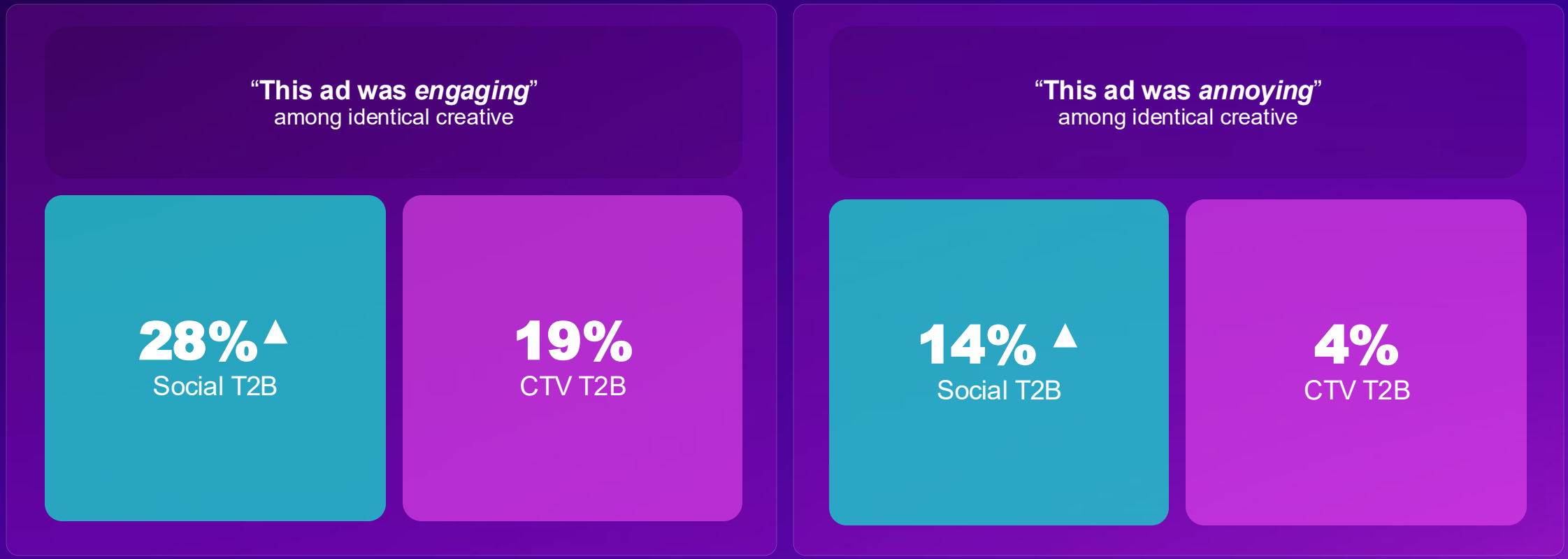


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Same asset: more engaging... but, more annoying.

We held the creative identical and changed only the screen. In the feed, the asset was significantly more engaging, but viewers were more than three times as likely to call it annoying. The same attention that social buys comes bundled with a cost that the CTV home screen doesn't carry.

Social Only | CTV Only



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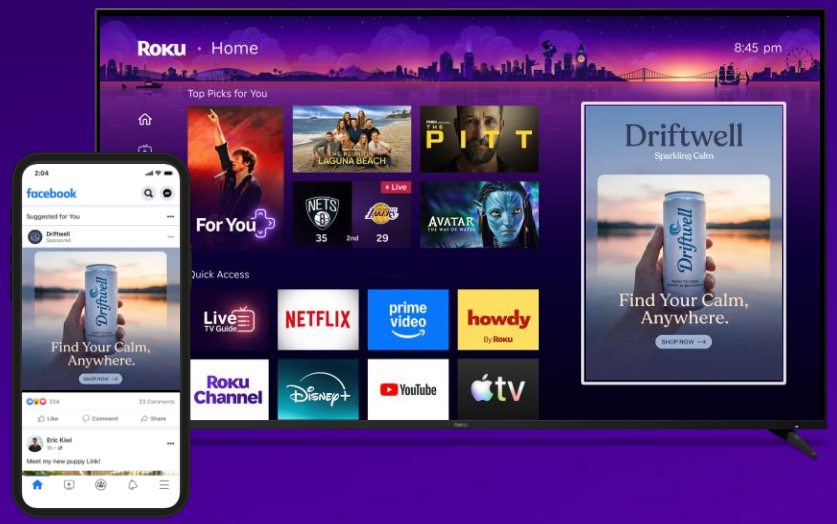
2026 MediaScience Roku Study: n=652 US adults A18–50, in-home test environment, 2026; ▲ Statistically significant difference, 90% confidence; ^ Directional difference, 80% confidence

Impact on Attributes

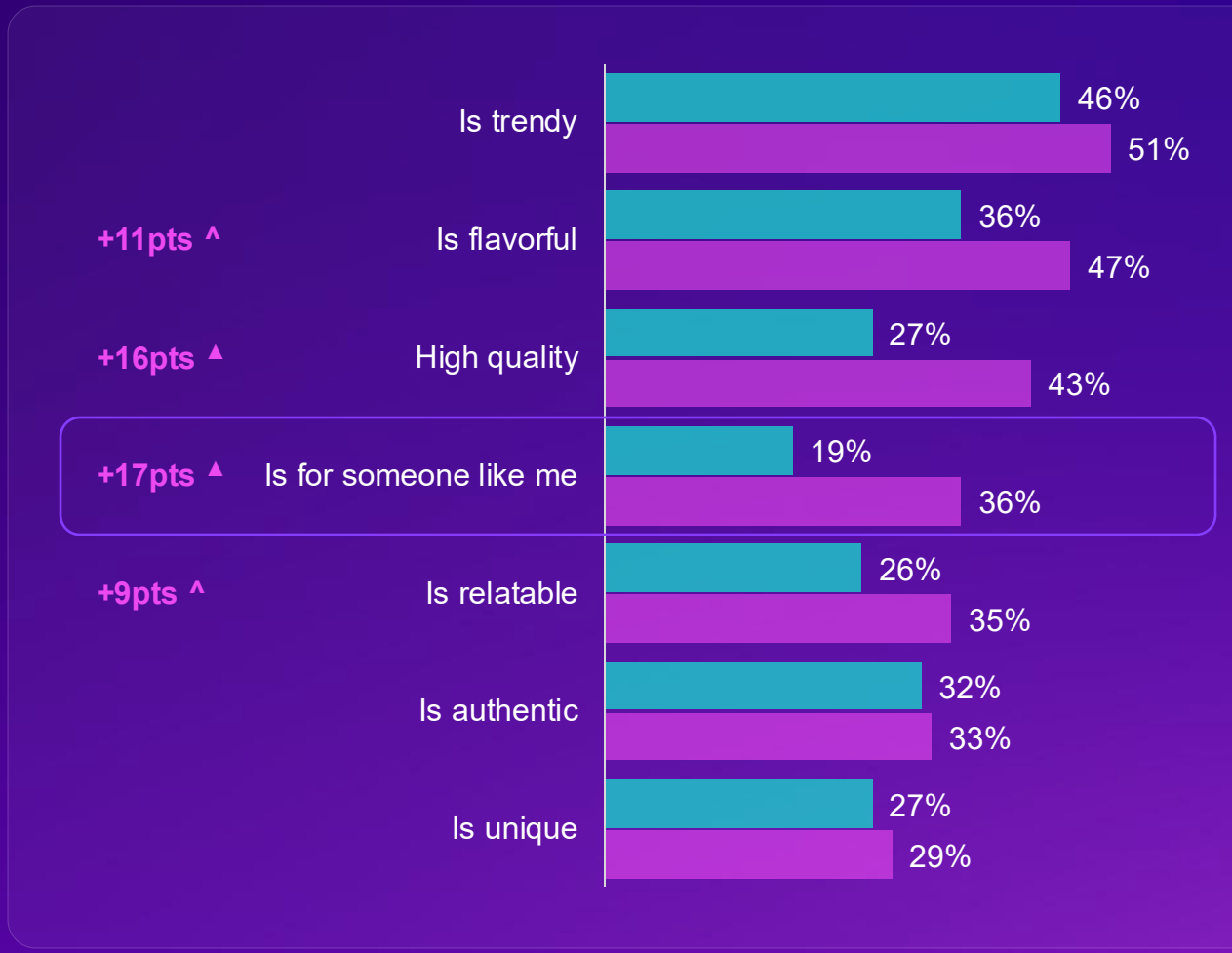
Exposure to the made-for-social asset as a CTV home screen generated significant lift in relevancy and quality perception for the RTD brand.

CTV Home Screen • 2x

Social Scroll • 2x



How would you describe your overall opinion about [RTD BRAND?] T2B

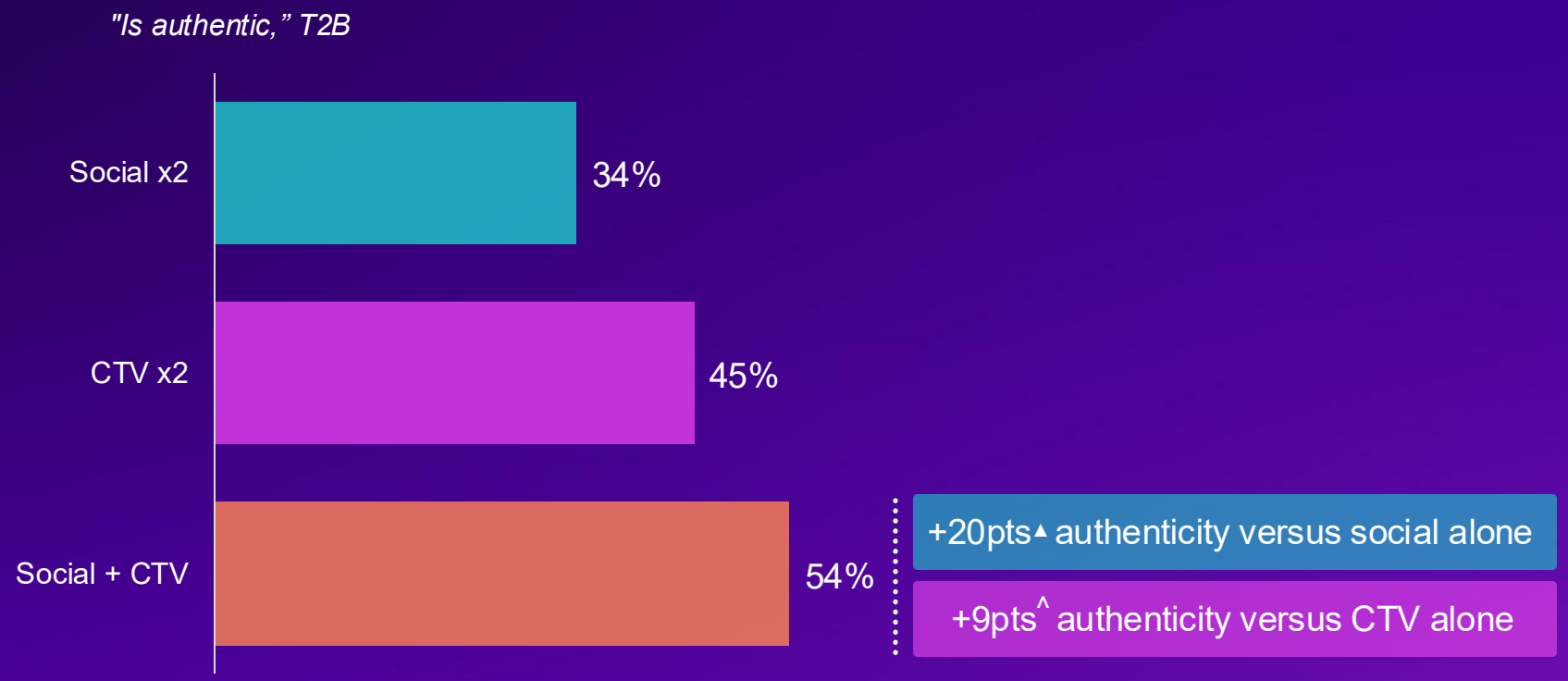


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2026 MediaScience Roku Study: n=652 US adults A18–50, in-home test environment, 2026; ▲ Statistically significant difference, 90% confidence; ^ Directional difference, 80% confidence

The influencer felt most authentic on both screens instead of one.

Seeing the same creator in the social feed and in the CTV ad break made the brand read as more authentic than seeing them twice in either place. Splitting frequency across screens beat concentrating it, without buying a single extra impression.



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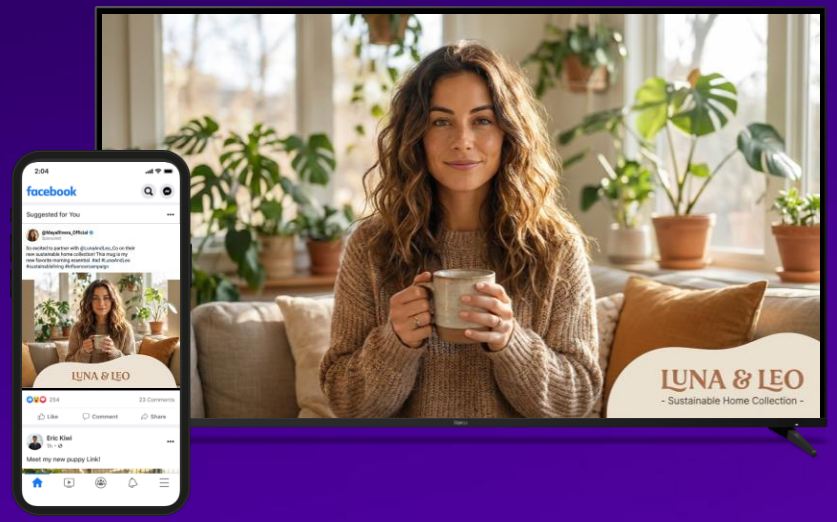
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Impact on Attributes

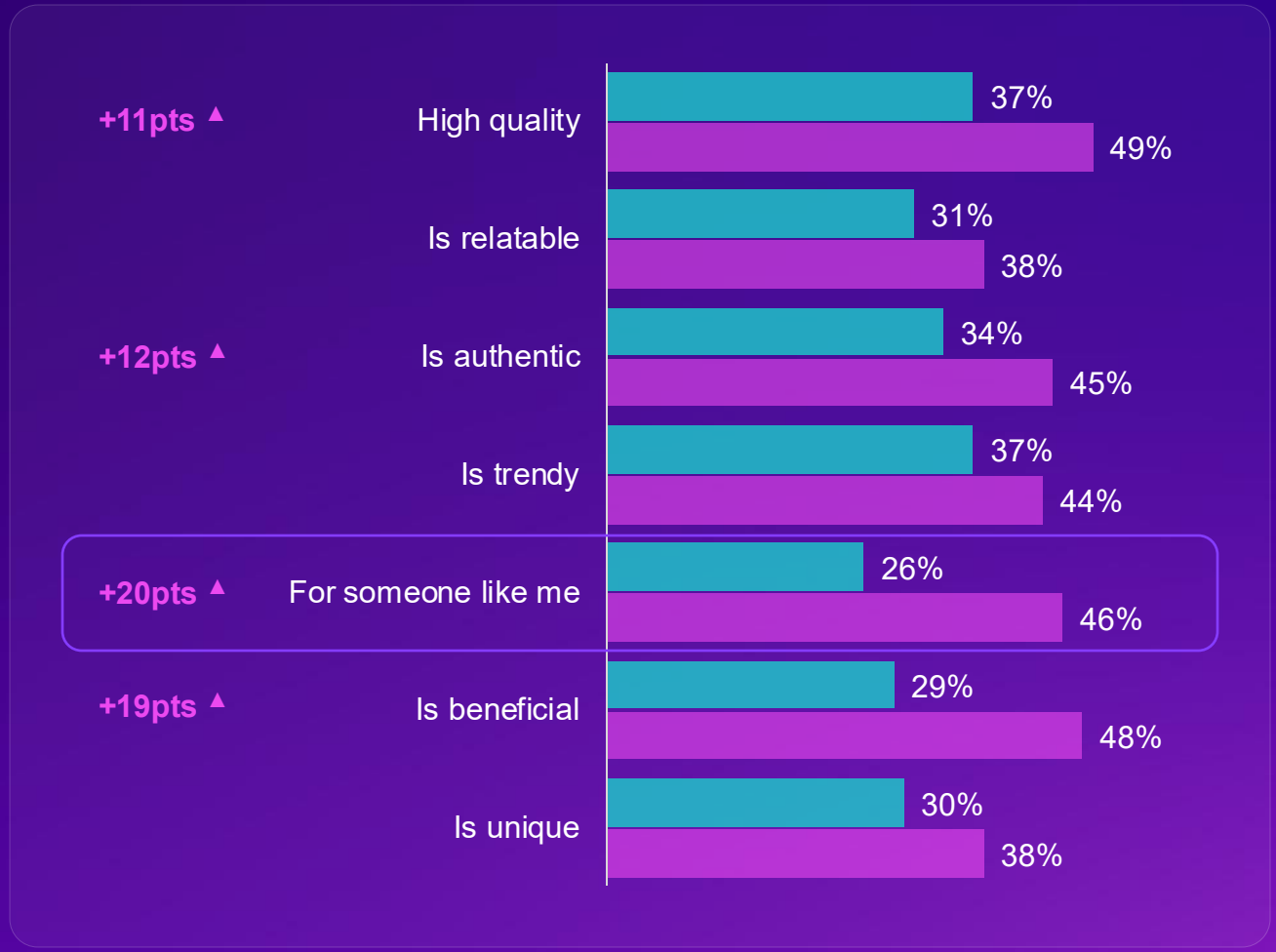
Exposure to the creator's made-for-CTV ad generated significant lift in agreement that the QSR Loyalty Program is more relevant, beneficial, authentic, and high quality, compared to made-for-social.

CTV Mid-Roll • 2x

Social Scroll • 2x



How would you describe your overall opinion about [BRAND'S LOYALTY PROGRAM]? T2B



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Every bit of relevance matters.

When consumers feel that a product is 'made for them,' they're also more likely to want to buy it, and that connection is strong: roughly every step up in feeling personally relevant comes with a matching step up in wanting to buy.

In other words, **gains in relevance translates directly into more intent to buy**.



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When social content moves to streaming, relevance is what carries consumers downstream.

User-generated content is now central to how brands build consumer connection, and a multi-screen approach can make it even more performant.

This wasn't a fluke of brand love or consumer age; it held true across both brands and every age group.

Relevancy contributes

3x

as much to purchase intent as the next strongest attribute.

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2026 MediaScience Roku Study: n=652 US adults A18–50, in-home test environment, 2026; ▲ Statistically significant difference, 90% confidence; ^ Directional difference, 80% confidence

Purchase intent was +11pts▲ higher when the same made-for-social ad was seen as a CTV home screen.

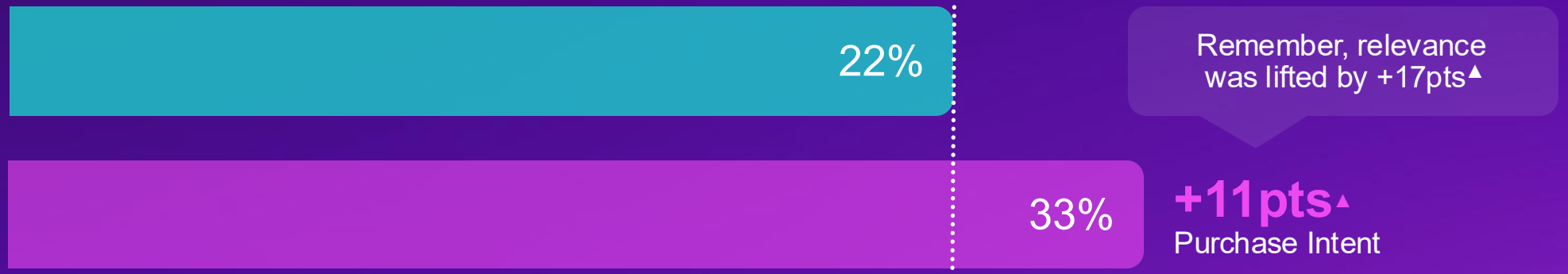
User-generated content is now central to how brands build consumer connection, and a multi-screen approach can make it even more performant.

Purchase Intent • Top Two Box

CTV Home Screen • 2x

Social Scroll • 2x

If you were interested in purchasing energy drinks, what is the likelihood that you would buy RTD BRAND over another brand (assuming it was available)? T2B



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2026 MediaScience Roku Study: n=652 US adults A18–50, in-home test environment, 2026; ▲ Statistically significant difference, 90% confidence, ^ Directional difference, 80% confidence; 1 Salesforce Tenth Edition State of Marketing

Purchase intent was +14pts▲ higher when the influencer appeared in made-for-CTV compared to made-for-social.

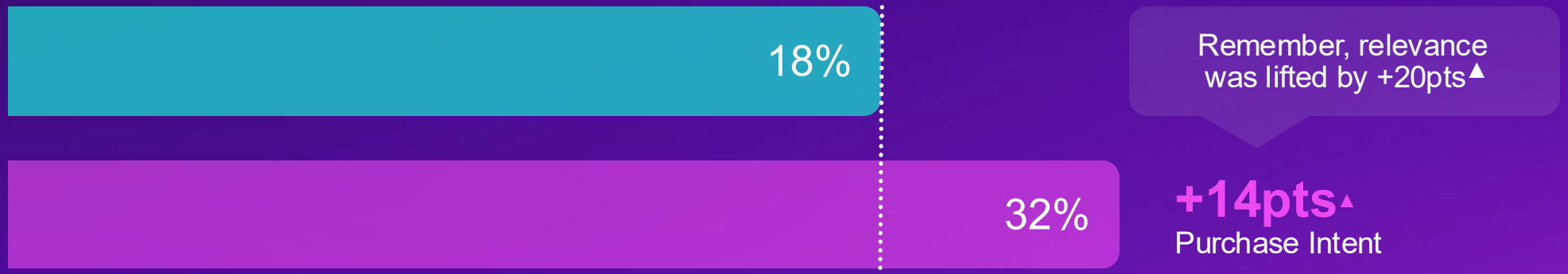
Diversifying social-native assets and influencers across mediums like CTV may help brands generate relevance and, by way of relevance, purchase intent.

Purchase Intent • Top Two Box

CTV Mid-Roll • 2x

Social Scroll • 2x

If you were interested in restaurant loyalty / subscription programs, what is the likelihood that you would join QSR LOYALTY PROGRAM over another brand (assuming it was available)? T2B



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Now what?

Make influencer marketing a coordinated, cross-screen campaign.

Built for CTV mid-roll, the creator's campaign lifted relevance, authenticity and quality, and drove purchase intent +14pts over social. But both screens together beat doubling down on either: authenticity reached 54%, vs 45% CTV-only and 34% social-only, at no added frequency. Social engages harder; CTV irritates less. Not substitutes, but different jobs.

Make relevance the core creative lever, not just a nice-to-have.

"Made for someone like me" was the single strongest driver of purchase intent. This means creative testing and briefs for social-native assets and influencers should prioritize personal relevance messaging, regardless of which screen the ad runs on.

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Appendix

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Regression formula

Purchase Intent = β_0 + β_1(Unique) + β_2(Flavorful/Beneficial) + β_3(For Someone Like Me) + β_4(Trendy) + β_5(Authentic) + β_6(Relatable) + β_7(High Quality) + ε

Pooled model (N=650, R^2=.501, Adj. R^2=.496):
Purchase Intent = −0.372 + 0.070(Unique) + 0.182(Flbe) + 0.449(Form) + 0.046(Trendy) + 0.127(Auth) + −0.038(Rela) + 0.124(High)

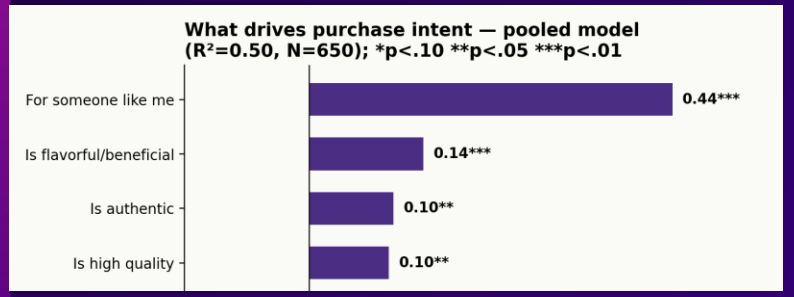
Variable	Raw β	SE	t	p
Intercept	*−0.372*	*0.224*	*−1.66*	*.097*
Unique	0.070	0.048	1.48	.140
Flavorful/Beneficial	0.182	0.059	3.06	.002
For someone like me	0.449	0.042	10.74	<.0001
Trendy	0.046	0.047	0.98	.325
Authentic	0.127	0.059	2.14	.032
Relatable	−0.038	0.056	−0.68	.494
High quality	0.124	0.061	2.04	.041

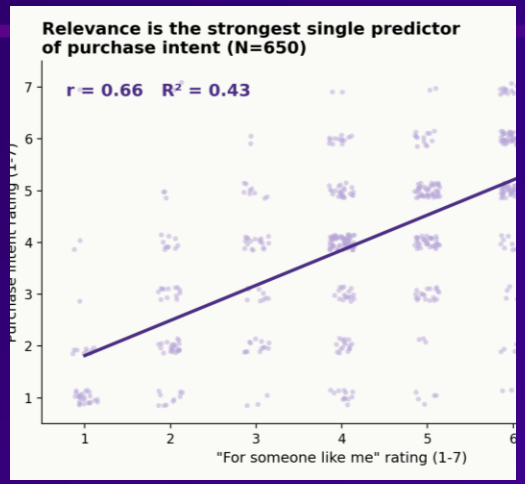
By brand:
X (N=320, R^2=.582): Purc = −0.052 + 0.059(Uniq) + 0.149(Flbe) + 0.459(Form) − 0.048(Tren) + 0.062(Auth) + 0.055(Rela) + 0.208(High)
Y (N=330, R^2=.461): Purc = −0.594 + 0.063(Uniq) + 0.213(Flbe) + 0.446(Form) + 0.073(Tren) + 0.258(Auth) − 0.121(Rela) + 0.032(High)

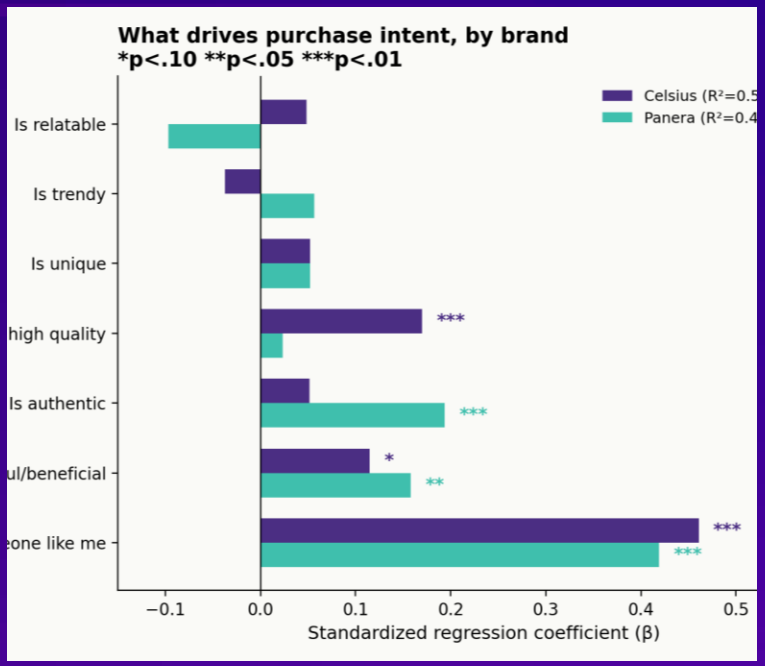
By age group:
18–34 (N=173, R^2=.518): Purc = −0.399 + 0.227(Uniq) + 0.154(Flbe) + 0.465(Form) − 0.023(Tren) + 0.123(Auth) − 0.075(Rela) + 0.110(High)
35–44 (N=270, R^2=.516): Purc = −0.555 + 0.003(Uniq) + 0.176(Flbe) + 0.442(Form) + 0.170(Tren) + 0.079(Auth) + 0.012(Rela) + 0.099(High)
54-54 (N=207, R^2=.472): Purc = −0.032 + 0.038(Uniq) + 0.197(Flbe) + 0.437(Form) − 0.015(Tren) + 0.154(Auth) − 0.059(Rela) + 0.143(High)

Multicollinearity check (pooled model Variance Inflation Factor): Unique 2.15, Flbe 2.58, Form 2.12, Trendy 1.69, Authentic 2.86, Relatable 2.83, High quality 2.81 — all comfortably below the typical concern threshold of 5–10 correlation coefficient , so the coefficients above are reasonably stable despite some correlation between attributes (a normal "halo effect" in brand-attribute batteries).

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Ran a multiple regression of purchase intent (1–7 scale) on the seven brand attributes, standardized coefficients so they're directly comparable (N=650, both brands pooled)

Pooled model (R^2 = .50):

Attribute	Std. Beta	p-value
For someone like me	0.436	<.0001
Flavorful/beneficial	0.137	.002
Is authentic	0.101	.032
Is high quality	0.096	.041
Is unique	0.060	.140
Is trendy	0.036	.325
Is relatable	-0.032	.494

