

Rollo extends viral social content to CTV with Roku and Spaceback.

Objective

After its wireless printer went viral on social media, shipping platform Rollo wanted to extend its impact to the TV screen, without spending money on expensive TV assets.

Approach

Rollo partnered with Spaceback a creative automation company, to create streaming video assets based on their top-performing social posts. They then ran that creative on Roku Ads Manager, focused on driving site visits and purchases.

Results

700K

Households reached, and growing.

76%

Reduced cost-per-site-visit.*

\$182

Average order value, showcasing first-time customers buying printers instead of repeat customers stocking up on supplies.

AdExchanger Award

Winner for *Creative Use of Emerging Technology in a Campaign* (2025)

"Working with Roku and Spaceback has been a gamechanger for Rollo! Their partnership enables us to instantly transform our highest performing social videos into CTV assets for free, meaning more budget towards media and less towards production."

Rollo CTV video creative

