**Roku Rolls Out Shoppable Ads, Measurement Program**

Roku's announced the launch of one-click shoppable ads for brands through its Roku Brand Studio that can be integrated into a variety of original programming, and a measurement program that uses Microsoft's Bing data to analyze search activity generated by exposure to ads on its platform. New Roku programming includes shows featuring Emeril Lagasse, Martha Stewart and Milk Street Studios' Christopher Kimball.

***FierceVideo 5/3/22***

<https://www.fiercevideo.com/advertising/roku-tees-microsoft-partnership-new-shoppable-tv-ad-experiences>