

Tubi Increases Purchase Intent & Ad Recall

A BIG BOX RETAILER
PARTNERED WITH TUBI TO
TARGET TECH ENTHUSIASTS
DURING A COMPETITIVE
HOLIDAY TIME PERIOD.



Tubi's campaign
increased overall
shopper intent by 25%

25%

Increase in overall
shop intent

+ those exposed were

9.2% more likely

to recall "Same day curbside
pickup" messaging