



# SAMSUNG Ads

October 2018

# Transforming advertising in the **Advanced TV Landscape**

Our purpose is to deliver unparalleled results for our customers. By using the industry's most exclusive data to build the world's smartest connected audience platform, Samsung Ads is uniquely positioned to transform the Advertising Landscape.

## **Unparalleled Reach**

With the largest proprietary Smart TV dataset powered by Automatic Content Recognition (ACR), we offer real time insights and reach across 200M+ connected devices in the US.

## **Actionable Insights**

Our breadth of data helps inform deeper and richer insights, allowing marketers to drive actionable results more effectively.

## **Optimized Spend**

Reach the right audiences across Smart TV, mobile, desktop, and Connected TV inventory to use your advertising dollars more efficiently and effectively.

# Reach and Scale

The Samsung Ads journey begins with exclusive data and drives industry-leading results for our customers.

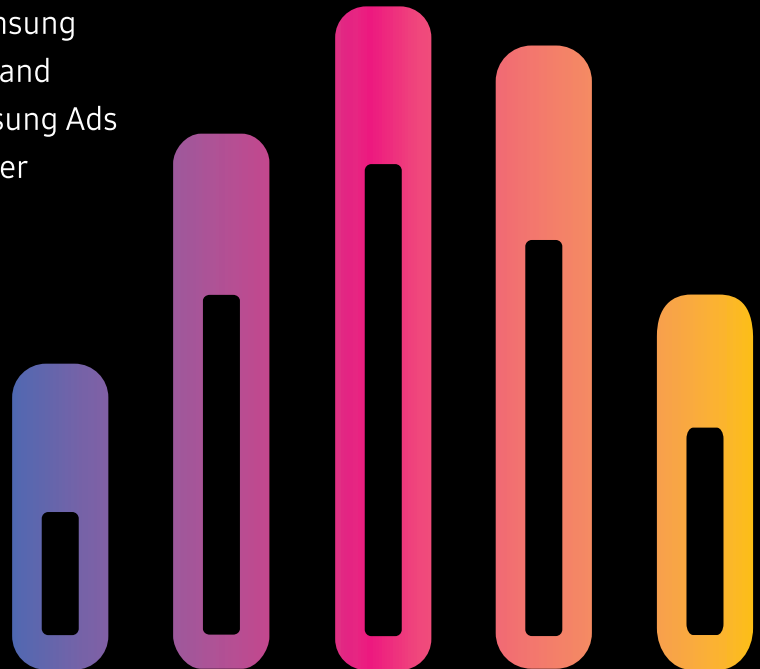
## Samsung Proprietary Data

With over 30MM Smart TVs in the US and the largest proprietary dataset powered by ACR (Automatic Content Recognition), Samsung Ads brings innovation to advertising by observing consumer information across viewership preferences and household-level device usage.

## Data That's Ever Growing

Through a powerful combination of Samsung proprietary data, client first party data, and trusted third party data providers, Samsung Ads enriches audience profiles with consumer attitudes, contextual interests, and brand conversions.

With our unparalleled scale and 1:1 approach to data, we specialize in connecting the dots, providing advertisers with an ever growing audience platform.



# Curating Meaningful Experiences

With over 30 million Smart TVs, OTT Video Solutions and seamless Cross-Device Activation, take over every screen in the Samsung connected home.

## **Integrated Smart TV Experience**

Position your brand directly within the native Samsung Smart TV experience. Auto play video ads on the first screen allow consumers to organically discover and engage with relevant content and brands.

## **OTT Video Solutions**

Samsung Ads can help you connect with your audience in any OTT environment. Across Smart TV apps, streaming devices, and gaming consoles, feature your content or brand through in-app **Connected TV Video (CTV)** ad placements. Using addressable CTV, advertisers can reach new audiences across all connected devices, beyond cable or satellite subscribers.

## **Cross-Device Activation**

Using Advanced TV data, the Samsung Ads cross-device solution allows you to identify audiences based on content they watch and extend your reach across any screen – mobile, tablet, desktop or OTT. Optimize your marketing plan to those who missed your TV spot!





New Releases for Rental

Midnight Sun Love, Simon Blockers

Browse More

SAMSUNG Galaxy S9 | 5P+  
Sponsored

TV PLUS Live TV NETFLIX prime video hulu



## Success

# Spotlight

Over the past 3 years, we partnered with advertisers across all industries, including Entertainment, Financial Services and the Automotive community. Together, we drove outstanding performance.

# 200%

### Improved Program Tune-In

More than doubled viewership (200%+ lift) of tentpole TV moments such as sports championships and award shows.

# 10x

### Maximized App Usage

10x greater usage of a subscription video streaming app among those exposed to Samsung Ads native and cross-device experiences.

# 4.4x

### Drove Conversion

Improved visits to an automotive brand site by 4.4x, adding incremental reach and efficiency to TV and digital advertising.

# Our Measurement Approach

Samsung Ads brings innovation to advertising by understanding viewership preferences and Smart TV usage, so you can create and execute more efficient media strategies.



## Viewership

Leverage our proprietary TV data to understand what audiences are consuming and how they consume their media on Smart TVs and other connected devices.



## Exposure

We discover consumer touchpoints across multiple media channels, integrating TV and digital.



## Cross-Media

Enable 360-degree holistic measurement by integrating new and existing consumer touchpoints across digital, OTT and TV.



## Impact

Unlock your true brand impact and discover the value of your advertising through real-world consumer actions that measure and validate return on your advertising investment.



# SAMSUNG Ads

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For more information about Samsung Ads, please e-mail us at [adsales@samsung.com](mailto:adsales@samsung.com) or visit [samsung.com/samsungads](https://samsung.com/samsungads).