Driving incremental reach for a leading CPG Advertiser

Objective
A popular CPG brand turned to Samsung to solve for incrementality to linear against their target in-market customer of diaper purchasers

Challenge
Macro shifts in linear viewing behaviors make it increasingly difficult for brands to efficiently deliver their messaging to desired audiences. Linear ads alone reach just 19% of Samsung's diaper purchaser segment, meaning this brand's ads were missed by 81% of their target audience

Solution
Samsung Ads leveraged its massive scale and proprietary audience data to unlock new audiences for the client, delivering unique reach against the brand's target audience at optimal frequency levels

Value and impact

Reach	Via O&O and PMP channels, Samsung reached mostly (90%) non-linear and light linear viewers, unreachable by linear
Efficiency	The campaign achieved far less waste and frequency than the client's linear campaign alone: Samsung's reach against the in-market audience out-delivered the linear campaign, despite linear having 10x the amount of impressions in-market
Insights	Samsung's 1P incremental reach analysis offered industry-leading TV viewership data to the CPG brand

53%
Incremental reach against "Diaper Purchasers" universe

+2M
Incremental viewers in "Diaper Purchaser" universe

Source: Samsung Ads proprietary ACR data, Jan-Feb 2023.

Get in touch at **adsales@samsung.com**