

# Samsung Ads' Smart Audiences increase website traffic and drive efficiency for Experian

## Objective

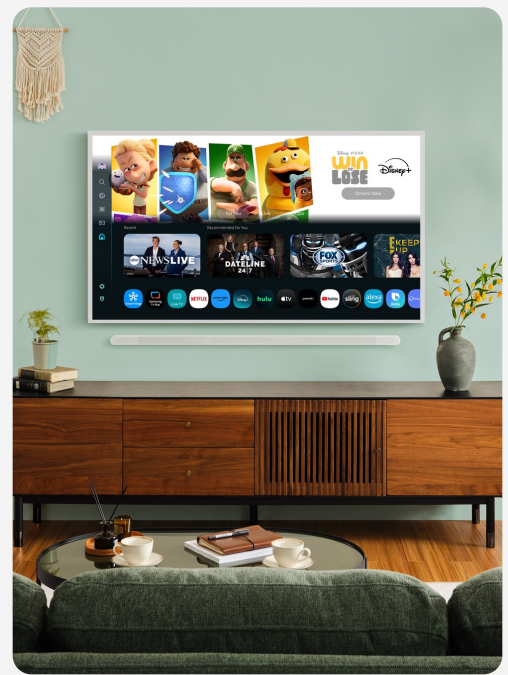
Experian, a leading financial services company, was looking to enhance their media strategy to increase traffic to their website and drive member registrations. They turned to Samsung Ads to create a cost-effective media strategy.

## Solution

Samsung Ads recommended Experian optimize their existing strategy by leveraging Smart Audiences; a proprietary, AI-powered solution that leverages 1<sup>st</sup> party data layered into an existing data strategy. This enhancement allowed Experian to target audiences who were highly likely to convert.

## Results

Experian utilized iSpot to track OTT performance. During a 30-day campaign, **Experian saw an increase in website traffic while reducing their average CPA by 16%.**



Results start here

**3.5M** Impressions

**1300+** Registrations

**-16%** Reduction in CPA

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As a market leader in TV tech, Samsung knows better than anyone who a viewer is and what they are consuming. Samsung's Smart Audiences allowed Experian to leverage this unique dataset to drive performance for our streaming campaigns.

Doug Paladino  
Programmatic Director, PMG