

Samsung Ads' 2026 Predictions:

The moves marketers need to make now to stay ahead

In 2026, capturing viewer attention alone won't be enough. Advertisers will seek clarity and want proof that every impression drives real outcomes.



Proof becomes the new performance

Advertisers will demand more than reach; success will come from linking impressions to tangible outcomes like visits, sign-ups, or purchases.

The move: Set KPIs tied to revenue, use cross-screen tracking to connect TV ads to mobile and web conversions, and partner with vendors that provide full-funnel visibility.



Interactivity is the new standard

Interactive ads will turn viewers into active participants with elements like live polls, shoppable content, quizzes and more.

The move: Leverage interactive ads during relevant content, collect first-party engagement data for retargeting, and rotate creative based on engagement insights to maximize ROI.



FAST becomes an engine of growth

FAST will move from experimental reach to a core growth channel, offering both precision and lower-funnel performance at scale.

The move: Dedicate a strategic portion of your TV budget to FAST services like Samsung TV Plus. Combine first-party and household data for precise reach and continuously optimize campaigns across FAST and linear TV.



Proof becomes the new performance

Sports audiences are fragmenting; engaged fans now consume niche leagues, highlights, esports, and regional content on FAST.

The move: Plan campaigns around niche events, tailor creative to fan interests, and test pre/post-game or highlight placements to maximize exposure cost-effectively.



Creators move to CTV and advertisers will benefit

Creators are migrating from social media to premium CTV environments, producing fast-turnaround, high-quality and brand-safe content for audiences at scale.

The move: Activate across the premium, creator-led content on FAST, use viewership insights to guide creative hooks, and test iterative loops to identify messaging that drives conversions.



AI becomes table stakes for campaign and creative optimization

AI will automate and optimize campaigns end-to-end, enabling faster, personalized, and measurable delivery.

The move: Generate multiple creative variations for testing, use AI-driven insights to adjust targeting in real-time, and integrate analytics with attribution to measure business outcomes.

Ready to elevate your plan for next year?

Samsung Ads helps you connect creativity with performance across every screen.

Your 2026 success starts today, so get in touch now.