

SAMSUNG
Ads

App Behavior Targeting

Get discovered. Get installed. Get growing.

There are hundreds of popular apps to choose from on Samsung TVs. How can you keep your app top of mind, drive new installs and sign-ups, and re-engage users who aren't using your app anymore?

Samsung Ads has the answer.

Drive New Installs and Sign-Ups

Identify and find new users for your app by helping them discover it.

Re-Engage Lapsed Users

Remind people who used to love your app of all the great programming they're missing, and deep link them to new content.

Reach Your Perfect Audience

Reach the right audience based on a combination of powerful targeting tactics across frequency, recency, and app usage duration.

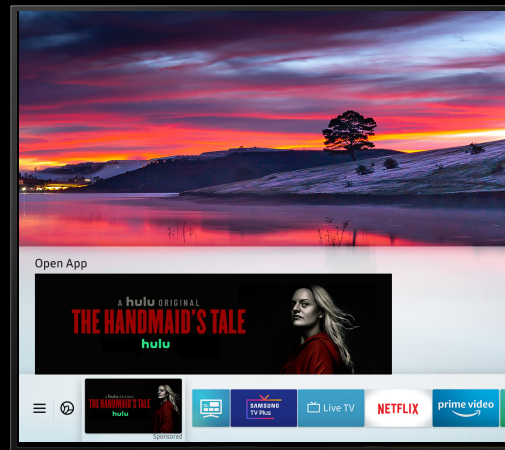
Results You Can See

Get post-campaign reports with audience analysis that can improve your app performance.

How it Works

Activating a campaign with Samsung Ads is easy, and you'll be up and running within a week driving impact for your app.

- We identify the audience based on pre-defined campaign goals using app usage recency, frequency, or duration data
- We engage the audience with high impact Native Smart TV Ads like 1st Screen, Universal Guide, and Apps Store
- Post campaign, we provide analysis on campaign effectiveness such as new installs and increased usage of your app



1st Screen Ad on Samsung Smart TVs

Don't get lost in the Samsung Smart TV Apps Store

Use App Behavior Targeting from Samsung Ads to grow your user base and keep streamers interested in your content across millions of Smart TVs.



Recency

Past 7, 30, or 90 days



Frequency

Light, Medium, or Heavy



Duration

App Session Length

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Get in touch at adsales@samsung.com