



Watch Now



Explore Now



Sponsored

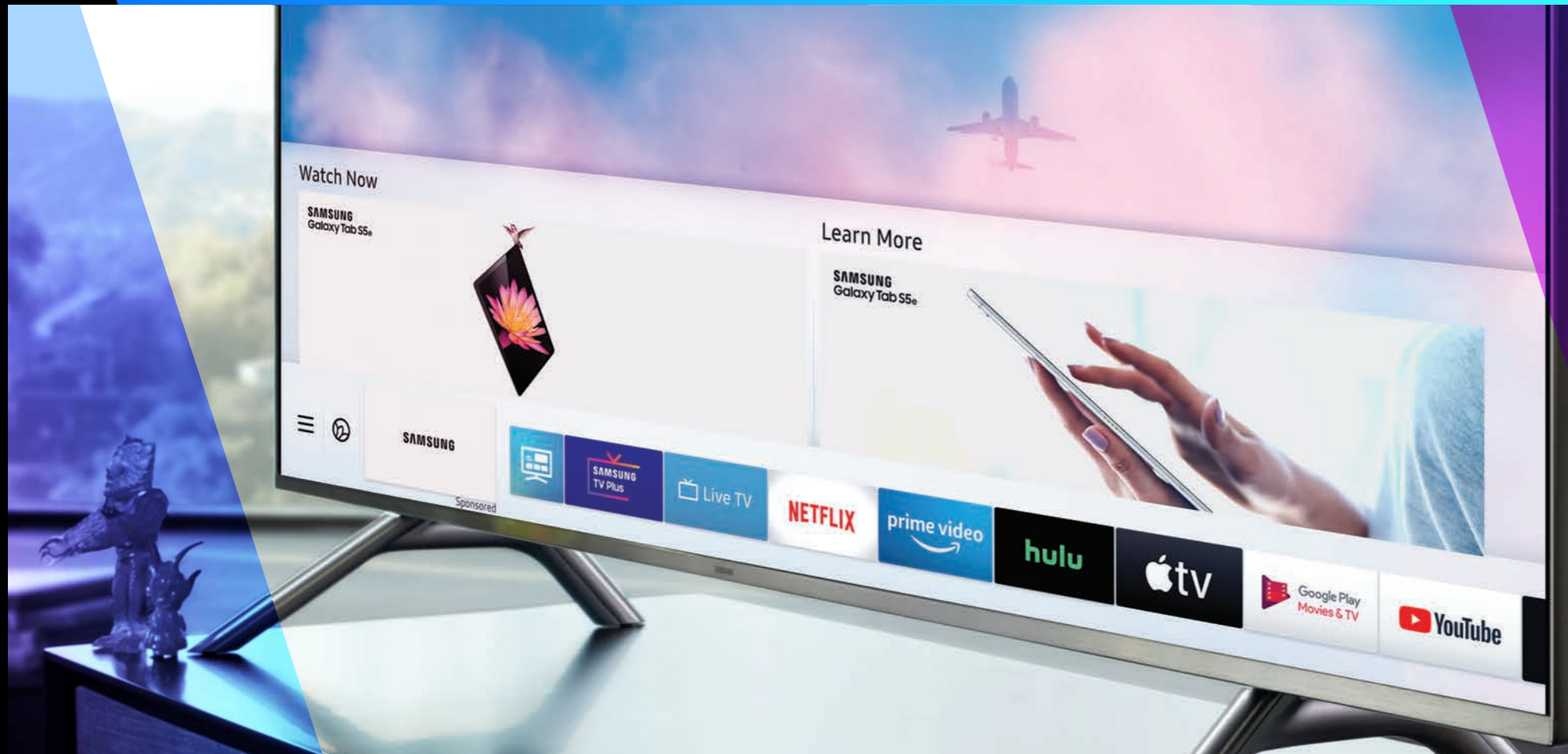


**SAMSUNG**

# Ads

## Start with Samsung Ads

2020



## Our Purpose Is to Deliver Unparalleled Results for Our Customers.

We know audiences better than anyone else. You know your business better than anyone else. Together we can do amazing things.

Let's Get Started.

## The Foundation That Makes the Rest of Your Media Smarter

Samsung Ads is Advanced TV advertising built on the world's smartest connected audience platform.

Surpassing 50M Active Smart TVs in the U.S., combined with largest source of TV data, Samsung Ads delivers advertisers unmatched reach, attribution, and measurement.

Samsung Ads is how advertisers prove TV works.

## What's ACR and Why Should You Care?

Automatic Content Recognition (ACR) data is a highly effective, PII-compliant way, to get direct insights of viewership behavior on Smart TVs. ACR recognizes content viewership, across linear TV, OTT, and gaming environments.

With nearly 60% of the U.S. ACR footprint, Samsung Ads now offers advertisers a simple solution to consolidate Advanced TV media buys on a single platform.

Foundation in Action

# Case Study: Attracting Luxury Auto Intenders in Market to Buy

## Objective

Increase reach to luxury auto intenders, in market to buy, driving awareness and converting to sales.

## Why Samsung Ads

Enabled by the industry's largest first party proprietary ACR data set, Samsung Ads identified the target audience unexposed to linear TV ads.

- Reached them effectively using Connected TV (CTV) Video inventory.
- Measured resulting dealership visits through integrated location data.

**Targeting:** In-market, unexposed to linear creative

**Ad Format:** CTV Video

**+26%**

Increased Audience Reach

**55X**

Return on Ad Spend<sup>1</sup>

**3%**

Of Onsite Visitors Exposed to Advertising

## Proven Playbooks

With thousands of campaigns launched, Samsung Ads knows what works.

Our team can help you benchmark your results against the most successful campaigns for every media goal.



Tune-In



Home Entertainment



Plays



Opens/Downloads



Performance Lift  
(Brand, Sales, Traffic)



## Reach That Scales

With more than 50M Smart TVs, we reach audiences representative of the entire U.S.

What works here, works.

## It's All Here

### Targeting. Ad Experiences. Insights.

Combine Samsung Ads proprietary data with what you know about your customers from first and third-party data, and you have an Advanced TV advertising solution that drives unbeatable results.

Who in a household saw your TV ad? Who didn't?  
Who was on their laptop, mobile, tablet, or watching OTT?

With Samsung Ads, now you know.

### Targeting

Demo, Interest, Device, and Brand.

Millions of consumers may not see your TV spot. Samsung Ads helps you find the missing millions.

### Ad Experiences

Engage Audiences Where They Watch.

We offer a full portfolio of ad experiences including Connected TV (CTV) Video, Mobile and Desktop Video, Native Smart TV, and Display.

### Insights & Measurement

Connect Impressions to Results.

You can buy impressions anywhere. Samsung Ads starts with insights, continuously refining best practices over thousands of campaigns. Connect impressions to insights and drive measurable brand lift, viewership and gameplay, Smart TV app installs and opens, online, offline visits and purchases.



# Transforming Advertising in the Advanced TV Landscape

By using the industry's most comprehensive data to build the world's smartest connected audience platform, Samsung Ads is uniquely positioned to transform the advertising landscape.

For more information visit us at  
[samsungads.com](http://samsungads.com)  
or contact us today at  
[adsales@samsung.com](mailto:adsales@samsung.com).

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