

SAMSUNG
Ads

Finding the Female Fashionista

High net worth and high heels, but low linear TV viewing.

A luxury fashion retailer wanted to reach high net worth female fashionistas through unskippable, large-screen creative that would drive in-store visits.

Why Samsung Ads

Proprietary ACR capabilities, coupled with strategic third party integrations, enabled the Retailer to find the right audiences and reach them in Connected TV.

- **Targeting:** Fashion and Custom Women's Network Targeting | \$100k HHI
- **Ad Format:** Connected TV (CTV) Video

Conversion rate of fashionistas
exposed to advertising was 1.4%.

251K

Store visits influenced

20%

Of store visitors were
exposed to advertising

About Samsung Ads

Samsung Ads is Advanced TV advertising built on the world's smartest connected audience platform. We leverage a proprietary data set no one else has, to deliver insights to marketers no one else can offer.