

SAMSUNG Ads

Addressable CTV

Samsung Ads offers a unique advertising solution by delivering addressable ads in premium OTT environments. Using Samsung proprietary data, you can now reach new audiences across all connected devices, beyond just cable or satellite subscribers.

- **Broaden Your Addressable Reach Beyond MVPDs**
Deliver your addressable campaigns on all connected devices – OTT streaming devices, gaming consoles, and Smart TVs
- **Drive Reach and Frequency Optimization**
Target non-MVPD subscribers to get unduplicated reach and manage household frequency among multiple MVPDs
- **Compliment Linear with OTT Experiences**
Reach your audience in OTT environments where users are more engaged resulting in higher ad effectiveness
- **Faster Activation and Reporting**
Samsung Ads campaigns can launch within 3 business days* and delivery data is available in near real-time

How It Works

With a national footprint and leading addressable data partnerships such as Experian™ and Acxiom™/LiveRamp™, Samsung Ads is a one stop shop for all addressable buys.

- Identify the target audience for your addressable campaign
- Using Samsung Ads' proprietary Device Graph, identify and match addressable audiences within Samsung households
- Addressable campaigns are activated across all CTV devices with 1:1 household targeting and delivery

*SLA can vary based on client data onboarding process
**Source: IHS Markit, TV Market Briefing, March 2018



Partner with Samsung Ads

Partner with Samsung Ads

As the largest source of TV data with nearly 60% of the US ACR footprint, Samsung Ads offers unique advertising solutions for Addressable TV buyers.

Samsung Ads' proprietary Device Graph is able to identify more than 200 million connected devices within Samsung households to help advertisers reach audiences on desktop, mobile, tablets, media and gaming consoles offering holistic reach for our clients.

samsungads.com

Get in touch at adsales@samsung.com