

# SAMSUNG Ads

## TV Ad Retargeting

**Samsung Ads** offers TV Ad Retargeting that allows brands to identify audiences who saw or missed their TV spots and reach them across any screen – mobile, tablet, desktop or OTT.

**TV Ad Retargeting enables your business to:**

- **Drive Media Effectiveness**  
Reach those who missed your TV spot across any screen, including digital and OTT devices
- **Extend Reach**  
Deliver your message to viewers of your TV ads on digital and OTT devices
- **Engage Audiences**  
Reach viewers who saw your competitor's ads as quickly as 60 seconds after linear ad airing
- **Optimize Reach & Frequency**  
Get unduplicated Reach and optimal Frequency within Samsung households

### How It Works

Samsung Smart TVs have built-in Automated Content Recognition (ACR) technology that can understand viewing behavior and usage including programs, movies, ads, gaming content and OTT apps in real-time.

It's a simple 3-step process:

- Let us know the brand and title of the commercial spot you would like to target for your TV Ad Retargeting campaign
- The selected commercial is recognized and instantly matched with our ACR data
- Retargeting campaign is activated for the selected TV commercial based on pre-aligned campaign parameters

\*\*Source: IHS Markit, TV Market Briefing, March 2018



### Partner with Samsung Ads

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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](https://samsungads.com)

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