

Live Sports Success Story

Client objective

Drive awareness and viewership of live sporting events on game days.

Challenge

The client wanted media presence throughout a sports season on all game days through products that deliver massive reach and effective results for advertisers looking to promote live events. Given limited budget to achieve this, products like Samsung Ads high-impact 1st Screen Plus takeovers or roadblocks throughout the season were not a viable option.

Solution

Samsung Ads worked with the client to create a strategy that would reach audiences across our proprietary first party ACR data for two key segments:



Sports fans

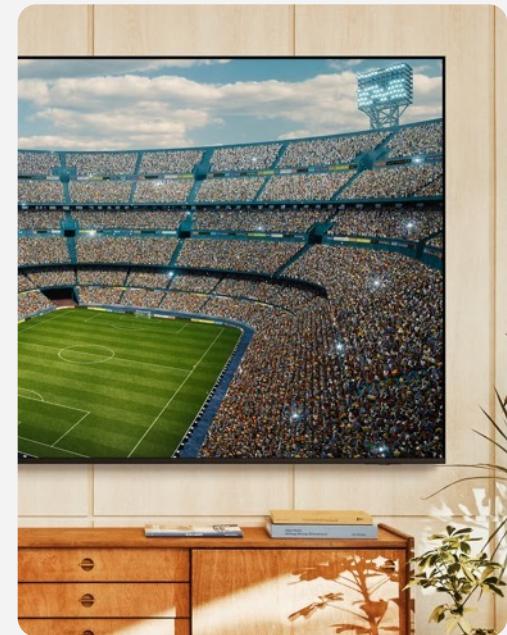


App users

As a result, the client ran multiple 1st Screen Plus single-day rotational heavy ups on game days to reach a higher share-of-voice (SOV) across those two segments.

Value and impact

The strategy increased app open lifts by 43% between Sports fans and active/ lapsed app users exposed to the campaign creative vs. those unexposed. By leveraging key rotational heavy ups leading up to game day moments, partnered with the power of Samsung Ads 1P data and its' ability to reach relevant audiences, Samsung Ads successfully helped preserve the client's budget while delivering an impactful presence on all important game days that spanned throughout their sports season.



70%

exposed app open rate



+43%

average lift exposed vs. unexposed