

Samsung Audience Advisor + Samsung Onboarding Partner Program

Audience Advisor provides clients with planning insights for curated audiences and when coupled with industry-leading DMPs, unlocks unlimited audience targeting opportunities.



Bring the most valuable asset:

Marketers can activate their most valuable asset in the Samsung Ecosystem—their curated audiences made up of their own 1P and acquired 3P data.

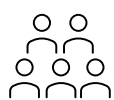
What is Samsung Audience Advisor?

Audience Advisor uses exclusive Samsung TV viewing data to help advertisers understand how their audience watches linear TV and ad-supported streaming, or AVOD. Advertisers can then craft an effective and informed campaign strategy for AVOD.

The addition of Samsung Onboarding Partner Program

Marketers can access their curated audiences from Acxiom, Adobe, Experian, Liveramp, Merkle, and Oracle (with more partners to come) in Samsung's Audience Advisor solution, enabling upstream planning, strategic insights and audience activation.

What Audience Advisor reveals about high-value audiences:



How many viewers you can reach on Samsung's platform



How they watch—especially on streaming and AVOD



How to balance your budget to maximize reach



Audience Advisor helps you understand the way audiences actually watch AVOD, to reach audiences where they are most engaged and most likely to take action.

Audience Advisor in action

Reaching millennial moms



7.1M
Millennial moms

Life runs through us

Millennial moms live their lives through Samsung devices.

Audience Advisor leverages Samsung's device-driven first-party data to determine how this high-value audience views TV content. With insights across linear and streaming, Samsung Audience Advisor finally opens the door to accurate, actionable information about AVOD.

Life runs through us.
Your advertising should, too.

Audience advice starts here

Reach the millennial moms, and every high-value audience you need, with Samsung Ads.

Samsung Ads delivers connections to the power of more. Connections that are more powerful, more personal. Through millions of Samsung devices, we understand consumer needs for what's now and next. With our technology and expertise, we optimize consumer connections for more return on advertising dollars.

Samsung Ads. The Power of More.

How millennial moms watch

72%

Of Samsung millennial moms stream AVOD

1.2 hrs

Average daily AVOD time spent

86%

Share of time spent is in streaming; only 14% of time spent is in linear

