

CES 2025 Highlights

At CES, we met with partners to discuss our latest innovations and how they can solve your challenges in the year ahead. In 2025, our goal is to help you win. We're focused on the actions that matter most for your business, solutions that deliver on your goals, and on building partnerships that pay off.

Results start [here](#).

Our solutions are designed to solve your biggest challenges, in a way that only Samsung can.

Don't waste time thinking about who you're missing.

Performance shouldn't be limited to the bottom of the funnel. With our upper-funnel solutions, actually reach your audience to build brand awareness, equity, and interest at massive scale.

- **Optimal Reach** Struggling to manage reach and duplication because of fragmentation? Understand your audience's behavior across both linear and streaming with our new single-source solution, backed by Samsung's proprietary data.
- **Data+** Limited access to detailed data making it difficult to measure your campaign effectiveness? We're putting the power of our linear, streaming, and campaign data in your hands to offer deeper insights and help you plan smarter, with greater efficiency.

Break through the clutter and drive action.

Viewer attention is harder to capture than ever. With Samsung's innovative ad formats, break through the clutter and connect more deeply with your viewers.

- **GameBreaks** Drive interactivity with co-branded, gamified ad experiences including The Six, a trivia game built directly into Samsung TVs.
- **Actionable Ads** Allow audiences to engage directly with your creative without being disruptive. Make it seamless for consumers to take action from their screen with our QR codes, SMS, and click-to-email capabilities. Samsung's easy-to-use creative templates take your :15/:30s video to the next level without the need for a dedicated creative studio.

Make more than a good impression.

Get your customers to take the action you want on the TV and beyond. Boost your ROAS and move customers through the funnel with our suite of solutions designed to drive performance.

- **Mobile** Drive mobile app installs from CTV.
- **TV** Acquire new app users during their highest point of influence.
- **Web** Scale your reach among consumers most likely to engage and convert on your site.



Capitalize on context.

Our next-gen contextual ads, powered by Samsung Machine Learning, enable you to maximize receptivity in the right moments.

- **Content Collectives 3.0** Reach a leaned-in and primed audience as they engage with the content they're passionate about.
- **Coming soon...**
Match your ads to the contexts that serve you best, using our data as your secret weapon.
 - Program genre data
 - Show content metadata
 - Live contextual targeting
 - Mood & sentiment

We're only as good as we make you look. So, **put us to work.**

Contact us today to discuss
how we can reach your goals.